



New Properties Trigger Management Shifts and Appointments

In July 1971, *Front!* reported corporate plans for the construction of a 413-room hotel in Southfield, Michigan, The Michigan Inn.

Last December, plans for the construction of a 600-room hotel in Toronto, Canada, the Toronto Plaza, were similarly reported.

General manager appointments for both of these properties have now been assigned, according to announcements released through WIH executive offices during the past two months.

Jack Gaines, former general manager of the Antlers Plaza Hotel, has been selected for the Michigan Inn post.

Named as general manager of the Toronto Plaza is **Michael Lambert**, formerly the general manager of the Mayflower hotel in Washington, D.C.



GAINES



LAMBERT

Gaines, a graduate of the University of Washington, joined Western International as a desk clerk at the Benjamin Franklin Hotel in 1963. His WIH career has included stints at the Cosmopolitan Hotel as assistant catering manager and as executive assistant manager. He was named manager of the Metropolitan Airport Hotel in Detroit in 1968 and was appointed to general manager of the Antlers Plaza in 1972.

European born **Michael Lambert** gained his early hotel training experience both in England and on the Continent. He joined the WIH family with the Georgia Hotel in 1957 as a desk clerk and subsequently worked his way up to executive assistant manager.

In 1964 he was transferred as executive assistant and later named general manager of the Calgary Inn. In 1968, he took over the position as General Manager of the Bonaventure in Montreal. When WIH took over the management of the Mayflower Hotel in late 1971, Lambert was assigned to the post as General Manager of that property.

TRANSFER APPOINTMENTS FOLLOW

Management appointments to the two new properties triggered off four additional hotel management appointment

(Continued on page 3)

Response to employee Europe tour termed "enthusiastic"

Employees still contemplating joining the WIH employee tour to Europe this fall are advised to make their decisions fairly soon.

Tour & Travel Sales Manager, **Jim Weiss**, reports that the response has been "very enthusiastic" as indicated by the 110 application replies already received. Since tour participation is limited to 140 persons, this means there are only 30 bookings left!

As announced in the January issue of *Front!*, two tours are being arranged with departures scheduled for October 19th and October 26th. Initial destination is Copenhagen, Denmark, to include a complimentary four-night stay at Western International's Hotel Scandinavia. Each tour is limited to 70 hotel bookings. A tabulation of tour responses indicates 63 employees and family members prefer the October 19th departure and 47 for the October 26th departure.

As to tour itinerary preferences, nine persons have selected the 14-day Scan-

dinavia tour; 64 persons the 14-day Central Europe tour; 31 persons the 21-day Traditional Europe tour; and 14 persons have elected to go it on their own following their Scandinavia stay.

Weiss states that the three tour itineraries are in the process of being detailed and priced. This information, however, was not available as *Front!* went to press but it will be mailed to all interested tour applicants.

Weiss further states that although exact per person costs are not yet available, it is expected that individual costs on the continent would run around \$38 per day. (This might run slightly higher in the Scandinavian countries.) The per-day estimate would include transportation within Europe (mostly motorcoach), first-class hotel accommodations, sightseeing, two meals per day (breakfast and dinner), baggage handling and certain incidentals. This figure takes the recent dollar devaluation into account.

No quote on transatlantic air fares is

being announced at this time for the summer/fall season due to current disagreements between North American and European air carriers. The announced establishment of fare packages is expected by the time the itineraries for the WIH tours are completed, however.

Application responses have been received from 22 WIH hotel properties and offices located throughout the United States and Canada. Because of these widely scattered locations it will not be possible to book single charter flights for each of the tours. But groupings from various areas (42 in Seattle, 14 in Canada, 12 in Chicago, etc.) will be able to take advantage of group fares in most cases.

Tour applications or requests for further information should be directed to:

WIH Employees Tour

c/o Jim Weiss

Tour & Travel Sales Manager

Western International Hotels

2000 Fifth Avenue Building

Seattle, Washington 98121

front!

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Gabe Fonseca.....Editor
LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

These changes at the Olympic: **Martha Blackie** and **Agny Danielson** from waitresses to head waitresses with the banquet department; **Berry Marr** joins the hotel staff as catering sales manager; also joining the hotel staff is **Pricilla Wing** as Piccadilly Corner manager; **Mike Moran** moves from front office manager to senior assistant manager; **Gene Thissen** from assistant manager to front office manager ● at the Antlers Plaza, former Cafe Plaza waitress **Karen Overmyer** has been appointed to assistant housekeeper; **Bill Bemis** is named Denver sales manager; **Ray Brum** to Convention and Catering Sales manager; **Bob Laskaris** is named Banquet manager; and **Manuel Anquiliar** is appointed to night supervisor ● Century Plaza moves include **John Fairbanks** from assistant manager to manager of the Cafe Plaza; **June Torrance** from secretary Accounts Payable to assistant payroll manager ● at the Mayflower, **Joyce Butler** from catering coordinator to assistant manager, Catering and Conventions; **Marc Reydams** from service manager to La Chatelaine room manager; **Tengra Rohinton** from night auditor to night auditor supervisor ● Continental Plaza changes include **Elizabeth Killings** from assistant manager to front office manager; **Louis Giampa** from rooms manager to assistant manager; and **Robin Norris** from room clerk to assistant manager ● these Space Needle restaurant moves: **Paul Meszaros** from Snack Bar manager to Director of Sales and **Todd Tillson** from steward to Snack Bar manager ● **W. Moffatt** moves from Accounts Payable to assistant controller trainee at the Bayshore Inn ● at the Houston Oaks **Harvey Jacobs** moves from seating captain to assistant manager of the Galleria Roof and **Sandra Demaris** from catering coordinator to management trainee ● Hotel St. Francis changes

(Continued on page 4)



Executive Offices Report:

None of us likes to have our work taken for granted. Yet it can easily happen under the pressures of everyday business.

The weeks and months ahead are traditionally the busiest for most of our hotels. Most of you will be putting in extra effort and time in the service of our guests and other related activities.

Unfortunately, largely because of these added pressures, your contributions may sometimes seem to get "buried" in the larger effort. And sometimes for lack of individual recognition, one might develop the impression that the job effort doesn't really matter . . . it is not really important!

The truth is that just as there are no unimportant people, there are no unimportant jobs. If a job exists it is because it is essential to the success of the hotel's operations. And our good work is essential in the performance of that job even though it may not be always personally acknowledged by others.

All of us appreciate recognition from others for our accomplishments. Certainly a job well done or putting in that extra effort deserves at least a "pat on the back". But as it happens sometimes, we may have to do that ourselves.

There is also a lot to be said for self-acknowledging the personal pride a satisfying performance can give us.

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, Linda Besse; 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, Zona Visser; Century Plaza, Charlene Chabin; Crown Center, Marge Irminger; Continental Plaza, Audri Adams; Cosmopolitan, Dee Evans; Houston Oaks, Becky Black; The Mayflower, Grade 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, Mary Lina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Brenda Coburn; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

Management Appointments

(Continued from page 1)

changes as included in the announcement release.

Replacing Jack Gaines as the new general manager of the Antlers Plaza is former general manager of the Anchorage-Westward Hotel, **John Stevens**.

Appointed as general manager of the Anchorage-Westward is **Kerry Hilaire** who had been more recently the general manager of the Space Needle Restaurant.

Taking over the top spot as general manager of the Space Needle Restaurant is **Dave Paulon**, formerly administrative assistant to the general manager at the Hotel St. Francis.

And, **Bill Hulett**, formerly manager of the Hotel St. Francis, has been named as general manager of the Mayflower hotel.



STEVENS



HULETT



HILAIRE



PAULON

Stevens joined the WIH family in 1957 as room clerk at the Hotel St. Francis. He worked his way up to the hotel's assistant manager and in 1959 was transferred to the Davenport Hotel in Spokane in the position of executive assistant manager. In 1962 he was named manager of the Winthrop Hotel in Tacoma, Washington. A year later he was transferred to the Caleta Hotel in Acapulco, Mexico, and in 1966 was moved to Carefree, Arizona, as manager of the Carefree Inn.

He returned to the Davenport where he held the post of general manager for a year prior to his move to the Anchorage-Westward.

Lobby porter reveals 'secret' of youth, health

Want to stay healthy and look younger than you are?

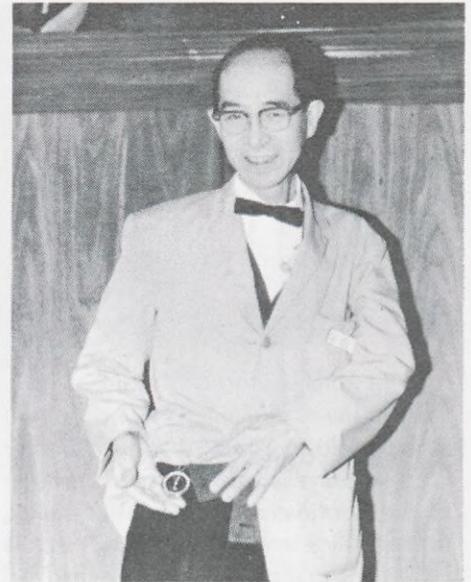
Then take a ten-mile hike--every day!

That's the advise anyway of Olympic's guy-on-the-go, **Joe (Yoshio) Noma**. Joe is official lobby porter and unofficially room messenger, mail carrier, errand runner and, when needed, resident interpreter for Japanese guests of the hotel -- a position he has held for the past five years.

On his on-the-go job, Joe figures he walks on the average of close to a ten-mile hike each day. And that's no rough guesstimate. Recently he has taken to wearing a pedometer -- a gadget that he wears on his belt that records the distance his walking covers by responding to his body motion at each step -- to accurately gauge his daily walking mileage.

On a typical day, Joe's hotel hike may take him to a number of guest rooms in the delivery of special messages, guest welcoming gifts, flowers or telegrams. He is also found shuttling back and forth between hotel departments on assorted errands. In the meantime he maintains his daily housekeeping patrol of the hotel's lobby and other public areas.

Two or three times a day he is off to the post office, located about two blocks away from the Olympic, on hotel mail errands. And twice a day, in fair weather or foul, he delivers and picks up mail circulated between the Olympic Hotel, the WIH executive offices, the Washington Plaza Hotel and the WIH 2000 - 5th Avenue offices. (The distance between



JOE'S PEDOMETER ticks off the miles

the Olympic and his farthest destination, the 2000 - 5th Avenue Building, is close to five long city blocks).

Joe enjoys walking. He believes the exercise has been a contributing factor to his remarkably consistent good state of health. His physical fitness is reflected in the still youthful bounce to his walk and in his younger-looking-than-he-actually-is appearance.

"People can't believe me when I tell them I'm fifty-six years old," he says.

Joe's pedometer has created quite a stir among his fellow employees. He laughingly remarks, "I've got a list of waiting 'customers', particularly bellmen and doormen, who want to challenge my walking record."

Hilaire joined WIH in 1962 at the Hotel Benson where he held a number of positions including that of front office manager. His first transfer was to the Antlers Plaza where he held the post of executive assistant manager. In 1970, Hilaire was named general manager of the Northern Hotel and in 1971 was appointed to his most recently held position as general manager of the Space Needle Restaurant.

Paulon began his hotel career in Hawaii in 1965 before joining WIH a year later as assistant manager of the Olympic Hotel. In 1969, he went to the Anchorage-Westward as executive assistant manager and then in 1972 to the Northern Hotel as general manager for a brief period before WIH terminated its

association with that property. Paulon joined the staff of the Hotel St. Francis in 1972.

Hulett started his hotel career with the Davenport Hotel in Spokane in 1959 as a busboy. Following a brief stint in the Marine Corps reserves shortly thereafter, he returned to the hotel business as a bellman with the Ben Franklin Hotel in Seattle.

Continuing and rapid promotions over the next four years gained him the position of executive assistant manager. In 1966, he was transferred to the Olympic as executive assistant and in 1969 moved on to the Hotel St. Francis. In January 1970, he was named manager of that hotel.

COMINGS AND GOINGS

(Continued from page 2)

include: **Mike McMahon** from assistant manager to catering sales manager; **Rick Layton** from management trainee to assistant manager; **Carl Pffaffenberg** from Dutch Kitchen manager to manager of the Penthouse; former management trainee **John Gallagher III**, is named Dutch Kitchen manager.

Transfers

Phil Hughes, formerly resident manager at the Continental Plaza, has been named resident manager at the Century Plaza • new executive assistant manager at the Continental Plaza is **Mike Kalyk**, formerly senior assistant manager at the Hotel St. Francis • **Larry Magnan** becomes resident manager at the Hotel St. Francis from executive assistant manager at the Washington Plaza • **Dick Whaley** formerly senior assistant manager at the Olympic, has been named executive assistant manager at the Washington Plaza • **David George**, formerly catering manager at the Miyako, is now catering sales manager for the Hotel St. Francis • **Phil Mervin** leaves the Bayshore Inn to become assistant controller for the Carlton Hotel in Johannesburg • **Ed Stout** moves from Cantina manager at the Continental Plaza to director of recreation for the Crown Center • **Markus Bosiger**, formerly executive sous chef for the Bonaventure, is named executive sous chef for the Crown Center • former beverage manager of the Continental Plaza, **Larry Newton**, is now Crown Center beverage manager • **George Guiha**, formerly Washington Plaza assistant manager, has been named duty manager for the Crown Center • named sales manager for the Edmonton Plaza is **Gary Jones**, formerly Calgary Inn sales manager • **K. Wayne Bodington** moves from assistant controller of the Calgary Inn to the same position with the Bayshore Inn • **Roger Hamilton**, formerly Houston Oaks assistant manager, is named duty manager for the Crown Center • **Randolph Guthrie**, formerly with the Hotel St. Francis catering sales, is now assistant director of catering for the Crown Center • named director of guest services for the Crown Center is former Benson Hotel doorman **Gary Kjenslee** • **Jan Shanks**, former assistant housekeeper at the Houston Oaks, moves to the Mayflower as assistant director of housekeeping.

'Partnership' promotes pleasure packages



WIH TOUR AND TRAVEL sales secretary Ruth Watson (left) and United Air Lines reservationist Bobbie Talbot review a recently released copy of a "Western Weekends" brochure featuring our hotel properties.

The inducement is to "get away from it all" for a memorable fun-filled weekend.

The promise is the excitement of new surroundings, the luxury of the finest in hotel accommodations, and the convenience of tour package arrangements.

This is all part of the "Western Weekends" tour program recently developed and now being promoted by our "Partners in Travel", United Air Lines.

Each tour package features a Western International Hotel destination. There are ten such city destinations to select from, each serviced by United Air Lines. Except for Vancouver, B.C. (the Bayshore Inn) all are located within the continental United States.

As outlined in their colorful promotional brochure, United Air Lines or the interested prospect's travel agent arranges the tour package details which includes air transportation, WIH Hotel accommodations and car rental or other re-

quested services. Additionally, the hotel rates listed in the brochures include a dinner, showroom entertainment and, in some instances, a complimentary beverage.

This Western Weekends tour package is one of several featured by United in their popular "lifestyle" vacation series. It was put together with the assistance of Jim Weiss, WIH tour and travel sales manager.

Says Jim "The weekend vacation concept was a very logical one for us. Weekends are normally the lowest occupancy periods for a great many of our hotels. And for most people weekends are usually the likeliest time of the week to get away for a quick holiday."

He added, "United's travel agents advisory board was very enthusiastic about the program and, of course, we are too. We think the tour packages will generate a lot of pleasure travel interest and at the same time help promote our 'partners in travel' image to the public."

...and another WIH-UAL travel convenience

"Western Weekend" vacationers (see story above) can now include another convenience in their tour package plans.

Effective as of March 1, United Air Lines has agreed to accept Western International Hotels credit cards in charging for UAL air transportation. This new privilege is, of course, extended to all WIH credit card holders for whatever their United air transportation needs.

A promotional program to publicize the latest "Partners in Travel" service has been prepared by WIH marketing

division offices for joint WIH-UAL distribution.

Says Ron LaRue, WIH director of advertising and public relations: "This one-card convenience should be of particular benefit to the business traveller and at the same time help us promote the association image of our two companys."

For the past year or so WIH has honored United's credit card for guest charges made at any hotel property within the United States.



SINGAPORE — Name tag recognition. Employee of the Month winners at the Shangri-La can now be easily recognized by the color of their name tags. Recently, all employees who have won this award honor since the program was initiated, were presented with gold colored name tags to be worn throughout their careers at the Shangri-La. Winners thus far sporting their new gold tags, are pictured at right. (From left): Foo Chee Fong, wine butler; Theresa Choo, chief receptionists; Esther Lee, greeter; Josephine Lucy Yong, housekeeping; Roland Kong, senior accounts clerk; Supinah binte Safari, waitress, and Chow Kah Tat, broiler cook.



JOHANNESBURG — Wow of a Luau. The official opening of the Carlton Hotel's 31st floor roof garden pool-deck in January was celebrated with an Hawaiian Luau—probably the city's first. An authentic Hawaiian feast was prepared by Executive Chef John Zimmerman for the invited guests, many of whom appeared in Hawaiian dress. The star of the show though, was the beautiful swimming pool facilities now open to guests of the hotel.



ACAPULCO — Fun job. This handsome looking couple are Carol Gustafson from Sweden and Avi Maor of Israel. Their job is to have fun! Both are professional models who spent several days at the Hotel Caleta recently posing for publicity pictures for the hotel and for illustrations being used in the Caleta's newly redesigned hotel brochures.



Famed artists renew acquaintances at Hotel Antigua

When two old friends, who are also famous artists, meet, it is inevitable that they would get around to sketching each other.

Dale Nichols (left) and Norman Rockwell (right) met in the dining room of Western International's Hotel Antigua in Antigua, Guatemala recently. The two hadn't seen each other for some twenty-eight years. Nichols, now a resident of Antigua, has breakfasted at the hotel for the past twelve years. Rockwell was at the hotel on a brief vacation after having spent a few weeks in Houston, Texas, working on portraits.

Dale Nichols is famed for his winter

scenes of the Midwestern United States. Most familiar are his farm landscapes that will quite often include a red barn. His painting, "The End of the Hunt", (now in the permanent collect of the Metropolitan Museum of Art) was found to be the most popular fine art print in a poll conducted by Good Housekeeping magazine a few years ago.

Norman Rockwell, of course, is famed for his Saturday Evening Post cover illustrations of which he did more than 370.

Says Dale, "I painted the places and the shelters, Norman Rockwell painted the people".



THE REAL ESTATE DEPARTMENT

Maintaining relations with the 'good neighbors' under our roof

Their hotel business address is the same as ours. We pass by them all the time and may even patronize them. Though entirely independent of our hotel family group, we know them as the "good neighbors under our roof".

"They" are the hotel's concessionaire tenants -- the barber and beauty shop operators, the people who operate the tobacco counters and newsstands, the mens' and womens' specialty shops, boutiques, or whatever.

For the guests of most hotels these facilities are accepted as a hotel extension to serve particular needs. And as a hotel extension, guests expect, or at least assume, that these facilities should reflect standards in keeping with the hotel's image. With a Western International Hotel guest, this "image reflection" would include such high standard expectations as top quality merchandise, service professionalism and, most important, a reputation for integrity.

Thanks in great part to a single individual such expectation standards can be relied upon by the hotel patrons of our property concessionaires. That person is Ed Hart, who heads the WIH Real Estate

Department. (As a matter of fact, Ed IS the department with the only additional staff member being his secretary, Merla Moody.)

ESTABLISHED DEPARTMENT

It was Ed who developed the department in the early '60's at the request of Edward E. Carlson and other senior officers of Western Hotels. It has since become an important functioning arm of the Finance, Legal, Development, and Operating division.

Prior to his full-time WIH family membership, most of Ed's business life was with the Metropolitan Building Company and its subsidiary, the Metropolitan Service Corporation, in both of which he held top executive positions.

The Metropolitan Building Company was responsible for the original development and office building construction on the University of Washington tract in downtown Seattle, which included the Olympic Hotel. The service firm dealt in the management and operation of other properties in Seattle-Tacoma area, and in consultation on remodeling, the modernization, and reorganization of office buildings and other business properties.

Concession and shop space supervision throughout the various hotels previous to Ed's arrival with the company was the responsibility of each hotel's manager. For various reasons, this responsibility was sometimes not given the full attention it deserved. As a consequence, instances of extended vacancies, undesirable tenants, and tenants paying rentals unfavorable to the hotel would occur.

Proper management of concessions and shop areas not only requires know-how and experience but it is also a very time consuming process.

Says Ed, "You cannot sit and wait for tenants to come to you, but you've got to get out and make calls, solicit desirable tenants and develop a list of prospects to suit the needs of each property."

At first, Ed Hart was given specific assignments starting with the Winthrop Hotel in Tacoma, the Cascadian in Wenatchee, and the Davenport in Spokane. When it became evident that leasing procedures should be standardized for all our properties, the officers looked to him to take on the assignment on a full-time basis and to establish real estate department. As the company expanded, these responsibilities were extended to all the WIH properties in the United States and Canada. Renting policies were established and vacancies analyzed to determine the type of business most suitable for each available location in each property.

As WIH expanded into the field of new hotel construction, the Real Estate Department's services were called upon to help plan and advise on store size, shape and location.

TENANT RELATIONS

While leasing fees from all tenants are paid directly to the hotel, tenant relations are a direct Real Estate Department responsibility. All tenant leases, and records are kept on file at the Real Estate Offices with duplicate leases kept on file by the respective hotel's accounting departments. All negotiations for new tenants, lease renewals and adjustments and concessionaire problems are referred to and handled by the department.

Ed travels to all of the hotels in the United States and Canada as needed, and makes the rounds of all of the hotel properties at least once a year for consultation with the tenants and the hotel managers.



HOW YOUR COMPANY OPERATES

He tries to meet personally with each tenant. The casual and friendly atmosphere of these visits offers an opportunity to air problems or misunderstandings that sometimes only face-to-face contacts can solve.

Ed states that in the interest of maintaining high standards, concession and shop restrictions are fairly well controlled. All tenants are required to submit plans for shop arrangement, type of fixtures, color schemes, etc. to the Real Estate Department for its approval. These plans are then discussed with the hotel manager before the tenant is finally given permission to proceed with them.

Ed admits he has had to be extremely selective in his approval of tenant applicants, but this policy has paid off in the resulting high quality of our store and concession operations.

PROPERTY SALES

Occasionally the Real Estate Department is required to handle property sale ne-

gotiations. This has involved finding buyers and making sale arrangements for such formerly WIH owned properties as the Finlen, Rainbow, Davenport, Cosmopolitan, Northern, Oasis hotels and the Fitzhugh office building in San Francisco.

When it was decided that the Multnomah Hotel in Portland was no longer desirable as a hotel because of the deterioration of the area in which it was located, Ed worked out the negotiation details for converting the hotel into an office building and then leasing the entire building to the United States Government.

During his career Ed has affixed his signature to countless, and sometimes very complicated, contracts. But it was the simple document that he signed just a year ago that he treasures most for its very personal and very special meaning. It was a "lifetime" contract uniting him in marriage with his secretary of some five years, the former Angela Terrace.



THE REAL ESTATE DEPARTMENT--Ed Hart and secretary Merla Moody

A gift from the tooth fairy, it wasn't !



... a \$300 tip

The Bayshore Inn guest, a Southeast Asian on a business trip to Vancouver, had overslept.

Quickly, he threw on his clothes, packed his bags, grabbed a taxi and dashed out to the airport just in time to make his scheduled flight to Los Angeles.

Shortly thereafter, Room Maid **Alli Saks** entered the vacated room for make-up. As Alli was removing a case from one of the bed pillows, she was startled by an out-pouring of \$100 bills in U.S. currency that fluttered down on the bed from inside the case. There were, in fact 46 of them!

Realizing that the room's former occupant had obviously stashed the cash in his pillow for safe keeping and would probably soon discover his loss, Alli scooped up the bills and turned them in to her supervisor who, in turn, had it placed in the front office vault.

Meanwhile, the guest had arrived in Los Angeles and immediately got on the phone. With understandable agitation, he explained to his Vancouver associates what had happened and expressed some concern about ever seeing the money again but asked the local people to do what they could.

The Bayshore Inn was contacted, the recovery of the money was confirmed, and within a short while a bankdraft for the \$4,600 was forwarded to its owner.

Well, it was really for \$4,300.

The Southeast Asian who was so relieved with the recovery of his money -- "I don't think it would have happened in my country" -- that he told the Bayshore Inn to hold back \$300 and give it to Alli as a grateful "tip".



MIYAKO — Dolls. "Good Luck Daruma Dolls" were presented to newly promoted executives of the hotel by general manager Charles McCaffree (left). Japanese legend has it that recipients of the eye-less dolls make two wishes and when each wish is fulfilled, an eye is painted on the doll. Receiving "Good Luck" dolls were (from left) Wade Schnee, catering sales manager; Bill Stafford, food and beverage manager; Tetsuo Nishihara, assistant restaurant and bar manager, and Mike Emizawa, restaurant and bar manager.



L. A. REGIONAL OFFICES — Courses completed. Jane Tapia (center), reservationist with the Los Angeles Regional Sales and Reservations offices, receives the congratulations from WIH General Sales Manager Bill Newman upon her recent completion of American Hotel & Motel Association career development courses. The courses completed by Jane were Human Relations, Front Office Procedures and Introduction to Hotel management for which she received an AH&MA certificate and a bonus check from WIH. At left is Sherman Elliott, regional director of sales for the Los Angeles office.



ANTLERS PLAZA — Course graduates. After presenting them with their tuition refund checks, Executive Assistant Manager Mike Kranz (left) poses with a group of hotel staffers who recently completed an AHMA course in Housekeeping. The proud achievers from left are: Gloria Yasko, Karen Overmeier, Margaret Salano, Pam Castle and Greg Hannon.



HOTEL ST. FRANCIS — First Aid. In early February twenty hotel employees participated in a two-part, eight-hour Red Cross First Aid Course. At right, Chief Linen room Attendant Gladyce Gentry practices binding techniques for a sprained or fractured ankle on Sous Chef Peter Inauen.



CONTINENTAL PLAZA — Honors bestowed. Resplendent in the decorations bestowed upon them by the Confrerie de la Chaine des Rotisseurs, the world's largest and most prestigious gastronomic society, are Continental Plaza Executive Chef Andre Mena, left, and Bill Hawkins, catering manager. Mena was appointed "Chef Rotisseur", and Hawkins as "Maitre de Table" as the result of a dinner prepared for the group. The hotel also received the Society's "Best Dinner" award.



MAYFLOWER — Their first annual. On January 30th, the Mayflower celebrated its first Annual Employee Recognition banquet honoring all employees who were with the hotel at the time WIH assumed management. Among the celebrating employees honored was this Carvery staff trio (from left) Maria Colussy, Vera Fowler and Fay Grant.



WIH SALES — Prize catches — A strong WIH sales force representation at the Joint Conference Medical Convention in Miami in January "captured" some prize bookings from various medical groups for a number of WIH hotels. One of the non-business highlights of the affair was a fishing contest with the prize win captured by Steve Halliday, director of sales for the Bayshore Inn (kneeling), for his 60-pound sailfish. Sharing Steve's moment of triumph are from left: Ty Stroh, director of sales, Washington Plaza; Dave Evans, director of sales, Century Plaza; Tom Hurley, regional sales director, New York Regional Office with his wife Pat; and Steve Gold, national sales manager, Century Plaza.



CROWN CENTER — Signs of the time. Now that the staff has moved into their hotel headquarters, the hand-painted signs that brightened their temporary offices is a thing of the past. The signs were the inspired artwork of (left to right) Carolyn Jackson, personnel records coordinator; George Battles, personnel assistant; Lorene Walter, FF&E coordinator; and Barbary Meyer, communication center coordinator.



COSMOPOLITAN — Cattleman's Corral. The annual Denver Stock Show is one of the major events of its kind in the country and the friendly Cosmopolitan Hotel has long been a favorite of attendees. One reason is the popular "Corral Bar" that is erected especially for the occasion each year in the hotel's lobby. Hotel staffers dressed in Western garb, such as that worn by Matador Waitress Lolly Giraldi and Front Desk Clerk Merrill Bergin, added their participating spirit to the event.



COPIED and CONTRIBUTED

CONTRIBUTED - by **Bob Kuhn**, mail department WIH, this "lesson learned too late" rhyme.

I think that I shall never see
The dollar that I loaned to thee.
A dollar that I could have spent,
For varied forms of merriment.
The one I loaned to thee so gladly.
The same which I now need so badly.
For whose return I had much hope,
Just like an optimistic dope.
For dollars loaned to folks like thee
Are not returned to fools like me.

COPIED - from "Chuckles Corner", a column written by **Chuck Weaver**, superintendent of services for the Antlers Plaza for the hotel's in-house employee publication, **INN-CIDENTS**; these definitions from "Weaver's unabridged hostel-ry dictionary":

House Detective - He's the guy that sits in the lobby while the rooms are being robbed.

Salesman - He's the guy who takes credit for all of the group bookings his secretary took over the phone.

Engineer - This is the fellow who firmly believes that equipment never wears out. It is always abused.

Purchasing Agent - This person is capable of purchasing 3,000 mattresses, 200 dozen sheets, four tons of meat - but if you order one box of paper clips, it creates quite a problem.

Chef - Most of them put too much cabbage in their cole slaw.

Bellman - This fellow always spreads roomers.

Reservation Clerk - This is the gal that shows the guest is arriving tomorrow - who really got in yesterday.

Bartender - Most of them think a Singa-port Sling is a bandage used on an Oriental 'til the doctor arrives.

Room Clerk - This person schedules his lunch break so he knows he won't be on the Front Desk during a heavy arrival.

Front Office Manager - This person helps the room clerk schedule his lunch break so he knows he won't be on the Front Desk during a heavy arrival.

Catering Manager - Still thinks a service club is a military organization.

Telephone Operator - Oops--Sorry, Wrong Number.

Maid - This is the girl that turns into a Metropolitan Opera soprano - especially at 8:00 Sunday morning when guests are trying to sleep. Also feels that time is an excellent time to vacuum guest corridors.

Controller - This person really is the backbone of any hotel. If he has a failing, it's that he neglected to take typing or accounting in high school or college. Thinks "cash flow" comes out of a faucet. Thinks CPA stands for Constipated Parrot Association. Has pat answer that W-2 forms will be out before midnight on January 31.

(Appendix - What's really odd though, is that when you analyze it, these people all contribute to running an excellent hotel.)

As a general rule, anything that is shouted or anything that is whispered is not really worth listening to anyway.

Young People's Puzzle Corner

1. Since this person concerns himself with the _____ records of all money going in and out of a hotel,
2. he must have a pretty good knowledge of each hotel department's _____.
3. Assisting him in his responsibilities are a _____ of department specialists including auditors, clerks and bookkeeping machine operators.
4. Basically his work involves him in the two categories of financial _____.
5. Those involving money coming in are called "_____".
6. Money that has to be paid _____ is known as "payables".
7. All these financial transactions are recorded on _____ sheets.
8. One of the most important records he maintains for a hotel is its statement of profit and _____.
9. Of direct concern to _____ is his supervision of their payroll records.
10. The corporate offices look to him to work with a hotel's management in the preparation of the various financial _____ they regularly require.

PUZZLE CORNER ANSWERS

1. Control 2. Operations 3. Number
4. Transactions 5. "Receivables" 6. Out
7. Ledger 8. Loss 9. Employees
10. Reports
CONTROLLER
This person is a hotel

FRONT! HORO-SCOOPS PISCES

February 20 - March 20 - "The Fishes" Pisceans are probably the only people you can call "fishy characters" without having to duck. (That is, as long as you smile when you say it, and maybe add a couple of friendly chuckles.) Supposedly they have a very strong attachment for the sea, or as they tend to put it, "born of the sea, and forever drifting with its waves". (Sheesh! Have you ever noticed that it's always the Piscean on any boat that's the first to get seasick? Next time you're on a boat, ask -- then keep away!) The ruling planet for Pisceans -- and talk about your "fishy coincidences" -- is Neptune named after the god of the sea in Roman mythology. They usually find careers in one of the professions or in the world of art and literature. More often than not, they will also take in laundry. The colors they're stuck with are seasick green and seaweed brown. Friday is obviously their lucky day. Their lucky number is an exaggeration expressed by holding their hands out at arms length as in giving the dimensions of the "one that got away." Pisceans have very long arms.

In the service of our WIH operations

Brian Beaulac - WIH Group Benefits Manager

Career goals for some people are pretty well determined quite early in life. For others of us this determination isn't made until after completion of formal education or even later after exposure to perhaps a number of job situations. Often however, it is this varied job situation exposure that provides the essential background experience needed to qualify for that "right job" opportunity when it comes along.

Group Benefit Manager, **Brian Beaulac's** somewhat round-about approach to his now established career goal is such a case in point.

Brian entered the business world, after graduating, with a B.A. degree in history, from the Virginia Military Academy and following a stint in the U.S. military service.

His first job was with a large mining and construction equipment manufacturing company in Pennsylvania where he started as a management trainee. Over the next few years he held a number of supervisory positions with the company. For an extended period he was given the assignment of conducting classes in equipment repair and operation and as an instructor with the company's management trainee program. Today, Brian finds this teaching experience background a great help when making his group benefit presentations.

Due largely to his experiences in working with people in a classroom relationship Brian was ultimately transferred into that company's personnel department. In this new capacity he was put in charge of their safety and group insurance programs and, as it turned out, this proved a major turning point in his career.

"This is where I really found a home" says Brian. "It was the sort of thing I'd been looking for and could get pretty excited about."

This exposure to insurance operations so fascinated him that he decided to leave his job and pursue a full-time career in the insurance field. He not only made the break from his employer but also with the east coast, where he had lived all of his

life, and, with his family, moved to Seattle to begin his new career venture.

For the next seven years or so he worked for the Acacia Mutual Life Insurance Company in that city both in direct sales and in management. Meanwhile he studied and qualified for his Chartered Life Underwriters (CLU) degree.

In 1968 Brian began looking for a new challenge that would combine his professional background experiences in training instruction, personnel and insurance. He found it with the WIH Group Benefits offices which was then under the supervision of Mack Thomas. When Mack retired in 1970, Brian replaced him in the post of department manager.

The department administrates benefit programs for all salaried employees (and a number of hourly employees as the program applies in certain properties) within the United States. (The Canadian program is administered through the Bayshore Inn offices of **Len Ryan**, Controller, WIH Holdings Ltd.)

The department's present staff set-up, in addition to Beaulac, includes **Charlene Ernst**, premium accounting supervisor who is also responsible for special projects and **Barbara Nunn**, claims supervisor.

In order of their importance, the department has been listing the following as their four prime functions: (1) paying claims to their fullest extent and as expeditiously as possible, (2) premium accounting, (3) department administration and (4) communications.

More recently Brian has reevaluated this "order of importance" listing with the result that communications has now moved up to second place rating.

"During my five years with Western International," Brian explains, "the benefit programs have continued to expand and become increasingly complex. Just within the last year, for instance, we've added the Dental and Survivor Income Benefits. The problem is that there are a lot of people who don't fully comprehend how these plans operate or realize



the benefits they are getting. One of our biggest concerns now is trying to communicate this information to employees participating in the program."

The department is currently undertaking a number of steps in this "communications" direction. There has been a complete revision and updating of benefit program booklets which are scheduled for distribution within the next several weeks. Secondly, Brian will be taking his "show on the road" in a series of presentations to all U.S. hotels and the regional sales offices. Thirdly, and Brian hopes to have this project completed before the end of the year, a training and administration manual is being developed for the use of each hotel's program administrator.

Brian is enthused about the department's plans for "getting the message through" to the program's participants. As he says, "We think it's a great program - the best in the hotel industry and we're proud of it. But because of its complexities it can't be fully appreciated unless people take the time to study it and, with our help, get at least a basic understanding of what is involved."

Brian balances his job performance enthusiasm with an equal enthusiasm for sports and recreational activities. He was one of the organizers -- and served as president -- of the WIH ski club (WIHSKI). He and his wife, Mets, are also members of the WIH bowling league and more recently both have joined a square dance group.

His enthusiastic attitude is similarly reflected in relationships with his fellow employees who recognize Brian for his friendly, cooperative and willing-to-be-helpful spirit. It was a recognition of these qualities, as a matter of fact, that helped earn him the coveted Thurston Dupar Award for WIH offices last year.

FRONT FOCUSES ON

The Chicago Regional Sales and Reservations Office.

The view from Room 3215 of Chicago's towering John Hancock Center building is a pretty impressive one. From the neighboring Continental Plaza Hotel just across the street, it sweeps outward along famed Michigan Avenue - The "Magnificent Mile" - and the Lakeshore Drive to the distant northend horizon.

The 'view' for the room's occupants, however, focuses far beyond these window limitations, spanning a fifteen-state territory that stretches from the Canadian border to the Gulf of Mexico.

Room 3215 houses the busy, bustling headquarters for the Chicago Regional and Reservations office staff and this wide mid-continent swath encompasses their marketing territory.

Their customers and prospects - - and currently there are some 1500 call account listings on file - - are largely of an association group, corporate account or travel industry nature. Most are located in the greater Chicago area.

THE OFFICE STAFF, headed by Regional Director of Sales, **Willis Camp**, includes: **Tom Judy**, regional sales manager; **Bess Burns**, travel sales manager; **Louise Annerino**, reservations supervisor; **Donna Marasco** and **Joanne Lanki**, reservationists; **Joan Baum**, sales secretary; and **Betty Hollenbeck**, secretary to Willis Camp. (Recently added to the staff is **Jerrold Hirsch** as regional sales manager.)

The office's objective is primarily to generate business from throughout this marketing area for all WIH properties, both through reservations service operations and through sales contacts. In a very real sense, then, the people pictured here might be considered as an extension of your own hotel's sales force.



BESS BURNS - Travel sales



TOM JUDY - Regional sales manager

(NOTE: As Front! goes to press the announcement of Tom Judy's promotion to the position of regional sales manager to head the San Francisco Regional Office was released.



LOUISE ANNERINO - Reservations supervisor



JOAN BAUM - Sales secretary



JOANNE LANKI - Reservationist



DONNA MARASCO - Reservationist



WILLIS CAMP, Director of sales and secretary **BETTY HOLLENBECK**