



Colorful Ceremonies Mark Opening of New Miyako Facilities

A 1200 YEAR OLD Shinto ceremony and a performance by one of Dixieland's greatest trumpeters were among the highlighted festivities celebrating the opening of the Miyako Hotel's newly expanded facilities on August 19.

New public areas include the handsome Imperial Ballroom which can accommodate up to 1,000 people for receptions and the Osaka Room for groups of up to 200 people. Also added to the hotel's room count are seven luxury Japanese style suites each equipped with its private sauna.

The seven new luxury suites have been named for the Seven Japanese Gods: 1. Daikou, the god of wealth and the patron saint of farmers. 2. Ebisu, the god of fisherman and tradesmen. 3. Fukurokujin, the god of wisdom. 4. Jurojin, the god of longevity. 5. Hotei, the god of wealth and wisdom. 6. Bishamon, the god of military. 7. Benten, the goddess of art, literature, music and eloquence.

The opening Shinto ceremony was conducted by priests of the Konko-Kyo Church of San Francisco, wearing their traditional brocaded robes. This ancient ceremony is traditionally performed prior to the opening of a business and consists of prayers to the parent god of the universe to purify the air and banish evil spirits.

An invitational reception for approximately 400 guests followed the formal ceremonies. Entertainment for the guests included a Taiko (Japanese drum) performance by Seiichi Tamaka of the Miyako's staff. Climaxing the gala evening was a special performance by Clyde McCoy and his nationally famed Dixieland Band.

The Miyako Hotel, located in San Francisco's unique Japan Center, has received international publicity for its authentic and distinctive Japanese architectural features. Charles McCaffree is the Miyako's General Manager.



ROLL OUT THE BARREL — Miyako Hotel General Manager, Charles McCaffree, is joined by lounge hostesses Reiko Boyd (left) and Suzie Yamagata (right) in rolling out the Saki barrel prior to the opening ceremonies for the hotel's new public rooms and suites.

Colon International 'Way Ahead' of Schedule

TOM BEYKOVSKY, General Manager of the Hotel Colon Internacional in Quito, Ecuador, reports a scheduling "first" for the hotel's 104-room addition.

Originally scheduled for completion in February of next year, three floors have already been opened with expectations of the entire project's completion by the end of this month.

"Because of a special effort by the construction people and everyone concerned," says Tom, "we are way ahead of schedule. It will be a record 'first'

for such an early completion in the country of Ecuador."

Incorporated into the new addition and construction will be a heated and fully enclosed swimming pool, an enlarged bar, a new restaurant specializing in native foods, and an enlarged cafeteria.

Beykovsky further reports that the Colon Internacional's main dining room, El Conquistador, is considered to have the finest food and service in all of Ecuador.

front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

At the Washington Plaza **Parker Smith** is promoted from assistant manager to Senior Assistant Manager filling the position formerly held by Marc Zanner, who has returned to the University of Washington to complete his college degree; former reservations manager, **Bob Hutchinson** is named to the position of Assistant Manager . . . at the St. Francis, **Mike Hartnett** has assumed the position of National Sales Manager and **Roy Gowell**, formerly sales manager of the Houston Oaks, has been named the hotel's Director of Sales . . . named Director-Rooms Division of the Century Plaza is **Dick Fyock**...

Transfers

Thomas Hosea, former Grill and Coffee Shop manager at the Cosmopolitan is appointed Senior Assistant Manager of the Carlton House . . . **Dino Georgalas**, formerly F&B director of the Winnipeg Inn, is named Director of F&B at the Carlton Hotel in Johannesburg . . . these transfer appointments to the St. Francis: named as Director of Sales is **George Caldwell**, formerly director of sales for the Houston Oaks; transferring in the same position as Sous Chef is **Peter Inauen** of the Ilikai; former Ilikai sales manager, **Jeff Flowers** joins the St. Francis staff as Sales Manager; named Assistant Controller at the St. Francis is former Ilikai controller, **Phil Reed**; **Carol DeLapp**, formerly Convention Group Tours service manager of the Ilikai, is named Assistant Reservations Manager of the St. Francis; former assistant housekeeper of the Century Plaza, **Harriet Hill**, is named Assistant Housekeeper of the St. Francis . . . joining the Olympic staff as Sales Manager is former St. Francis sales manager, **Richard Biehn** . . . assuming the new position of Cost Analyst for the Washington Plaza is **Larry Dustin**, formerly with the Ilikai . . .

(Continued on Page 9)



Executive Offices Report:

A feature article in this issue of FRONT! gives a behind-the-scenes view of our corporate public relations department activities.

In the story, WIH Public Relations Director, Ruth McCloy suggests that it is not that Department but each one of us who are the real "image makers" of our company. She supports this by pointing out that our "image" or reputation for quality, integrity, friendliness and exceptional service are among the basic foundations of Western International's long established operating philosophy. Public Relation's main responsibilities are visualized as promoting this established image through releases and feature material to the press and other media.

This is an interesting, and we think, a very valid observation.

Our public image is not something that is pounded out on a public relations office typewriter. Rather, it is projected by each one of us in our day-to-day contacts with the hundreds of thousands of people who pass through our doors or who do business with us by phone or mail.

Happily, our public relations image does not suffer a credibility gap . . . we do practice what we preach. We practice it in the sincere quality of expressed hospitality; in the pleasing tone of a letter; and in the courteous warmth of telephone manner. This is the real public relations image that we as WIH "image makers" project to the public and the one by which we are judged.

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, Jack Gibbs; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, J. Claude Goyer; Camino Real-Salvador, Ana Elena Steiner; Century Plaza, Charlene Chabin and Jean Klappert; Continental Plaza, Audri Adams; Cosmopolitan, Arcele Schiermeyer; Houston Oaks, Pat Sells; The Miramar, Edward Y. Hsu; Miyako, S. F., Kristina Templeman, Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y. Yoka; St. Francis, Sharyn O'Reilly; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

"Operation Excel"

Excels At Washington Plaza

SHOULD even the largest convention be less than perfect at the Washington Plaza it would not likely be the fault of the hotel's staff. Certainly not since the hotel inaugurated its tremendously successful "Operation Excel" program a few months ago.

Basically, Operation Excel is a carefully planned hotel staff service that assures those persons responsible for meeting arrangements an almost iron-clad guarantee for the operational success of his convention as far as hotel related activities are concerned. The program is an adaptation of a similar one practiced by the Ilikai and brought to the Washington Plaza by General Manager, Lee Jenks. It was put into operation and is administered by the hotel's Director of Sales, Larry Stephan.

HOW IT WORKS

BRIEFLY, it works like this:

Two or three days before the convention is scheduled to start, the group's convention organizer (usually referred to as the "association executive") is invited to sit in on an Operation Excel meeting comprised of the hotel's depart-

ment heads and others involved.

A suitable hotel meeting room has been booked and all Operation Excel meeting arrangement details made, down to the last water glass and note pad. Ten minutes before the meeting starts the staff is assembled and briefed on general convention details. The association executive is then brought in, personally greeted by the General Manager or the Executive Assistant, and is introduced to each staff member present. To assist in his association of names, faces and job responsibilities, name and job title plates are placed in front of each hotel attendee.

WASHINGTON PLAZA Convention Coordinator, Vicki Siegel, reviews the entire convention program that has been developing over the past several months. The meeting is then open to a question and answer discussion to tie up all loose ends and finalize all possible details that might affect each department's responsibility. From previous experience, staff members are adept at bringing out any particularly unusual points that may have been previously overlooked such as a special bed or diet consideration.

"VERY VIP" PIN

At the meeting's conclusion, the executive is presented with a special Washington Plaza lapel pin which he is asked to wear during the convention's duration. He is informed that the pin identifies him as "very VIP" with the hotel staff and any request he makes of a hotel member will be dealt with immediately. Further, he is given a list of department head names with their phone extensions should he need to contact anyone of them for any reason.

IN TURN, the convention director is asked to supply copies of his printed convention program for distribution to department heads. This program information may be of importance where certain out-of-hotel activities may have a bearing. Plans for an early morning group tour, for instance, would alert the hotel's dining room staff to prepare an early breakfast service or the hotel's doorman who may be needed to assist with bus transportation.

COOPERATIVE STAFF EFFORT

"The great thing about these Operation Excel meetings," says Larry Stephan, "is that the convention executive is left with a positive frame of mind that we are doing and will do everything possible to make his convention a success. It's a big load off his mind to be assured that he has been working with top professionals and that everyone knows what is going on. From the tremendously enthusiastic response we've had from convention people since the program's start we know Operation Excel has been successful. A lot of credit for that success must go to everyone on the hotel's staff. They've been quick to respond to the lapel pin identification and in going out of their way to offer very special service to these convention executives who wear them."

AT THE conclusion of the convention the executive is invited to attend a special ceremony in which he is presented with a handsome metal and wood mounted plaque engraved with his name and convention date as a token of the hotel's appreciation. Stephan reports that, to a man, these executives have had the plaques mounted on their office walls as a pleasant reminder of a very successful convention. To this, Stephan adds, "Of course, it doesn't hurt if visitors to the convention executive's office might notice the plaque and subsequently get the word about our Operation Excel service and the Washington Plaza."



OPERATION EXCEL IN ACTION — (Above) Convention Coordinator, Vicki Siegel, reviews entire convention program to date with staff attendees. (Below) Director of Sales, Larry Stephan "pins" the convention organizer with special identifying pin. (Note name and job title plates placed at attendee positions)



WIH Golf and Soccer Teams in Inter-Hotel Competition

Horny Owls vs. Winnkeepers — Soccer Showdown in Regina

THE FIRST "WIH Western Canadian Championship Shield" was awarded the Calgary Inn's "Horny Owls" soccer team with their recent win over the Winnipeg Inn's "Winnkeepers."

The final score was, Horny Owls 6 . . . Winnkeepers 2.

This inter-hotel sports contest took place on neutral grounds at the Regina, Saskatchewan soccer stadium in late July. The Regina site was chosen because of its location as an approximate mid-way point between the Calgary Inn and Winnipeg Inn properties.

FRONT! reporter (and Horny Owls Coach), J. Claude Goyer of the Calgary Inn provides the following on-the-spot report (colored, undoubtedly from his winning team's viewpoint): "Following a hardy breakfast, (and much kibitzing) F&B Director **Dino Georgalas**, Captain of the Winnkeepers, and Sous-Chef, **Klaus Bachman** Captain of the famous 'Horny Owls,' retired to their quarters for a last minute briefing and rubdowns by their Masseur/Trainer **Jim Masterson**. In the meantime, coaches **Manfred Guerling**

(Winnipeg Inn Senior Assistant Manager) and **J. Claude Goyer** (Calgary Inn Comptroller), were busy exchanging the financial views and discussing the presentation award.

AT THE crucial 11th hour, the Winnipeg Inn had decided to 'beef-up' their squad and surprised everyone with the arrival of **Arthur Oades** (Winnipeg Inn's General Manager), which gave the Winnkeepers an unexpected edge and morale booster.

It was high noon when the referee's whistle blew, and the first half was now on its way. At the 18 minute mark, the opening goal was recorded by 'Twinkle Toes' **Wolfgang Goudriaan** - Executive Chef, and the 'Horny Owl's' never looked back. By the end of the half, the score was now Horny Owl's 2 . . . Winnkeepers 0. The second goal was scored by **Alan Jones** - Owls Nest Waiter.

THE second half proved fruitful, with Winnipeg showing better control and form, although a goal line confusion resulted in a goal, to make the score 2 to 1. But the Horny Owl's, underdogs at the

sidelines, were now pushing and goals accumulated quickly, as **Tony Johnston**, scored 2 goals, **Alan Jones** tallied for his second, and **David Yip** scored one. The Winnkeepers then scored their last and final goal which was to end the game, with the score 'HORNY OWL'S' 6 . . . 'WINNKEEPERS' 2.

The game over, the victors and losers clasped hands in the fine tradition of sportsmanship, and Western Internationals way of saying, 'great going.'

Horny Owl's Captain, **Klaus Bachman** now proceeded to the winner's circle, to accept the WIH award from **Arthur Oades**.

And so it ends . . . a great Western team spirit of friendly competition for another year, as hotel personnel, from all walks of life, be it a Busboy, Executive Chef, Room Clerk or General Manager, look forward to competing with other Canadian/U.S. properties, (Bayshore Inn perhaps?) in the friendliest of sports, among a fine team of great hotels."

(Photo on News-Pictorial page)

Golfers — Off Your Duffer And Onto Your Tee!

IT MAY NOT produce another Lee Trevino or a Joanne Carner. Nor is TV's "Wide World of Sports" likely to feature any of the events, but for the involved WIH players, the matter of personal participation provided fun and challenges enough.

The "events" were the recently inaugurated WIH area golf tourneys and inter-hotel competition. Participating were a mix of interested players from the Century Plaza and Continental Plaza hotels and a combine in Seattle that included employees of the Olympic, Washington Plaza and Space Needle properties plus members from WIH offices and Western Service and Supply.

It was this latter group that organized the first tourney which was held in mid-July on a warmish Sunday afternoon (90° temperature!) at Mt. Si Golf Course outside Seattle. Over 45 guys and gals participated ranging from department employees to corporate officers, exhibiting a wide range of talents from duffers to "experts." Scores were tabulated accord-

ing to the Calloway System which "levels" all scores so that a first time player has as good a chance at a winning low score as does the expert golfer.

TEE-OFF time began at 11:30 a.m. and continued throughout the day with the last stragglers heading towards the club house around 5:30 p.m. There, a buffet dinner had been arranged, after which some twenty golf-score prizes were awarded in as many categories. Even the losers were winners. So many prizes had been donated to the event that those not awarded for their expertise on the course were at least assured of a door prize.

First challenger of the Seattle Group was the Continental Plaza hotel. However, their event which was scheduled for a Sunday in mid-July, was called after nine holes because of rain. The tourney was rescheduled for a later date.

The Century Plaza tourney was played on Monday, August 16. (The results not received by FRONT! press time, but will be reported in the next issue).

The idea for the inter-hotel competition was instigated mainly by **Brian**

Beaulac and **Jack Elliott** of Seattle offices, **Bruce Stone** of the Continental Plaza and **Chuck Mellors** of the Century Plaza among others.

The Seattle committee was formed of interested golfers consisting of two members each from the Seattle properties and offices.

This group also organized the inter-hotel program and established the competition rules working with the personnel directors of the Century Plaza and Continental Plaza Hotels. Eventually, it is hoped that other hotel properties will want to compete in these tournament events.

An attractive traveling plaque has been purchased which will be awarded—suitably engraved with the hotel's name—to the winning group after each individual tourney score has been tabulated. The hotel with the lowest Calloway score will be declared the winner and is allowed to keep the plaque on display until bested by a score from some other property.

(Photo on News-Pictorial page)



GEORGIA — Vancouver, British Columbia is one of "United's cities" and the Hotel Georgia is "home" for layover United Air Lines personnel. On a hot July day, our FRONT! photographer caught this quartet of United Stewardesses waiting on the hotel's front entrance for the airport limousine and their return to the "friendly skies."



ANTLERS PLAZA — The staff of the Piccadilly "Saloon" relive the old West during Pikes Peak or Bust Rodeo week in Colorado Springs. A "Dress-Up" contest was held as part of the community-wide celebration with the Piccadilly crew coming in with third prize honors for these costumes which they wore during the entire week.



WIH — SEATTLE — The annual fishing trip involving staffers of WIH offices and Seattle properties was one of the most successful ever with everyone catching their limit. Above (left) Brad Bennett, son of WIH Assistant Treasurer and Controller, Don Bennett was credited with catching the first fish, while Space Needle General Manager, George Johnson won "biggest fish" and "largest catch" honors.



WASHINGTON PLAZA — To encourage wine sales and to increase employee knowledgeability of wine and wine service, the Washington Plaza— in conjunction with local wine suppliers—has initiated a series of wine courses for its F&B employees. First to complete the course are these Room Service employees receiving their course diplomas from F&B Manager, Jacques Mason. From left: Nancy Hilke, Mina Jones, Roger Simon, Carol Rowan, Diddy Mowilos, Mason, Ray Clouse and Chuck Miller. Presently attending the second of these 10-hour sessions are the employees of the Beef Room.

NEWS-PICTORIAL



PROUDLY bearing aloft their WIH banner, the victorious "Horny Owl's" soccer team of the Calgary Inn pose for their group portrait. Now, on to greater challenges!

Sports Album

(See Page 3 for WIH inter-hotel soccer and golf story details.)



RELAXING in a shady area near the first tee, WIH golfing participants and friends await the beginning action at the Mt. Si Golf Course inaugurating the first Seattle area Golf Tournament. A second tournament has already been scheduled for October 10th.

NEWS FROM



WESTERN INTERNATIONAL HOTELS

CONTACT:

Ruth McCloy
Public Relations Director
Executive Offices
The Olympic
Seattle, Washington 981

FOR IMMEDIATE RELEASE:

Corporate Public Relations

Helping To 'Spread The Word' About Western International Hotels

BROWSING through your daily newspaper, your eye is caught by an article announcing a major staff appointment for your hotel.

A travel feature in a magazine you are reading includes an attractively inviting color photo of a WIH hotel with a caption description.

While waiting to see your department head in his office you flip through a hotel trade journal and come across a report of a proposed new hotel addition for an existing WIH property.

It is through such publication media as this—as well as via radio and TV newscasts—that much of the Western International Hotel's story is communicated to you and to the general public.

Chances are that the source, particularly if it's on a Corporate level, for most of these reports, feature materials and photos originated from Western International's Public Relations offices in Seattle. And if it did, chances are practically 100 percent that the source narrows down to a single person . . . Western International Hotels Public Relations Director, **Ruth McCloy**, aided by her Secretarial assistant, **Cathy Fowler**.

* * * * *

RUTH has been "spreading the word" of Western International's Corporate activities for the past four and one-half years. She joined the WIH staff as Public Relations Director in January, 1967,

bringing with her a widely experienced background of some 15 years in the field. A measure of her abilities was her acceptance three years ago into the profession's prestigious group for qualified professionals as an accredited member of the Public Relations Society of America.

Ruth views her Public Relations position as basically that of creating a continuing public awareness of the company and at the same time projecting an appealing corporate image.

According to Ruth, the latter is one of the easiest parts of her job.

"We have so much going in our favor," she says, "our reputation for integrity, quality, and in most instances, genuinely friendly service is pretty well established and something that's easy to capitalize upon."

Fortunately, unlike many other industries we do not create such public irritants as air pollution or other nuisances that could be harmful to our image. Rather, our 'product' (hotels) often enhances the communities in which we are located and provides its citizens with a degree of local pride."

Generally, the release material Ruth feeds to the various media falls into the two categories of straight news or features.

NEWS RELEASE TYPES

News releases are, for the most part, of an announcement type . . . stories that tell of personnel appointments, property acquisitions, additions or renovations, or reports relating to WIH group seminar activities. "I will usually direct these releases to the specific news editor con-

cerned," Ruth says, "such as a financial, business or real estate editor. If the story is about an event not taking place in the area covered by the particular newspaper, I will include a local interest tie-in to encourage its publication. For instance, a management conference release going to several papers in several cities would be designed to lead off with the names of those WIH people in that community who would be attending," she explained.

"Hard" news, or stories of some major corporate activity that would be of greater public interest and might appear in the main news section, would be directed to the attention of the general news editor. Such a release may also be distributed to the various news-wire services such as AP, UPI, PR Wire or others. The item might also be picked up by the various radio broadcast and TV people subscribing to these news services. Occasionally some stories, such as a new property or site location announcement is reported by the local press as a result of rumors or a "news leak" during the negotiation process. "While I don't blame the reporter for doing his news-hunting job," Ruth comments, "sometimes these pre-mature announcements can be disquieting, particularly if the facts are incorrect or the negotiations fail to be consummated. Western International's policy is not to release a story until everything has been pretty well firmed. In fact, no corporate news stories of such a nature are released until they have been cleared through the Executive Offices and, where necessary, through the WIH Legal Department. Such precautions are necessary in the interests of factual reporting to the public and in the protection of all parties especially where negotiations with outside interests are involved."

Copies of these stories will also be released to applicable trade journals. Ruth maintains a "live" file of some 200 of these publications of regional, national and international distribution. Primarily, these are publication directed to travel, hotel accommodations and food industry people.

FEATURES MARKET

The "trades" are also a good market for feature articles as well as are the travel editors of metropolitan newspapers. While features need not be as timely as straight news stories, they are often prepared to coincide with some event in that hotel community. A story on the Calgary Inn's participation in the annual Stampede celebration, for instance, would be scheduled for release just prior to that event.

The resultant publicity from these articles can be important not only to the featured hotel property but these published stories offer another opportunity to tie-in the corporate name along with that of the hotel to the reader.

Travel publications and newspaper travel editors are regularly supplied with possible use items either relating to specific properties or of the locale in which the property is located with a legitimate WIH hotel or company reference angle. Legitimacy, in fact, is a key word in the Department's operational philosophy. Ruth strongly believes that publicity for the sake of publicity is of little worth (often easily recognized as such by a media editor and ignored). Items must have some real news or reader interest value.

Ruth also reflects a Corporate attitude for being as absolutely honest and straight forward with the press as is possible. As Public Relations head, she often acts as Corporate press liason and will assist in directing news people to the proper management spokesman for a particular story or feature.

The Department subscribes to a clipping service that regularly supplies news clippings referring to corporate or hotel activities that have been published in the various newspapers, trade journals and consumer publications throughout the United States. These are assembled into a scrapbook under proper category headings. The accumulated stories are of particular interest to WIH area vice presidents in evaluating the press coverage that has appeared for those properties for which they are responsible.

Travel writers will frequently contact



RUTH McCLOY answers a phone request for a color slide.



WITH HER Secretarial-Assistant, Cathy Fowler, Ruth brings her "clippings" scrapbook up to date.

Ruth for assistance on a feature story involving the communities in which our hotels are located. This may include visits to these hotels for which Ruth would act as liason for arranging their accommodations. One such recent instance was a tour taken by the travel editor of the leading Portland, Oregon newspaper through California and Mexico with visits to WIH properties en route. While her published series featured the people and sights of the areas visited, she also included several flattering references to the WIH hotels in which she stayed.

PHOTO SOURCE

As might be expected, the Public Relations Department is also the major photo source for the company. With most releases sent out, whether they are on personnel announcements, new or established properties or special events, they are often accompanied by an appropriate

photo. Travel writers will often request photos to illustrate a publication story. Travel agents requiring photos to illustrate their tour brochures are another major photo request source.

In addition to black and white prints, Ruth also maintains extensive color slide files on each of Western International's properties. Sets of these are almost in constant circulation throughout the company for a wide range of uses from hotel employee presentations to sales pitch support, and from WIH seminar group showings to corporate aid use when presenting the "WIH story" to outside associates.

For the last few years, Ruth has also been accumulating photos of historical significance in developing an historical file. (Ruth admits to "a lot of gaps in the

(Continued on Page 8)

file" and would appreciate contributions of any pictures of an historical nature from WIH employees that could be added to her collection.)

In-company corporate communications is another major Public Relations Department activity. At the same time or prior to the public release of news announcements, Ruth will send similar releases to all properties via an "All Managers" bulletin. A follow-up story will also be included in the bi-monthly Operations Bulletin which Ruth is also responsible for producing.

SERVICE AVAILABILITY

In the Corporate Organization Chart, the Public Relations Department is listed under the Marketing Division. Basically, public relations is directly related to marketing activities in that it assists in "selling" the corporate name and image by bringing it to the attention of the public and potential customers. But Ruth hastens to assure that her Department's services are equally available to any WIH Division office or wherever else her talents, experience and equipment can be put to good use. As an example, she cites the most recent Food and Beverage Conference in which she assisted in securing the guest panel speakers and in some of the publicity arrangements.

In her contacts with individual hotel properties for source material, Ruth will work through that hotel's management people, or where they are included on staff, the hotel's public relations director.

Reflecting on these contacts and in her relationships with WIH people at both the corporate and hotel level, Ruth offered this final comment summing up in part her attitude towards her job and the company.

"You know, Public Relations people have been popularly referred to as 'image makers,' but in this company, at least, we are more 'image pushers.' Our image in all levels as a quality operation run by professional inn-keepers . . . of genuine friendliness . . . of courteous, helpful service . . . and that very special warmth . . . has been with us for a very long time. These are qualities we not only speak about but all of us at Western International actually practice which really makes all of us 'image makers.'" Then, smiling, she added, "Believe me, with all this going for us its been a big help in my job as an 'image pusher'!"

PEOPLE Make the Difference

A continuing series of employee profiles illustrating what the familiar WIH "People Make the Difference" reference is all about. Individuals featured are selected from the various WIH hotel properties and offices and from the range of job position categories.

Jerry Cole - Olympic Night-Supervisor

AT some time during the wee morning hours when most of the Olympic staff and the hotel guests are deep in their slumbers, the 18-man janitorial crew will be pausing for their mid-shift coffee break.

A lot has been accomplished, but there is much more to do before the crew will complete their massive clean up job by the 7 a.m. quitting time.

By then the Olympic's kitchens will sparkle, the hotel's garage will have a fresh, spruced-up appearance, all the public areas—lobby, guest elevators, meeting rooms, restaurants, etc.—will be spotless. Even the sidewalks in front of the hotel will have a well-scrubbed look!

Seeing to it that the Olympic awakens each morning to a spic and span house is Night Supervisor, Jerry Cole.

Jerry has been the hotel's "Mr. Clean" for the past seven years. He joined the Olympic staff in June, 1964 in answer to a classified ad on the position opening. His selection for the job from among the several applicants has since proved a very fortunate one for the hotel. Jerry's exacting thoroughness, initiative, cooperative spirit and devotion to his job and the hotel has won the praises not only of his current supervisor, Director of Housekeeping, Hanne Dittler, but from other department heads to whom he is indirectly responsible. This includes the Olympic's kitchen Chefs, Catering and Banquet Department management and the Garage Manager.

HANNE DITTLER describes Jerry as "very definitely a working supervisor." His distinguished, and personally well-groomed appearance may belie the fact that he gets as actively involved as the rest of the crew working along side any of his men as needed. This could mean anything from helping to wax floors and polishing stove tops to steam-cleaning garbage cans.

For each area under his responsibility Jerry maintains a duty list which is checked off when the job is completed and has



JERRY COLE and Hanne Dittler discuss details after a hotel inspection tour.

his inspection approval. In addition he will be charged with special weekly projects as directed through the Housekeeping Department.

About three times a week Jerry meets with Miss Dittler for a complete inspection tour of the hotel areas for which he is responsible, with an eye towards what may require some special attention or a major project assignment.

"Jerry takes a great deal of pride in his job responsibilities and in the Hotel," Hanne comments, "and is very reliable and cooperative about following through on what needs to be done." She also credited him with a great deal of personal initiative. As an example, she mentioned, "If he feels something should be done during his off hours he will either come back to see that it's done or reschedule his nights off to do it. He is also very economy minded, and not only does he make special efforts to stay within his operating budget but he is always on the lookout for any cost saving ideas."

JERRY works with a 31-man crew—18 men on each nightly shift—and is largely responsible for their hiring and training, although final hiring approval must go through Miss Dittler.

On days off, Jerry really gets away from it all. His favorite leisure time activities are hiking and mountain climbing. He finds that the great out-doors are not only refreshing to his spirit but help to renew his job attitude perspective. It is an attitude that for Jerry has meant going that extra "People Make the Difference" mile.



TOKYO — Charming, Marilyn Barber, was recently employed as a Front Desk Clerk at the Palace Hotel. She speaks French, German, Spanish and English, and has acquired a working knowledge of Japanese while serving as hostess at the San Francisco Pavilion at EXPO 70.



CARACAS — Internationally renowned French Mime, Marcel Marceau was a recent guest at the Hotel Avila while presenting a schedule of performances in Caracas. Marceau is shown above with Hotel General Manager, Jean Marc Blouet.



MEXICO CITY — Finalist judging for the "Miss Mexico" contest was held at the Camino Real in June to select an entrant for the "Miss Universe" contest. The beauty winner who went on to represent Mexico in the international affair in July, is pictured at center above flanked by (left) Roman Zapata, Resident Manager, and (right) John Berthelot, Camino Real Managing Director. At far right and left are the four runner-up candidates.



SINGAPORE — Director of Housekeeping for WIH and the Olympic Hotel, Hanne Dittler (left) "goes native" at the Shangri-La Hotel. The costume she is wearing is that which was worn by the hotel's women brick carriers during the hotel's construction. Because these women always kept their heads covered with a uniform headgear made of folded red cloth, they had were known as the "red caps." With Hanne is the Director of Housekeeping for the Shangri-La Anneliese Rastetter.



ACAPULCO — Mr. Brian Walker of the Wardair travel agency of Canada (right) on an Acapulco hotel inspection tour for his clients, decides overwhelmingly in favor of the Caleta. Walker, who is planning an extensive promotion to bring Canadians to Acapulco, indicated that he was "more than pleased" with the services the hotel offers its guests. Caleta Manager, Francisco Morales, (left) visits with Walker at a guest reception event in the hotel's gardens . . . and appears quite pleased with Walker's choice!

Mural For Camino Real

RUFINO TAMAYO, recognized internationally as one of Mexico's most famous contemporary artists, recently completed a large mural commissioned for the lobby of the Camino Real Mexico City.

The mural was created on a special hemp cloth, made only in Mexico, and is painted in cool colors with strong blues predominating.

Tamayo has entitled it, "Man in Front of Infinity" and describes its significance as, "Man the questioner facing infinity and the mystery that exists in the conquering of other planets."

Carlton Hotel Staff Celebrates "American Day"

Several of the members of the Carlton Hotel staff and their families participated in the annual Fourth of July American Day celebration held every year in Johannesburg, South Africa for U. S. citizens and their friends. Just like back home, the affair included a large picnic barbeque with beer, pop, potato salad and what no good picnic could be without . . . ants!

Carlton staffers who won prizes during the picnic contest games included: **Tony Beart** (a set of Encyclopedia Britannica); F&B Controller, **Gunter Zimmer** (a case of wine); and **Susan Marker**, wife of Executive Assistant Manager, **Chris Marker**, who won a scooter and tricycle in the bean guessing contest.

COMINGS AND GOINGS

(Continued from Page 2)

Joining the staff of Century Plaza as Sales Manager is **Stephen Gold** . . . named as State and Regional Sales Manager for the Crown Center Hotel in Kansas City is **Walter E. Jordan** . . . appointed Regional Sales Manager for the New York Regional Office is **Tom Hurley** . . .

INTERNATIONAL DIVISION

At the Shangri-La in Singapore these appointments: **Jeffrey Lim** is named Assistant Catering Manager from room service manager; former assistant manager of the Golden Peacock Restaurant, **Jimmy Low**, is promoted to Restaurants Supervisor; new Room Service Manager is former assistant F&B controller **Poh Say Eng**; **David Tan** is named Manager of the Lost Horizon Discotheque . . . at the Tokyo Regional Promotion Office, **Miss Yasuko Watanabe** is appointed to Reservationist.

Inn Basket

CONGRATULATIONS — To the Anchorage Westward's Bob Larson on his recent election to President of the Alaska State Hotel-Motel Association. Bob is Director of Sales for the hotel and a 15-year veteran of the Anchorage Westward. He was honored in 1963 as the hotel's winning nominee for the WIH Thurston-Dupar Inspirational Award.

HOLE-IN-ONE FIRST — Hotel Shangri-La Sales Manager, Tan Swee Leong, is credited with achieving the first hole in one on Shangri-La's golf course . . . and the proof is recorded on film! The historic event was caught by a Japanese TV producer while shooting on the hotel's exotic grounds for a documentary film on Singapore. (Now there's a challenge awaiting Japanese TV viewers!)

OUTLOOK BRIGHTENS — A recent report from the National Restaurant Association reveals that people are eating out more than ever. The Association's study of restaurant industry sales shows that for the first quarter of 1971, eating and drinking establishment sales are up 7 percent over the comparable quarter last year. The study, published by the NRA in its "Washington Newsletter," concluded that the restaurant industry seems to have recovered from the slump experienced in 1969 and is keeping pace or ahead of other segments of retail trade.

NEWS LETTERS — To establish better communications and more friendly community relations at least two WIH properties have begun publication of periodic news letters. They are the Olympic Hotel with its handsomely designed "Olympic Tidings" and the bulletin format of "Georgia Strait" of the Georgia Hotel. Basically both publications are designed to inform the public of hotel related activities, however, the "Georgia Strait (which bills itself underneath its mast-head as, "the news bulletin of the underground establishment") also reports Vancouver items of interest.

Crown Center Sales Staff Begins Booking Business

THE 750-room Crown Center Hotel, now under construction in mid-town Kansas City, Missouri, is not scheduled for completion until sometime in early 1973.

However, more and more organizations throughout the country are fast becoming aware of the hotel's development and future promise.

A great deal of credit for spreading the good word about the projected property goes to the hotel's three-man sales force. For some time now the hard working crew has been "knocking on doors" generating future convention business for the hotel with bookings scheduled for mid-1973 and thereafter.

HEADING the initial sales staff team is **Bruce Lucker**, the Crown Center's Director of Sales. Previous to his Crown Center appointment, Lucker had been National Sales Manager for the Century Plaza Hotel for the past three years.

Working with Lucker are his two Sales Managers, **Ed Jordan** and **William Nuhn**. Jordan is a newcomer to Western International Hotels and was previously Sales Manager for the Muehlebach Hotel in Kansas City. Nuhn had been the Director of Sales for the Antlers Plaza.

Crown Center Hotel General Manager, **Richard Ferris**, has indicated that the hotel's sales force will be expanded to six by the end of the year.

WIH Print Shop Gets United Contract

A two-year contract to print all of United Air Lines' letterhead stationery was awarded Western Service and Supply Printing Department in Seattle.

The contract, according to Printing Manager, **Tom West**, calls for two-million letterheads (one-million each year) to be printed during the two-year period. The letterheads are printed in two colors—red and blue—with addresses printed in black as quantities are ordered from United's various headquarters and regional offices throughout the country.

"When he had heard that United was asking for bids on the job," West said, "we asked that we be considered. After United's people investigated our facilities and found that our workmanship met with their approved standards, they agreed. When all the bids had been submitted and compared, it was found that we were able to offer the best price."



WINNIPEG INN — One of the secrets of the Winnipeg Inn's success is friendly employee relationships. This spirit of kindly interest is demonstrated above by Top of the Inn Room Manager, Ed Siwik and Room Waitresses, Tannis Lord and Shirlee Blackman.



SPACE NEEDLE — Night Reservationist, Lynda Moody handles it all without the help of Hoteletron. Of course, that she only books dining reservations may have something to do with it.



GEORGIA — "Who sent out for that bucket of fish'n chips?" Those knowing smiles on the faces of Pantry Girls, Kathy Hildebrandt and Elsa Struchtrup might be a good clue.



BENSON — The Benson's reputation for "class" extends to the smallest details. For instance, nothing less than fifth of Cutty Sark will do for a "spin the bottle" game. Selecting just the right bottle, above, are Purchasing's Floyd Baldwin and Dennis Enomoto with Dave Howland, F&B Controller.



WASHINGTON PLAZA — "Bubble, bubble, toil and trouble." The three witches from MacBeth with all their magic couldn't even come near the Trader Vic's recipe. The modern day magicians of the chinese ovens at the Washington Plaza's Trader Vic's restaurant are Cooks, Lee Wong, Harry Lee and Kim Wong.



WIH OFFICES — "I'm definitely going to quit— This is absolutely my last one." Cigarettes are the subject that Dorothy Stauffer, Secretary to WIH President Gordon Bass, is so seriously discussing with Bruce McKibbin, WIH Vice President, Marketing.



WIH OFFICES — "I like it so much I'd never quit!" The subject is her job that Lois Webb, Secretary to WIH Vice President, Joe Mogush, is discussing with WIH Reservations Supervisor, Sylvia Berg.



NORTHERN — "Now, if you promise to tear up that nasty old brand 'x' hotel card, I'll replace it with a shiny new WIH credit card!" Who could resist such a request backed by that smile from Northern Front Desk Cashier, Carol Pattyn.

PHOTO ALBUM



ANTLERS PLAZA — "Oh, let me hear you say that once more!" Antlers Plaza Assistant Manager, Dave Bosworth gets the report from Reservations Supervisor, Shirley Lee that the hotel is booked to capacity.



CONTINENTAL PLAZA — It looks like the good life at the Continental Plaza's kitchens includes two chickens in every pot! Hotel Butcher, Vassos Hajiharis, exhibits two prize "identical twin" specimens.

FRONT! Visits the...

Chart Room

ANCHORAGE-WESTWARD

SINCE it was launched in 1957, the Anchorage-Westward's Chart Room Restaurant has steered a continuously successful "way on" course.

In perhaps all of Alaska—and certainly in Anchorage, the State's largest city—there is no other specialty dining room to compare for the quality of its cuisine and service excellence.

The Room's nautical theme is linked with Alaska's colorful seafaring history. (The hotel, itself, overlooks the waters of Cook Inlet which provides the area with its passageway to the sea.) Reproductions of historical charts, credited to early sea explorers from the 18th Century's famed Captain Cook to the later Russian and European navigators, decorate the walls of the Room. Pieces of ship's gear; detailed models of various types of seagoing vessels that have plied Alaskan waters; and old ship prints add further emphases to the Room's marine atmosphere. The dark wood-paneled walls, polished to a mellowed glow, add an intimate warmth to the Room.

This decor theme extends even to the lobby entrance foyer with its display of a ship's compass, a harpoon gun, and a large, wall-mounted seascape painted on weathered planking.

SEAFOODS FEATURED

Not surprisingly, seafoods, particularly the superb Alaskan salmon, King crab, and shrimp, are among the more popular dining specialties. For the non-seafood fan, there are many other excellent menu items to select from as prepared under the imaginative direction of Executive Chef **Lothar Menges**. It is a selection to satisfy any dining mood from cool, crisp salads to sizzling steaks and to the more exotic flaming entrees and desserts prepared at table side.

A separate wine menu offers foreign and domestic beverages from what is very likely the most extensive wine cellar in town.

The Chart Room opens for lunch at 11:30 with service through 2 p.m. Dinner service is from 5:30 to 11 p.m., and closed Sundays. Tables are set with gold cloths and orange napkins for both meals.

A 'First Cabin' Dining Experience In Anchorage



Some changes in the table settings and in the light level helps to establish the appropriate atmospheric changes for either meal service.

FRIENDLY CREW

The room is manned by a friendly and highly professional crew. Waitresses, attired in navy blue uniforms topped with wide collared "sailor" middy blouses and ties, serve during both luncheon and dinner. Added to the dinner service crew are two room captains, who wear light blue "Captain's Jacket" blazers over dark trousers. Other room personnel include four busboys, a lunch service Hostess-Cashier, **Pamela Tessier** and the room's newly assigned Manager, **Mickey Jones**.

Mickey Jones was appointed Room Manager in June of this year after being promoted from Captain, a position which he held for three years. Mickey is proudly aware of the room's top reputation and is enthused with the administration of his new position. His "First Mate" room assistant during dinner service is Room Captain **Carlton Smith**.



MICKEY JONES, newly appointed Room Manager - host of the Anchorage-Westward's Chart Room.

The Room can seat about ninety people. During lunch, however, the adjoining Chart Room Lounge is equipped to serve an addition 35 to 40 people. The restaurant and lounge are separated by the bar which serves both rooms as well as bar guests.

The Chart Room's luncheon patronage draws from the civic and business community from throughout the city of Anchorage. Many are familiar "regulars" who will often return for dinner in the evening accompanied by their families or business associates. The dinner crowd is similar to that one would expect to find in any top restaurant elsewhere—local citizens out for an evening's fine dining and a mingling of Hotel guests and tourists. It is also a traditionally popular room for celebrating such special occasions as birthdays and anniversaries. These occasions are highlighted for the celebrating guest by the appropriate musical serenade. In addition he receives a ringing "salute" from the Room's engine order telegraph device flashing its "full speed ahead" signal.

ALASKA SPIRIT

As a whole, Alaskans are noted for their spirited, open friendliness, their hospitality and for their relaxed informality of manner. All of these characteristics are reflected in the Chart Room's atmosphere and in the personality of its staff.

With the new 22-story tower addition progressing towards its first of the year opening, expansion plans and some renovations are also being contemplated for the Chart Room. Happily, however, such plans are not likely to include any changes in the Room's very special attractions. It will simply mean that there will be more space for more people to enjoy the Chart Room's "first cabin" dining experience.