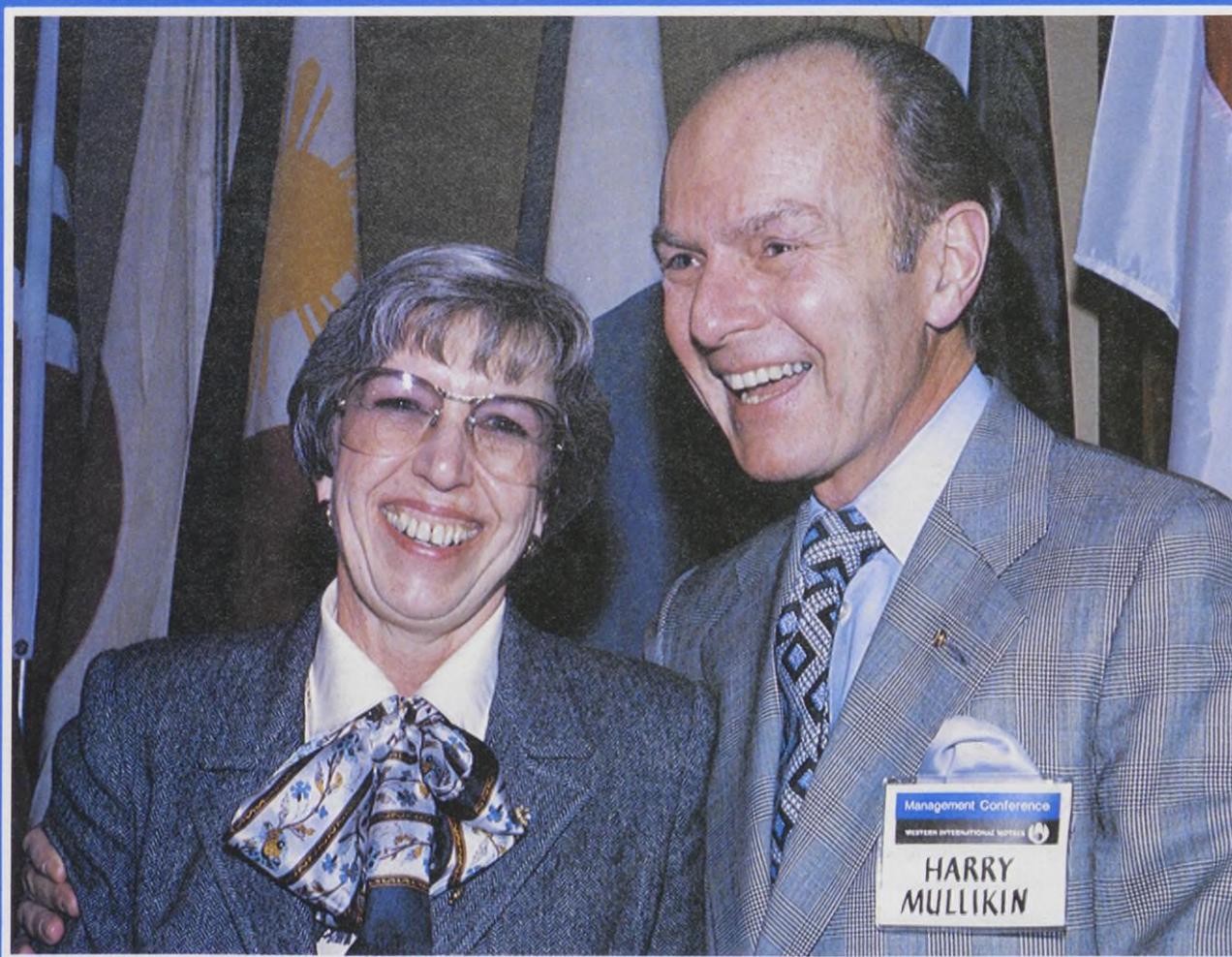


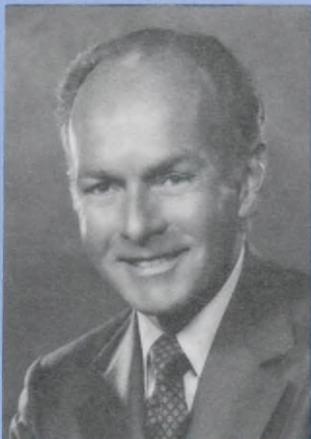
Front!

February, 1979

WESTERN INTERNATIONAL HOTELS



For Penny Scott - top recognition and a hug from Harry Mullikin. (Story, page 3)



Ideas Welcome

Early in January, we held our annual Management Conference at the Detroit Plaza hotel. The officers, division heads, general managers and executive assistant managers talked about many important things concerning our company. One subject that we gave a lot of attention to was innovation.

I would like to think we are an innovative company. Certainly our leadership position in the industry would support this point of view.

But I also feel we could be more innovative. Each of you probably has an idea or suggestion from time to time which would make your job more satisfying or improve our guest services.

We need your suggestions to continue to improve the quality of our work and our job environment. We hope that you will talk with your supervisor if you feel you have a better way of doing something. These ideas, when carried out, would help to improve our company and the services to our guests. They could also give you more satisfaction from your job. Your ideas are welcome.

HARRY MULLIKIN
President and Chief Executive Officer

on the move

VONLEE CHAM from accounting trainee Mauna Kea Beach Hotel to junior internal auditor WIH Financial Services.

JANET CORDES from administrative assistant Hawaii Surf, Inc. to director of tennis The Ilikai.

GARY KOMOROSK from executive sous chef Carlton House to sous chef Peachtree Plaza.

NICHOLAS NEMMERS from assistant beverage manager Crown Center to head bartender Century Plaza.

CHRISTINE SCALA from chief accountant Mayflower to assistant controller Olympic.

Front!

A monthly publication by and for employees of
Western International Hotels

GABE FONSECAEditor

2000 Fifth Ave. Bldg.,
Seattle, WA 98121

LITHO IN U.S.A.

Thurston-Dupar honors go to 'giver' Penny Scott



At Management Conference Thurston-Dupar ceremonies, award winner Penny Scott (center), is surrounded by many of the executives she has worked with during her WIH career.

Penny Scott, Century Plaza administrative assistant to the managing director, is a giver.

And because she has given so much of herself to the benefit of her community, her fellow employees and to her hotel and its guests, she has also been a receiver.

From the Century City Chamber of Commerce she has received "Woman of the Year" honors for her outstanding service to the community.

From the American Hotel & Motel Association she received a special award for her services to the blind as a result of a program she developed for the Century Plaza to assist sightless guests.

Also for her work with the blind, she was presented with an Award of Merit from the City of Los Angeles.

Then, in mid-January at the Management Conference Awards Luncheon, held at the Michigan Inn, Scott was given the highest honor awarded a WIH employee—the coveted Thurston-Dupar Inspirational Award.

Fittingly, the award presentation was made by one of Penny's former "bosses," president and chief executive officer, Harry Mullikin. She had worked for Mullikin, both as secretary and administrative assistant, when he opened the Century Plaza and served as its first general manager.

From that association, which has continued over the years, Mullikin noted that it was very easy for him to give first-hand testimony to Scott's many qualifications for the company-wide award.

He spoke of her qualities of leadership, initiative and high standards of professionalism. But most of all he cited Penny for being such a consistent inspiration to all who have worked with her throughout her WIH career.

Mentioned specifically was the manual she had developed to assist the hotel's secretarial staff in producing correspondence that would be uniform in its reflection of the high standards of the Century Plaza.

In addition to her program for the blind—which has been adopted as a model for the company—Mullikin told of Scott's more recent activities to help the diabetic guest. On her own initiative, she has searched out sources that could supply needed insulin at any time. Further, she has instructed hotel staff members on how to detect diabetic symptoms and how to render aid to guests or others suffering from a diabetic attack.

Her caring attitude toward guests has become a Century Plaza legend, Mullikin noted.

She receives calls from all over the world asking her assistance on every-

thing from routine requests to special guest needs.

Penny Scott joined the company in 1956 as catering secretary at the Multnomah hotel in Portland.

A job transfer for her husband in 1961 brought the Scotts to Seattle and a new career opportunity for Penny as executive secretary with the WIH executive offices.

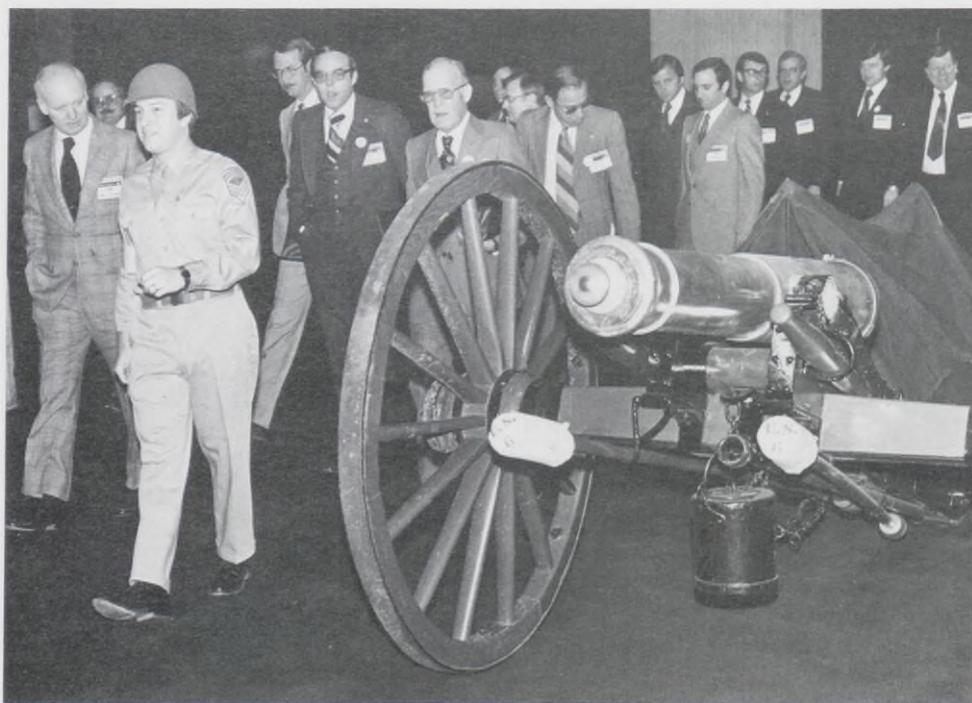
Following a subsequent move to Los Angeles, Penny went to work at the yet unopened Century Plaza as executive secretary. Shortly thereafter, she was appointed to her current position as administrative assistant to the managing director.

For her win, Mullikin presented Penny with a personal Thurston-Dupar Award plaque, a two-week, expense-paid vacation (in addition to her regular vacation) to the WIH hotel of her choice in the United States, Canada or Mexico, and a cash prize.

Her name has also been inscribed on the company Thurston-Dupar plaque which is kept on permanent display at the corporate offices.

The annual employee award takes its name from S.W. Thurston and Frank Dupar, the founders of Western International. It was originated by Edward E. Carlson, now chairman and chief executive officer of UAL, Inc., as a tribute to these two men.

Conference attendees challenged by 'Year of the New'



Conference attendees "fall-in" for the Marketing Division's presentation which focused on a military theme emphasized by military equipment displays and uniforms worn by presentation members.

The look was ahead. But the time for creative action was now.

This was the basic message behind the "Managing for Tomorrow" theme of the 1979 Management Conference held at the Detroit Plaza on January 7-11.

In his opening remarks, president and chief executive officer, Harry Mullikin, urged attendees to "...look on 1979 as the 'Year of the New'...as one of a challenging opportunity to prove ourselves as innovative, aggressive managers."

Mullikin added, "Let us take advantage of the times to introduce new, imaginative programs to penetrate new market areas, to enhance our levels of service to our guests...and to improve the productivity of our staff."

While noting that all hotels have projected higher earnings for 1979 than they had in 1978, Mullikin also noted the possibility of a future economic slowdown. He requested, therefore, that the attendees "...establish contingency plans that would respond to various levels of drops in (future) business."

Speaking on that same subject, in his remarks at the conference, C. R. Lindquist, executive vice president, stated, "Alertness—not just awareness—will be the order of the management year."



A welcome to Detroit mayor, Coleman Young (left), guest speaker at the trade and industry reception, is extended by Harry Mullikin.

John Calvert, executive vice president, noted the need, in his conference address, for a critical analysis "...of our present organization in order to assure that our steps into the 'third generation' (of WIH management) will be cohesive and unified ones."

Among conference highlights was a trade and industry reception and luncheon attended by some 300 guests representing the Detroit business

community.

Attending this year's conference were more than 100 hotel executives from throughout Western International as well as from the Seattle corporate offices.

Conference chairman was Bob McCauley, Hotel Toronto general manager, assisted by Hermann Gammeter, Detroit Plaza manager, as vice chairman.

New management posts announced

The following management changes were announced at the Management Conference in Detroit by president and chief executive officer, Harry Mullikin:

Larry Magnan has been elected by the WIH board as a vice president of the company. His new responsibilities include that of area vice president for the Shangri-La in Singapore (where he had been general manager) and for the Philippine Plaza. He will also serve as project officer for the Shangri-La in Hong Kong and for other projects the company is exploring in the Pacific rim area.

Michael Kalyk, formerly resident manager of the Los Angeles Bonaventure, replaces Magnan as Shangri-La general manager.

Dave Paulon, general manager of the Philippine Plaza, has been named general manager of the recently announced Shangri-La hotel in Hong Kong.

Jeff Flowers, manager of The Ilikai, has assumed the post of general manager at the Philippine Plaza.

Jim Durham, vice president and managing director of the Detroit Plaza, returns to Kansas City as vice president and managing director of the Crown Center.

Chris Marker, formerly general manager of the Crown Center, was promoted to managing director of the Detroit Plaza.

Changes in position titles for three general managers were also announced at the conference.

Bill Bryant was named managing director of the Peachtree Plaza, Phil Hughes to managing director of The Plaza, and Bob Wilhelm to managing director of the St. Francis.

Major restoration plans underway at Mayflower



Rendering of the Mayflower from the 17th Street side showing the four-story addition and new entrance.

The Mayflower has been Washington D.C.'s most popular hospitality address for over half a century.

Now, plans are underway that should assure the hotel its enviable top spot position for at least the next half-century.

Announced in early January by WIH and the hotel's owners, May-Wash Associates, were multi-million dollar plans for major renovation and reconstruction of the Mayflower.

Phase I of a long-range project is currently underway. It involves a \$1.4 million refurbishing of the Connecticut Avenue portion of the hotel. This includes totally new furnishings as well as painting and upgrading of the 448 guest rooms, and of the corridors and lobby.

Phase II involves a total renovation, plus the addition of four new floors, to the 17th street portion of the hotel. The combined addition and renovation will result in 407 deluxe guest rooms and suites. Plans call for new health and dining facilities including a pool, sauna, racquet ball court, coffee shop,

specialty dining room and lounge, and new meeting facilities.

The total cost for the Phase II program is estimated at \$25 million.

Gerald Wolsborn, Mayflower general manager, said the hotel and most of the main function rooms and dining and lounge facilities, will be operational throughout Phases I and II. Completion of both phases is projected for 1981.

Commenting on the extensive project, Wolsborn stated, "Since assuming management of the hotel in 1971, Western International has considered the Mayflower and Washington, D.C., one of its most important locations. The commitment of the owners to undertake this expensive restoration and rebuilding, while not sacrificing the Mayflower's essential historical and esthetic qualities, is to be applauded."

The Mayflower, which opened in 1925, is listed as a Category III historic structure on the city's historic inventory.

Resort hotel planned for Ixtapa, Mexico

Ixtapa, Mexico's newest Pacific Coast community, is the site for Western International's newest resort hotel, Camino Real, Ixtapa.

The 440-room property, to be situated on a hillside overlooking the ocean approximately mid-way between Acapulco and Puerto Vallarta, is projected to open in the fall of 1980.

The hotel site is twenty minutes from the new Ixtapa International Airport, yet located in a secluded area approximately five miles from the nearest town of Zihautanejo.

Guest rooms and suites will be constructed to cascade down the hillside to the private ocean-front beach.

Camino Real, Ixtapa will feature a wide variety of resort and hotel features. Each unit will have either a king-size bed or two double beds, individually stocked refrigerator bars, terraces and sunning areas. Hotel suites will include private swimming pools.

A specialty restaurant, coffee shop and lobby bar are also planned.

One of Camino Real, Ixtapa's three swimming pools will feature a swim-up bar and a snack bar. Another features a waterfall.

Additional recreational facilities include four tennis courts, a game room and a separate children's pool.

For business groups seeking luxury accommodations, the hotel is designed to host board meetings and conferences. Facilities will include a 600-person capacity ballroom, a meeting/conference room and an open fiesta area with a capacity for 350 persons.

The 5,000-acre Ixtapa resort location includes 16 miles of the finest beach-front in Mexico. Already in place in the community is an 18-hole Robert Trent Jones golf course.

In announcing the new property, President and Chief Executive Officer Harry Mullikin, noted that the Camino Real, Ixtapa will be operated by the company's WIH affiliate in Mexico.

photo news

Song of Norway

Oslo—For three months last summer, guests of the HOTEL SCANDINAVIA, OSLO were treated to a Norwegian food and folklore "Song of Norway" spectacular. A daily buffet dinner in one of the hotel's largest banquet rooms featured Norwegian specialties, folk music and dancers, and a staff (pictured at left) dressed in national costumes. Dancing to a live band followed each evening's entertainment. The room was decorated throughout in traditional Norwegian "rose painting" ornamentation. The event, developed by the hotel's catering sales manager, Tom Fossengen, proved so popular that a similar event is being planned for next summer.



Hotel's 'Golden Gavel' first

Houston—Iris Wenzel (center) of the Texas District Branch of the American Psychiatric Association, was the HOUSTON OAKS first recipient of a Golden Gavel honor. The WIH Golden Gavel program is designed to recognize representatives of a company, corporation or association charged with booking and planning hotel group meetings. That individual wears a Golden Gavel pin to alert the hotel's employees that the wearer is to be given every consideration as to requests for assistance or information. Pinning Wenzel (left) is Pat Sells, Houston Oaks director of sales. At right is sales manager, Kathryn Cater.



New look

Honolulu—THE ILIKAI is taking on an exciting new look as a result of its on-going, three-year room renovation program. Here, Margret Lindo, housekeeping inspectress, adds some final touches to one of the recently completed guest rooms.



Floor dated

Manila—If today is Monday—it must be the PHILIPPINE PLAZA. The Manila hotel recently introduced a new twist for keeping guests updated. Removable carpets, that are changed daily, have been installed in all guest elevators bearing the inscription: "Today is Monday (or Tuesday, Wednesday, etc.)... Have a Good Day." Carpet colors vary for the seven days of the week with an emphasis on warm sunny tones.



Culinarians awarded

Seattle—Seattle Central Community College was the site of the Second Annual Apprenticeship Culinary Show where all five of the OLYMPIC's contestants walked off with high honors and a team trophy. The culinarian champs—shown with Olympic general manager, Frank Finneran (left), and executive chef, Tony Ruegg (right)—(Front Row), David Wooliscroft, Silver Medal; Connie Vincent, Gold Medal. (Back row): Curtis Hicks, Silver Medal; Ron West, Silver Medal. Culinarian Dana Hulfort (not pictured) received a Bronze Medal.



One of the last 'paradises'

Acapulco—Each year the prestigious L'Excellence Europeenne organization, based in Paris, selects a hotel that meets its criteria for international excellence, to receive its Citation of Honor diploma. Their choice for 1978 was the LAS BRISAS.

Among the reasons were excellence of operations, good taste in decor and personalized service, and "... fulfilling the requirements we demand for recognition as one of the last 'paradises' in this world." The Citation of Honor diploma was presented during ceremonies at the Camino Real, Mexico City, a previous L'Excellence Europeenne award recipient.

Willi Dietz, Las Brisas general manager (center), displays the citation in the company of (from left): Serge Vaissiere, president of the L'Excellence Europeenne committee; John Berthelot, vice president and managing director of Camino Real, Mexico City; Paul de Montaignac, French news correspondent, and Richard Wilke, committee vice president.



Mission accomplished

San Francisco—Following a "Japan Workshop '79" tourism mission of the U.S. Eastern seaboard, S.K. Kawana (right), senior managing director and general manager of the MIYAKO in Kyoto, climaxed his tour with a reception at the MIYAKO in San Francisco. Among the guests were Willard Abel, WIH senior vice president (retired), and Mrs. Abel (left). Joining the group (second from right) is James Nassikas, president of the Stanford Court hotel in San Francisco.

Hotel's safety sense pays off in dollars



Bonaventure general manager, Bernard Awenenti (left) accepts the traveling Safety Award plaque on behalf of the hotel from corporate insurance manager, Al Vettori.

Thanks to the Bonaventure's safety record for 1978, the hotel's Employees' Council started off the year with a \$1,000 bonus in their kitty.

As winner of the third annual WIH Safety Award competition, the Bonaventure was presented with the cash award and the traveling award plaque during Management Conference ceremonies at the Detroit Plaza in mid-January.

The plaque inscription, with the current winner's name listed, recognizes the hotel for achieving the most significant improvement in reducing employee accidents for the year.

The \$1,000 award (upped from last year's \$500 prize) is to be used as determined by the hotel's employee council members.

The Continental Plaza, winner of last year's award, was also recognized during the ceremonies and presented with a permanent plaque for their achievement.

Additionally, a total of \$312,773 in returned insurance premiums was distributed to 17 U.S. and Canadian hotels resulting from improved safety records for these properties. Twenty-five percent of that total went to the St. Francis, for their particularly outstanding safety record. The St. Francis, incidentally, was the first hotel to receive this annual award.

The award program was designed to create a greater hotel safety awareness, to reduce job accident injuries among employees, and to motivate employees to provide a safe environment for guests.

Paulon awarded Carlson-Himmelman honor

Dave Paulon, general manager of the new Shangri-La in Hong Kong, has been named recipient of the third annual Carlson-Himmelman Achievement Award. Paulon's honor was announced by Harry Mullikin, president and chief executive officer, during the Management Conference opening night dinner at the Detroit Plaza in January.

The Carlson-Himmelman Achievement Award is presented to an individual in recognition of particular achievement and service to the company.

Paulon was recognized for overseeing the opening and on-going operation of the Philippine Plaza which opened in 1977.

In presenting the award, Mullikin stated, "The assignment in Manila was extremely demanding, but Dave Paulon performed in the tradition of a Carlson-Himmelman Achievement Award winner."

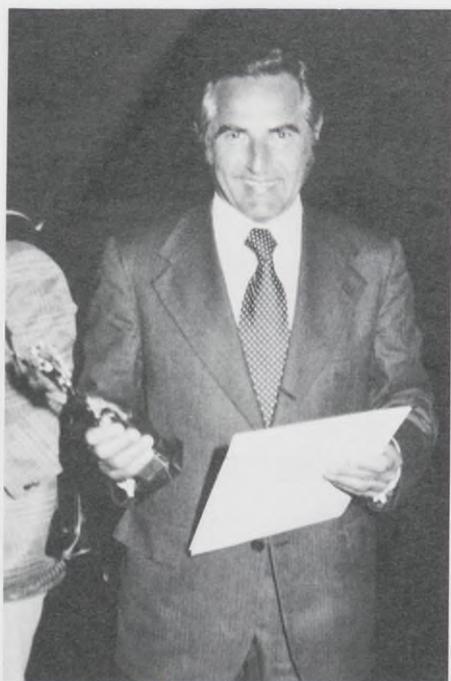
Previous award winners were Joe Mogush, senior vice president, and Dan McClaskey, vice president. Winners of the award receive a month's trip to visit the great hotels around the world.

The award is named in recognition of the two men—Edward E. Carlson and Lynn P. Himmelman—who led Western International's "second generation" from a small, regional hotel management company to a company of international prominence.



Dave Paulon (left) receives his award pin from Harry Mullikin.

Gold Mercury International Award for Mexico hotels



Freudenthaler with Gold Mercury trophy and award citation.

The Gold Mercury International Award, which is an international public acknowledgment of those who show the will to work for the productive development and the economic and social cooperation among the peoples of the world, was bestowed upon the WIH in Mexico company (Hoteles Camino Real, S.A.) in November.

The award, which originated in Rome in 1961, has grown to international recognition.

It is conferred annually to companies, organizations and persons who have given a special effort to the world's economy and who demonstrate the capacity to realize an ever increasing advancement in their special fields.

Since its inception the award has been given to Chiefs of State such as former President of the United States, Gerald Ford and H.M. Juan Carlos I, King of Spain. THE TIMES of London and the French newspaper, LEMONDE, have also been award recipients.

In selecting the Mexico hotel company, the Gold Mercury award committee noted that the company's eight hotels have "...contributed highly to the Mexican tourism industry and the country's economy", and is a company "of great stability and firm projection to the future."

Alfred Freudenthaler, managing director of WIH in Mexico, received the award, a Gold Mercury trophy and citation, on behalf of the company's board of directors during November ceremonies in Mexico City. This was the first time that the award ceremonies had taken place on the American continent.

Changes for Northwest hotels

Changes affecting two Northwest hotels—the Olympic in Seattle, and the Bayshore Inn in Vancouver—were recently announced.

For the Olympic it was the decision announced late last year that Western International Hotels would not renew its lease on the hotel after 1982.

The hotel is owned by the University of Washington who will select another hotel company to take over its management.

The Olympic opened in 1924 and was privately managed until WIH assumed the lease in 1955.

Future plans call for Western International to concentrate its efforts on the Washington Plaza.

More recently, Denis Forristal, general manager of the Bayshore Inn, announced a \$6.7-million renovation and expansion program which will convert that hotel to a year-around resort property.

The eighteen-month construction program will include a wide variety of new hotel facilities.

A new all-weather recreation complex with tennis, racquet ball and squash courts is planned. Additional resort facilities will include a new indoor swimming pool, saunas, whirlpool and games room.

A specialty seafood restaurant is planned as is a new cocktail lounge with floor-to-ceiling windows overlooking the new pool and a public waterfront walkway.

Interior changes call for a redesign of the hotel's lobby and its existing ballroom and foyer.

"The result," Forristal noted, "will be Vancouver's only truly all-season resort hotel."

Rooms Conference gets jump on tomorrow

Convening at the St. Francis in mid-December were some 80 directors of housekeeping and senior assistant managers from throughout WIH, attending the annual Rooms Division Conference.

A clue to agenda direction was written in the conference theme, "Tomorrow Begins Today!"

The theme was defined by Rooms Division director, Ray Sylvester, in his opening remarks to the group as, "...to accomplish the desired results in the future, planning and objective-setting must begin today."

Most of the conference's "tomorrow" planning and objective-setting focus was on housekeeping. Introduced were two new housekeeping-oriented manuals.

One of these detailed the company's new Linen Management Program. The manual provided guidelines for linen maintenance and, in particular, the control of linen loss which has become a major operational expense.

The second manual, "Maintaining the Product," presented in a formalized format a program begun last year to insure standards of consistency in the maintenance and up-grading of guest rooms.

Other agenda highlights included a tour of the hotel's Data-Host computer installation, status update reports by members of other WIH divisions, an "exhibit hall" presentation of new products, and new property presentations.

The St. Francis' sister hotel in San Francisco, the Miyako, hosted the group for one evening's reception and dinner.

Conference co-chairpersons were Hanne Dittler, WIH director of property services, and Alan Harrison, WIH director of front office operations.

Co-hosting the conference were Donn Takahashi, St. Francis senior assistant manager, and Rosemarie Matheson, front office manager.

people

Spectacular save

Toronto —Manuel Arruda, busperson at the HOTEL TORONTO'S Terrace Grill, spends a lot of his spare time playing goalie for Toronto's Central Tech soccer team. A recent game caught Arruda making this spectacular diving save that contributed to the 1-0 victory for his team.

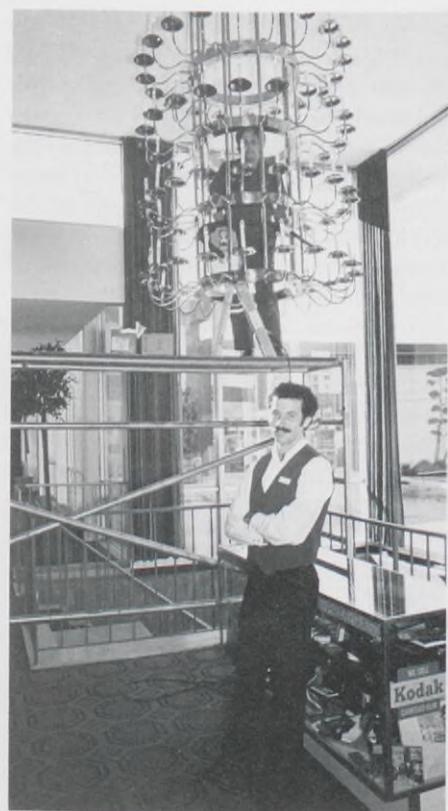


The graduates

Atlanta —The first management trainee class to graduate at the PEACHTREE PLAZA gather with hotel training manager, Dottie Fierst (right), for this class portrait. The group (from left): Robb Adams, Lou Ann Manalan, Ken Orr, Melody Knighton and Tom Baird.

Takes two to Tinikling

Manila —Linda Sperber (center), sales manager with the LOS ANGELES REGIONAL OFFICE, became part of the act during the audience-participation portion of the "Pistahan" dinner-show while on a recent visit to the PHILIPPINE PLAZA. Sperber is shown here stepping nimbly between two rhythmically smacking bamboo poles as she taught the "Tinigling," a popular Philippine folk dance.



'Sidewalk superintendent'

San Francisco —A mid-winter clean-up project at the MIYAKO finds hotel engineer, Tom Galas doing a bulb-replacement and cleaning job on one of the lobby chandeliers. Standing by and ready to lend advice in the role of "sidewalk superintendent," is bellperson, Joe Schultz.

Benjamin Cruz is 'numero uno' choice for Mexico award



Honesty's reward

Montreal—When she came across a packet containing \$1,400 in cash while cleaning a guest room, BONAVENTURE room attendant, Seva Katalas immediately turned the money over to her supervisor. Her reward—a very grateful guest and a check from general manager, Bernard Awenenti, presented in appreciation of her honesty.

Winning display

Detroit—Michael Heopka, DETROIT PLAZA chef, proudly displays his winning entry in the recent annual food and beverage competition sponsored by the Detroit Local Hotel/Restaurant Union. Heopka's entry, for which he won a \$200 top prize, was a beautifully garnished sliced veal arrangement.



Brockmann-Carlson Award winner Benjamin Cruz Peña (second from right) is handed a congratulatory letter from Al Freudenthaler, WIH vice president and managing director of WIH in Mexico. Congratulatory smiles are offered by (from left), Ken Mallory, vice president, Latin America, and Joe Mogush, senior vice president.

At age seventeen, Benjamin Cruz Peña left the sleepy country town of his birth to find work in the exciting resort city of Acapulco.

For a while he worked as a basket carrier in the city's outdoor marketplace.

But for the hardworking and ambitious young man, the job was only a stepping stone to better things. That "better things" opportunity came along in 1964 when Peña was hired as a room service waiter at Las Brisas. Then things began to happen.

Shortly thereafter he wooed and married a fellow employee. Subsequently, three children were added to the Peña family.

In 1970 he was popularly elected by the hotel's employees to represent them as their delegate to the Acapulco labor union. He took that responsibility to heart and has since occupied important leadership positions within the union. Among his union achievements was the establishment of a store where members could buy items at low cost.

Peña's concern for others also involved his participation in a community program to fight youth drug-addiction in Acapulco.

On the job, Peña's caring attitude was reflected in the many compliments received from guests of this world-famed resort. Included were a number of international celebrity guests such as

film stars Barbra Streisand, Frank Sinatra and Dean Martin, prominent political figures from the U.S. and Mexico, and the Apollo XII astronauts.

After a time, in recognition of his job performance, he was promoted to room service captain.

But, perhaps the most exciting and memorable thing to happen to him came late last year during the annual Mexico general manager's seminar when Peña was named winner of the 1978 Brockmann-Carlson Award.

The award, patterned after the Thurston-Dupar honor, is presented annually to the most outstanding employee of WIH hotels in Mexico. Selection is based both on job performance and the individual's contributions to the community.

In the opinion of the judges, Benjamin Cruz Peña was the unanimous "numero uno" choice.

As the Brockmann-Carlson Award winner, Peña was given two extra weeks' vacation and an expense-paid trip for two to any WIH hotel in Canada, the United States or Mexico.

The Brockmann-Carlson Award was established ten years ago in honor of Jose Brockmann, former president of WIH in Mexico, and Edward E. Carlson, chairman and chief executive officer, UAL, Inc.

inn basket

FRONT 'N CENTER—Congrats to the Olympic's GM, Frank Finneran, for being named a "Newsmaker of Tomorrow" by the Seattle Chamber of Commerce and TIME magazine...to the Wentworth in Sydney for winning the Top Hotel in Australia award for 1978 by INSTITUTIONS magazine...to the Hotel Toronto for being chosen as the City of Toronto's most accessible hotel for wheelchairs as a result of a survey conducted by the Mayor's Task Force for the Disabled and Elderly in conjunction with the Hotel Association of Metro Toronto...and to former WIHer Richard Ferris who was elected chairman of the board of United Airlines in mid-December.

* * *

20/20 VISION—As a reminder to keep things looking neat 'n tidy around the hotel, the Continental Plaza's housekeeping staff came up with a neat idea—"eye test" charts. The posted charts, inviting employees to "Try the Continental Plaza eye test," read, in diminishing-sized print: "CAN YOU SEE PAPER SCRAPS & CIGARETTE BUTTS, MATCHSTICKS, MOP STRINGS AND OTHER WASTE IN THE CORRIDOR? DID YOU PICK THEM UP? ARE THE CORRIDORS NEAT? ARE YOU PROUD FOR TODAY'S GUESTS TO SEE THE CORRIDOR YOU SEE? YOUR AID IN PICKING UP IS YOUR WAY OF SHOWING YOU ARE PROUD OF WHERE YOU WORK. TRY 20/20 VISION—AND EVERYONE WILL SEE THAT THE CONTINENTAL PLAZA AND ITS STAFF ARE CHICAGO'S BEST!"

* * *

DOWNTOWN—"Despite detractors' accusations of excesses in both appearance and cost, the elaborate hotel complexes springing up in downtown areas (in the U.S.) are proving to be a powerful force in the battle against urban decay." So states writer Alex Goodman, in a recent ASTA TRAVEL NEWS article. Prominently featured by Goodman as a prime mover in this downtown hotel building trend is Western International, whose new hotels such as the Detroit Plaza, the Los Angeles Bonaventure and the Peachtree Plaza in Atlanta, have been key factors in revitalizing the downtown core of these cities. Speaking on that same topic in a recent TRAVEL WEEKLY INTERVIEW, senior vice president, Bruce McKibbin, pointed out that these hotels have not only brought new convention business to these cities, but have helped to kindle a new excitement in downtown areas. The influx of business travelers to these hotels has supported downtown civic and cultural activities, as well as fostering a new generation of retail shops and restaurants. Downtown has again become a wonderful place for an "evening on the town" for the native as well as for the out-of-towner, McKibbin noted.

* * *

FAN LETTER—Because of the great number of fan letters sent to hotels, FRONT! seldom prints copies of them. But we couldn't resist passing on this especially delightful note sent to the Bonaventure from a recent nine year old guest:

"My trip to the Bonaventure hotel was very good! The swimming is very good because you can go any time you want even in the winter! I also like the skating even though we didn't go skating this time. I still know what it's like because I went other times to this place. The rooms are very good because they're clean and you get whatever you want in them. Whoever is the owner of this place is a very good owner and makes good hotels. I will always come to this place because I love it!"

The note, on hotel stationery, was signed "From Kim Frumkin, age 9"



DETROIT PLAZA-ites

FRONT! correspondent for the Detroit Plaza is public relations director, Carole Schultz. You can contact Carole at the public relations office with your input for FRONT! (All other WIH people submit FRONT! items to your local correspondent listed below:)

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