

Front!

May, 1980

WESTERN INTERNATIONAL HOTELS



Edmonton Plaza expands to "keep pace"

(Page 3)

On the move

A sure cure for the lonely traveler

For some people, traveling is not always that much fun. Sometimes it's a lonely world when you're away from home. That can be especially true when you are traveling alone to a strange city and staying at an unfamiliar hotel.

This is when a friendly smile or a warm "hello" can be very welcome.

It may not seem like much, but it's surprising how even a brief and simple expression of friendliness can brighten the guests' day.

Then throughout their stay as they encounter those expressions of friendliness from the hotel's staff — at the front desk, in restaurants, in hallways or wherever — the guests begin to feel a little less lonely and a little less as though they are among uncaring, indifferent strangers.

And when checking out, if they might hear such parting words as, "Nice to have you . . . come back soon," chances are they will.

After all it's going to be a lot less lonely next time to be back with friendly, caring people who seemed pleased to have them there.



Harry Mullikin
President and
Chief Executive Officer

Harry Mullikin

Jay Aven from assistant controller, Galleria Plaza, to assistant controller, Continental Plaza.

Richard Boyer from assistant controller, The Ilikai, to controller, Wailea Beach.

Tom Cortabitarte from executive assistant manager, Crown Center, to executive assistant manager, Continental Plaza.

Robert Jordan from front office manager, The Plaza, to senior assistant manager, South Coast Plaza.

James Knauff from regional sales manager, Peachtree Plaza, to national sales manager, Washington Plaza.

Mary Mulligan from convention services manager, Detroit Plaza, to catering manager, The Arizona Biltmore.

Christoph Steuri from assistant banquet manager, The Arizona Biltmore, to director of restaurants, Calgary Inn.

Jana Pauline Wilder from assistant payroll manager, L. A. Bonaventure, to payroll manager, WIH Financial Services.



COVER: From this view, the 72-room addition to the Edmonton Plaza is located around to the right at the hotel's southeast corner.

Front!

A monthly publication by and for employees of
Western International Hotels

Gabe Fonseca, Editor
Carol Suess, Associate Editor

The Olympic, 4th & Seneca, Seattle, WA 98111

Hotels showered with stars and diamonds

The prestigious Mobil star and American Automobile Association (AAA) diamond hotel ratings have been announced, and several WIH properties have been liberally sprinkled with both.

Starring in the Mobil Five Star Award category, is *The Arizona Biltmore*. For the resort property, it was the 21st year of winning the Mobil Guide's top "one of the best in the country" rating.

Adding further luster to The Arizona Biltmore's award achievement record, is the fact that the resort hotel was chosen by Mobil to host this year's Five Star Awards presentation function.

The event, which took place in late April, was attended by the hospitality industry recipients of Mobil Five Star ratings.



Additionally, 13 other hotels were honored with Mobil's "outstanding — worth a special trip" Four Star rating. These were:

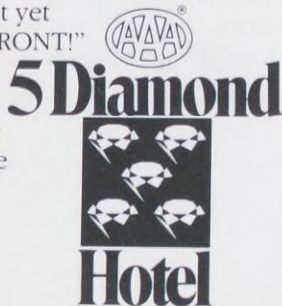
The Baysshore, The Benson, Century Plaza, Crown Center, Detroit Plaza, Galleria Plaza, Houston Oaks, Hotel Toronto, Peachtree Plaza,

The Plaza, Washington Plaza, and Williams Plaza.

Clusters of AAA Five Diamond "Renowned" ratings were awarded to seven WIH hotels. (Only 46 hotels in North America qualified for this AAA top rating!) The diamond-studded seven were: *Century Plaza, Williams Plaza, Houston Oaks, Mauna Kea Beach, Hotel Bonaventure, Camino Real Mexico City, and Las Brisas.*

A complete report on hotels receiving Four Diamond "Exceptional" ratings was not yet available as "FRONT!"

went to press. That information will be reported in the next issue.



Edmonton Plaza addition races toward September opening goal



From this view, the 72-room addition to the Edmonton Plaza is located around to the right at the hotel's southeast corner.

Edmonton, Alberta, is one of Canada's fastest-growing cities. Keeping pace is the fast-growing *Edmonton Plaza*, the city's finest hotel.

Last June, on the hotel's fifth anniversary, Bob McCauley, vice president for WIH in Canada, announced that an eight-story, 72-room addition would soon be under construction. Target date for completion: September, 1980.

That project is now well under way, and, according to Edmonton Plaza general manager Peter Smith, "a mid September opening looks good."

The new addition was topped-off in January, and construction is proceeding on the floors and exterior.

This new guest room addition is located over the hotel's swimming pool and banquet area. It will be joined to the existing building by a glass-enclosed walkway between the 5th and 12th floors.

The addition's rooms will be the largest offered by any hotel in Edmonton — and about 35% larger than even the Edmonton Plaza's very ample existing rooms.

To better serve traveling families, 45 of the new guest rooms will have two double-sized beds. The remaining rooms, including eight oversized suites, will have king-sized beds.

With the addition, the Edmonton Plaza will offer a total of 416 rooms.

In conjunction with the expansion, Smith notes, the hotel is also spending \$1 million on renovations of all existing guest rooms and on converting the former Stage Door entertainment room into a meeting and banquet room.

Tijuana hotel announced

Announced in late April were construction plans for a 440-room luxury hotel for Tijuana, Mexico. The hotel Camino Real, Tijuana, will be operated by the WIH affiliate company in Mexico, Hoteles Camino Real, S.A. Details will be reported in the June issue of FRONT!

Photo news

Cleaning up their cleaning act

WASHINGTON, D.C. — *Mayflower* food & beverage and housekeeping employees are “waging war” on linen abuse. Resolved to use only cleaning rags for clean-up operations, employees are making posters as reminders not to grab the nearest towel, napkin, washcloth, or sheet for tackling dirt. Employees with “rags spirit” are (top, from left) Richard Price, Charles Richardson, (front, from left) Josephine Davis and Mildred Bridges.



Swiss treats

OSLO — For two weeks recently, guests of the *Hotel Scandinavia*, Oslo, were treated to a “Swiss tour” of Swiss food and wine specialties as featured on restaurant menus during the hotels “Swiss Food Festival” promotion. Official promotion opening ceremonies finds this foursome enjoying a food and wine treat preview (from left): Pierre Nussbaumer, Swiss ambassador in Norway; Hans Zinsli, executive chef; Sveen Stray, president of the Norwegian Parliament; and Dick Fyock, general manager of the Hotel Scandinavia.



A Safety ‘First’

JOHANNESBURG — In recognition of the *Carlton Hotel’s* high standard of safety measures to protect guests and staff, South Africa’s National Occupational Safety Association (NOSA) recently awarded the hotel a 5-star safety grading. Thanks to the hotel’s special Safety Program, carried out by cost control manager, Mike Genard and the hotel’s staff, the Carlton Hotel achieved one million accident-free work-hours, and is now the only hotel in South Africa to hold the 5-star safety grading. Accepting the 5-star safety certificate from NOSA general manager, Bunny Matthysen (right) is Carlton Hotel general manager, Pat Burton.

San Francisco's 'living room'

SAN FRANCISCO — A major restaurant renovation is underway at the *Hotel St. Francis* with the construction of the Compass Rose, a spectacular new bar off the hotel's lobby replacing the 28-year-old Terrace Room. The Compass Rose, due to open in July, is designed to project a warm and elegantly comfortable "living room" atmosphere. A luncheon for press members and VIP guests, to announce plans for the new room, was recently hosted by Hotel St. Francis managing director, Bob Wilhelm, (second from left facing camera), and Jacques Bourgeois, F&B director (at lectern, far right).



Royal treatment weekends

KANSAS CITY — Scheduled over two split-staff weekends, the entire crew of the *Central Reservations Office* in Omaha bussed to Kansas City on a fun and fact-filled familiarization visit to the *Crown Center Hotel*. On each occasion, the visiting reservations agents were given the royal treatment by the hotel's staff with receptions, dinners, a hotel tour and an orientation on Crown Center's newest agent incentive program. Here, Crown Center hosts, Donna Nichols, director of reservations (left) and Patti Scheerer, front desk agent (third from left) familiarize reservations visitors Mary Drozda, shift supervisor (second from left) and Mary Murphy, quality control coordinator (right) with the hotel's front desk operations.



The safety payoff

HONOLULU — As winner of the 1979 WIH Safety Award competition, *The Ilikai* was presented with the traveling award plaque and a check for \$1,000 during the WIH Management Conference ceremonies last January. Here, hotel general manager Kim Chappell (left) passes on the plaque and the \$1,000 check to Roy Perez of the hotel's maintenance department, who is also president of The Ilikai's Employees' Council. The plaque is now being displayed in the employees' cafeteria and the prize money has been turned over to the council to be used as determined by the employee members.



(Editor's Note: The following article appeared in the April 28, 1980, issue of BUSINESS WEEK magazine. For those of you who may not have seen it, and because of its pertinent interest to all WIH people, the article is reprinted here in its entirety, with permission from BUSINESS WEEK.)

Western International: A \$1 billion expansion in the face of recession

An obsession with quality has always outranked growth on the list of priorities at Western International Hotels Co., the UAL Inc. subsidiary that operates such glittering properties as the Plaza in New York, the Century Plaza in Los Angeles and the huge new Detroit Plaza in that city's Renaissance Center. Thus the numbers quietly under discussion these days at Western, one of the nation's largest hotel chains, come as something of a surprise. President Harry Mullikin is charting what is easily the most ambitious hotel development program in his company's 50-year history. And while other chains are heading into an ominous recession with similarly aggressive expansion efforts, Western's plan may well be the riskiest of all, because it builds nothing but high-cost luxury hotels and generally insists on taking major equity positions in each.

By 1985, Mullikin plans to add at least 22 deluxe hotels — half in the U.S. — to the company's current 53 units. The plan, which could cost more than \$1 billion, is designed to boost Western's 1979 sales of \$383.8 million by at least 50% in real terms in five years. Along with Cincinnati, where Western will open its newest U.S. hotel late this year, Mullikin's roster includes Boston, Dallas, St. Louis, and Miami, and there may be more. "I had three calls last week on hotel properties where the developers want an association with Western, and none of them is on our current list," Mullikin notes.

Expensive and exclusive. All the names on it, however, have one thing in common. Each will be a stylish, high-priced operation. Since its formation in 1930 by a group of hotel owners in Washington state and Oregon, Seattle-based Western has stayed with the top of the line in hotels. The cheapest double room at New York's Plaza, the company's most expensive stateside hotel, will cost its occupants \$82 a night.

Each of Western's units also has its own name and identity, with no apparent link to Western. That, along with the formidable room rates, makes each of Western's hotels "a bit like a private club," says Mullikin. "You have to be on the inside to know about them." That penchant for exclusivity has paid off handsomely for Western. Its earnings

have grown at a compound annual rate of 33% over the past five years to a record \$22.6 million last year.

But with a recession approaching and long-term financing either extremely expensive or unavailable at any price, now would not seem to be the time to embark on a major expansion in luxury hotels that cost \$100,000 a room to build. Indeed, Mullikin already has pared his list of proposed new units from 31 a year ago in light of the financial markets. Yet with Western's occupancy rates now hovering around 81%, compared with 71% industrywide, Mullikin sees no reason not to push ahead. "The easiest thing in the world for us would be to stop growing," says Mullikin, who joined Western at age 14 as an elevator operator. "But if we did, we would be out of business in 20 years. You have to continue to plant the crop."

For Mullikin, the need to build for the long term is more important than the business downturn the company is likely to suffer over the short run. "We're going to have a drop in business next year, but we'll come out of it, and the projects we're working on take two or three years to bring on line," he declares. "We don't see the logic of stopping everything during a difficult period."

While financing for the four Western hotels opening this year and next is arranged, Mullikin has yet to work out funding for the others he plans. Yet he is not worried. "I really don't know how we'll structure some of these," he admits, "but equity funds are available from associates that want to participate in Western hotels." Indeed, many industry experts believe that Western's expansion gamble will pay off. "The country is going to need a lot of class-A hotel rooms," says the competitor. "The short-term penalty you pay can be offset by the virtues of the market further down the road."

Mullikin's hotel "crop" will involve more risk than those of some other chains, because Western typically owns 25% to 30% of the hotels it manages. By assuming an equity position, Mullikin argues, Western can benefit from the cash flow from depreciation, and over the long term, receive income from the appreciation in the value of the property. But as an investor it can be left holding the bag if the property does not fare well.

Other hotel companies, such as Marriott, Sheraton, and Hilton, only manage many of their properties, and they are reducing remaining ownership interests in favor of managerial contracts and franchising arrangements that offer faster growth.

Growing equity. The risks of ownership are even greater when, as now, other hotel chains are barreling into new markets. Such familiar names as Hilton Hotels and Hyatt are unfurling ambitious expansion campaigns of their own. And a raft of newcomers, including Pan Am's Intercontinental, TW Corp.'s Hilton International, and Air France's Meridien chains are rushing into the U.S. market. But Mullikin is convinced the company's ownership policy is well-founded, and he is prepared even to expand Western's equity position in its new hotels in order to support the company's expansion. "We're perfectly willing to take the additional risk, because we feel that by selecting properties properly, they won't fail," he explains.

Some observers question whether such optimism might not contribute to the creation of a glut of hotel rooms in some cities similar to the bulge of the mid-1970s that sent occupancy rates tumbling to a national average of just 62%. In Dallas alone six new hotels are under way or have been announced, Boston boasts seven properties in the works or on the drawing boards, and several ventures also are planned for each of St. Louis, Minneapolis, and Cincinnati — all cities

that Western has targeted for new units (BW — Mar. 17).

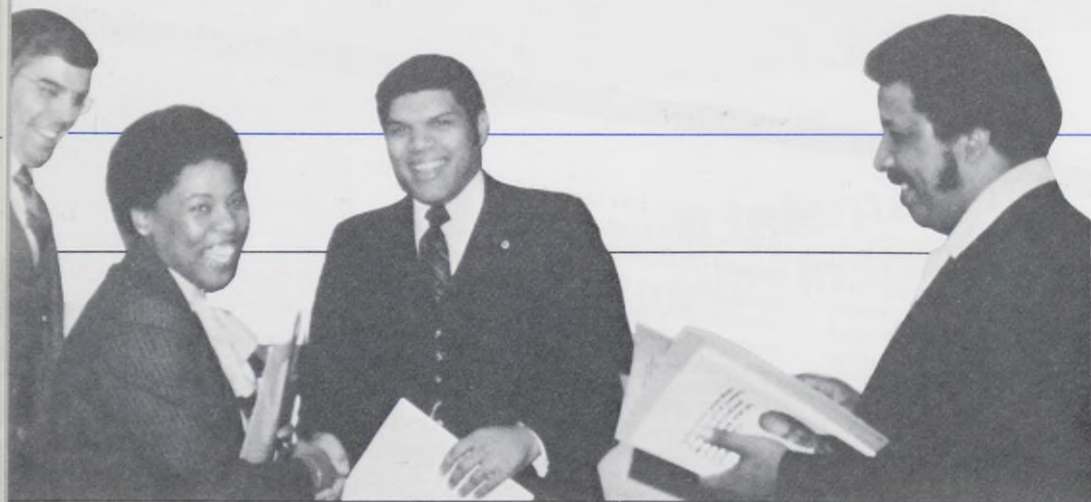
Steady customers. Mullikin is counting on marketing aggressiveness, as well as Western's reliance on the business travel market, to help the company weather the impending economic downturn and any problems of oversupply. By providing such executive-oriented amenities as 24-hour room service and desks in every room, Western manages to collect fully 85% of its revenues from business travelers. These customers, Mullikin argues, often have to travel even when the economy dips. Indeed, the deep recession of 1974-75 cut only five points from Western's occupancy rates, which remained 10 points above industry average during that period.

Such relatively steady business points up the interest of Western's parent, UAL, in the company's expansion. Like such other airline holding companies as TW Corp., UAL is looking increasingly to its nonairline operations to help smooth turbulent earnings patterns in its traditional business. Western's \$22.6 million in profit last year partly compensated for the \$99.5 million loss suffered by United Airlines because of a 58-day strike by machinists and the grounding of the DC-10 airplane.

But while Western is expected to finance its growth on its own, UAL is squarely behind the company's new bid. "I don't want to drain the airline to support a hotel company," explains Richard J. Ferris, UAL's president, "but I don't want to drain the hotel company to support the airline."

Mullikin: "Equity funds are available to finance some of Western's expansions."





Tom Hosea, (left) general manager of the Cincinnati Plaza, and Larry Alexander, (center) general manager of the Miyako, visit with a student recruitment prospect at Ohio's Wilberforce University. At right is S. Henry Lawton, Jr., director of cooperative education at Wilberforce.

Early each year, career opportunities come knocking on the doors of college students on campuses throughout the United States.

The bearers of these opportunities are, for the most part, representatives of the nation's business and industry. Working singly or in teams, they hit the recruitment trail in an annual search for potential hire candidates among the current crop of graduating students.

Competing in that search are recruitment teams from Western International. Their efforts, of course, concentrate on schools that offer degrees in hotel and restaurant management.

"The company's goal this year," said Jerry Gunderman, WIH director of personnel, "was approximately 100 hires."

Gunderman was coordinator of one of the two WIH teams that visited a dozen U.S. colleges and universities during a three-week whirlwind recruitment tour starting in late February. Cherie Ohlson, WIH manager of equal employment opportunities

(EEO) and personnel services, coordinated the other team. Between them, the two teams interviewed over 500 students in a three-week period.

The team members who do the actual interviewing are hotel general managers and other hotel executive management people. (These members of the team vary from school to school.)

School visitation procedures, according to Gunderman, follow a fairly routine pattern.

"We start with a social get-together with the students on the evening before the interviews start. This get-together also serves as an important business briefing session, which answers many of the students' questions about our company and what we're looking for," Gunderman explains.

"We open up with an orientation, to fill in the



Western International's projections for future growth and development are highlighted for one student group by senior vice president/staff services, Dwight Call.

students on Western International and its operations. Then Dwight Call (senior vice president/Staff Services) talks to them about the company's future plans, and comments on the type and calibre of student we are recruiting for.

"Next we introduce the WIH executives who are with us at that particular school. They outline the next day's interviewing procedures."

"Often," adds Gunderman, "we'll include a recent graduate from the same school, who has gone through a management training program at one of our hotels, as one of the members of the recruiting team. As former students of that school, they can tell what it's like working for WIH, and what's been happening to them, so that students can see the actual career development patterns at work. The students really relate to this."

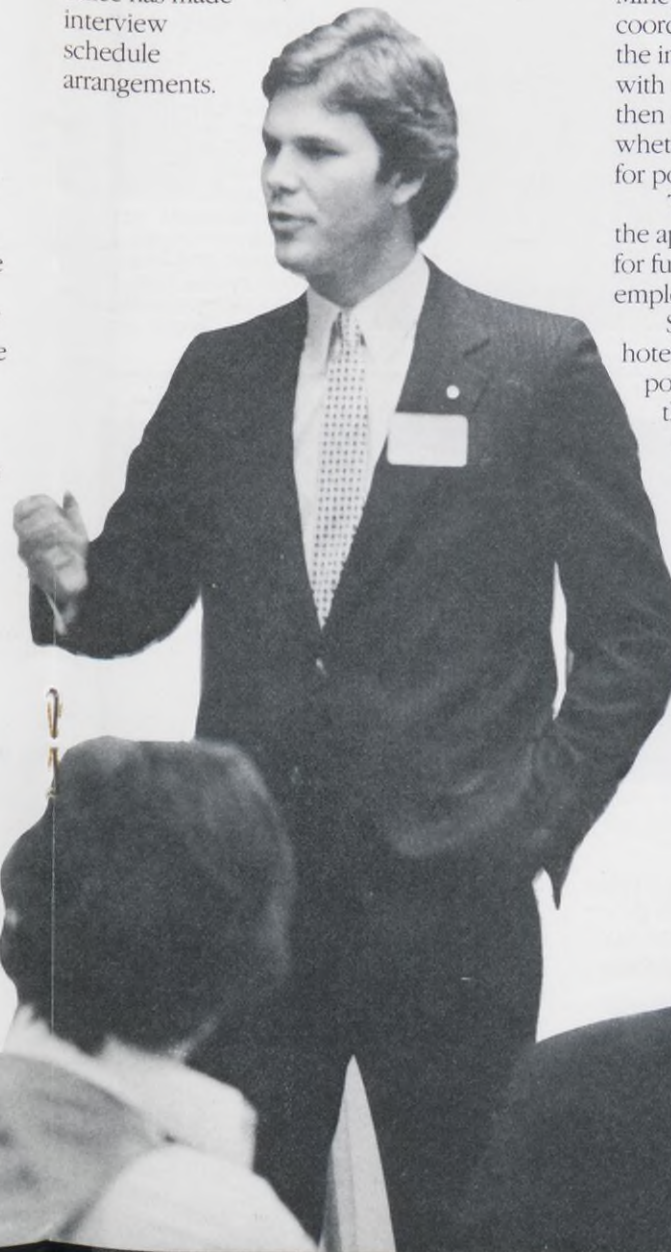
COLLEGE RECRUITMENT:

THE CAMPUS TO CAREER CONNECTIONS



Students listen attentively as David Ling, Detroit Plaza resident manager, comments on WIH career development opportunities.

Since the students have been notified of the WIH visitation beforehand, the school's placement office has made interview schedule arrangements.



Dick Holtzman, senior assistant manager at The Plaza and a Cornell graduate, tells of his WIH career experience to a group of Cornell University student prospects.

Results of the interviews, with interviewer comments, are sent to the WIH Personnel Offices. Here, Joan Mincy, manager of personnel services, coordinates the function that reviews the interview results, matches applicants with the hotels' requested needs, and then notifies the applicants as to whether or not they have been referred for possible hire.

The Personnel Division then sends the applicant information to the hotels for further interview follow-up and employment action.

Says Mincy, "We try to provide the hotels with at least three applicant possibilities for each position hire they've requested. This gives them a pretty good choice of candidates to select from."

Prior to the school recruitment exercise, the Personnel Offices have contacted all the hotels to inquire as to their hire needs and specific areas of

placement — rooms, food and beverage, sales, accounting, etc. Once a student is placed at a hotel, he or she will embark on the hotel's management training program, which averages about twelve months in duration.

Although the Personnel Division recruiting teams contact only U.S. schools, candidates for the company's international properties may also be recruited.

These prospects are mostly the foreign students whose home countries are those in which WIH has hotels.

Says Gunderman, "This year we've interviewed students for our hotels in Singapore, Hong Kong, Johannesburg, Mexico, and Canada." (Most Canadian recruitment, however, is done by the management of the Canadian hotels from schools in their immediate area.)

Come graduation time this summer, most of these selected 100 students will be leaving their "halls of ivy" for the halls of hospitality as "freshman" WIH family members.

Annual seminar expands career potential

“What effect will the seminar have on our careers?” That question was asked by one of the attendees of the 1980 Management Seminar (Hard Corps) during the Senior Officers’ Panel session that concluded the event. It was directed to executive vice president, C. R. Lindquist.

Lindquist’s response was, “No effect.” He immediately clarified that by adding, “It’s a matter of what you’ve learned here over the past few days, and how you use that information in applying it on the job, that can affect your career growth.”

Lindquist’s point was that seminar attendance was no automatic guarantee for position promotion. Intent of these annual seminars is essentially to further qualify the career advancement potential of attending members.

Selection of attendees is based upon the candidate’s ability and potential as demonstrated in their respective management level positions. Seminar completion qualifies the attendee for membership in WIH Hard Corps and to wear the identifying white Hard Corps disc on their service pins.

Adding further qualification to their career advancement potential at this year’s week-long event were a select group of largely mid-management people from throughout WIH. Attendees represented 34 hotels from five countries, plus representatives from three corporate divisions and one regional sales office.

The group, which convened at *The Olympic* in early April, was not only the largest ever, but also the most diverse in positions represented.

Management skills training is a prime objective of the seminar sessions. Much of the workshop and group presentations, therefore, focused on such topics as management concepts, delegation, planning principles and effective communications.

An in-depth familiarization of corporate structure and operations is another major seminar objective.

Hard Corps scholarship awarded to O.S.U.

Graduates of the annual WIH Management Seminars assume automatic membership in a select group known as the WIH Hard Corps. (Members can be identified by the white disc mounting on their service pins.)

A major group activity is the funding of scholarships. This year, according to Hard Corps president, Jon Ballard, development manager with the WIH Development Division, eleven schools were recipients of

scholarship funds. Nine of these were in the United States, one in Canada, and one in Switzerland.

Monies for the scholarships are contributed by Hard Corps members with matching funds contributed by Western International.

Last year’s contributions — distributed earlier this year — totaled \$16,000.

A recent addition to the scholarship recipient program was the Oklahoma State University School of Hotel and Restaurant Administration. A scholarship check for \$650 was awarded the

University in late February, presented by *Williams Plaza* hotel executives on behalf of Hard Corps.



Dr. Baker Bokorney (center) receives the Hard Corps scholarship check from Andy MacLellan (left), executive assistant manager, and Steve Shalit (right), front office manager of the Williams Plaza.



For Officer’s Panel members (moderated by Harry Mullikin at lecturn, right)... some questions asked.

That objective was thoroughly pursued in presentations covering every facet of corporate organization and the functions of each of the corporate divisions. These presentations were further supported by tours of the corporate offices.

As a post-seminar take-home assignment, attendees are required to



For seminar attendees... questions answered.

complete a research paper on a self-chosen topic relating to the hospitality industry. Completed papers are kept on file at the WIH Personnel Division library and copies are available upon request to any interested WIH employee.

They make it memorable

Flashed onto the screen is a shot of a guest room. The pleasant-looking couple in the room look as though they may have just recently checked-in.

At this point, the narrator says: "... you are very special people because you are the people who make their visits with us so memorable. You see — our guests depend on us to provide a clean, comfortable,



The "You Make It Memorable" presentation features a "special people" cast that includes this foursome from the Washington Plaza's housekeeping department, (from left), Jaime Galimba, Helen Edwards, Cirila Blancas and Precious Bowens.

well-maintained guest room. And while they're with us, that guest room is really their home away from home."

The changing slide scenes and narration continue. Several minutes later the presentation concludes with the repeatedly emphasized message — "you make it memorable."

"You Make It Memorable" is, in fact, the name of the recently produced Rooms Division slide/tape presentation now being shown at all housekeeping departments throughout the company. (It has been translated into Spanish for use in Mexico as well as in some U.S. hotels.)

It was developed to serve a dual purpose, notes Hanne Dittler, director of property services.

"Basically," explains Dittler, "it's to be used as an orientation for new housekeeping employees, as an introduction to the department's new employee training program.

"But more than that, it helps to remind housekeeping people how

Cooking for the gold

The Internationale Kochkunst-Ausstellung (IKA) is to the culinary world what the Olympics are to the sports world.

In fact, IKA is often referred to as the International Culinary Olympics.

The once-every-four years event invites culinarians from around the world to compete for bronze, silver and gold medal recognition.

The 1980 event, which will be held at the IKA permanent site in Frankfurt, West Germany, will be held during the last eight days in October.

Going for the gold as members of the U.S. and Canadian teams, are five Western International Hotels participants.

One of them, Fred Zimmerman, executive chef of the *Calgary Inn*, will be competing as co-captain of the six-member Canadian National Team. At the last Olympics, held in 1976, the Canadian National Team won the overall second place — silver medal — award.

Zimmerman participated in that event, but as a member of one of the three Canadian regional teams who compete only in the cold-platter competitions. (National teams compete in both hot-food and cold-food competition.)

Competing this year in Canadian regional teams are Gustav Mauler, executive chef of the *Hotel Toronto*, a member of the Canadian Central Regional Team, and Jean-Yves Marin,

tremendously important their role is to the hotel.

"Our guest rooms really are our most important product. And, in our case, it's a very high-quality product that the guest is paying for.

"The presentation emphasizes the fact that a clean, comfortable and well-maintained guest room — just the way the guest likes it — goes a long way not only in selling our product, but in making the guest's stay a truly memorable one."



pastry chef at the *Hotel Bonaventure*, a member of the Canadian Eastern Region Team.

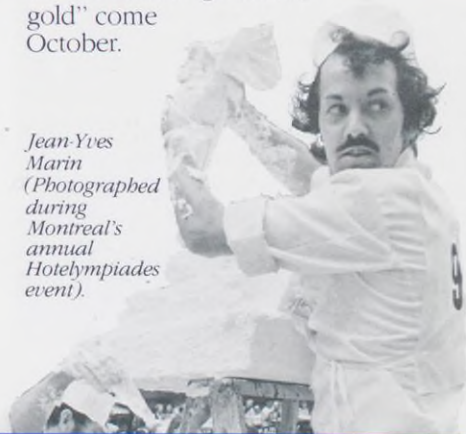
Two chefs will also be competing as members of U.S. regional teams.

They are Marcus Bosiger, executive chef of the *Galleria Plaza*, a member of the U.S. Central Region Team, and Gale O'Malley, pastry chef at *The Plaza*, a member of the U.S. Eastern Region Team.

Members of the teams are selected by the Canadian Culinary Federation in Canada and by the American Culinary Federation in the U.S. Candidates qualify as winners of regional culinary competition trials.

Team presentations are carefully guarded secrets, to be revealed only during the actual IKA exhibitions. Until then, it's a matter of planning, testing and tasting behind closed doors for the WIH five and their respective teammates in their aim to "go for the gold" come October.

Jean-Yves Marin (Photographed during Montreal's annual Hotelympiades event).



According to Susan Picht, corporate housekeeper, film showings have met with very favorable response.

She recalled one room attendant's comment after seeing the presentation. "She told me," Picht said, "that she now thought of her job as something like that of an airline stewardess. 'Sure,' she said, 'the captain and his cabin crew operate the plane, but it's the stewardesses who look after the passengers and keep things looking neat and attractive that can make the trip a memorable one.'"

"And you know," Picht smiled, "That's not such a bad comparison."

Remembering when

PHOENIX — Dreaming up creative ideas is a fun challenge that's all part of the job for Marilyn Seargeant, social director at *The Arizona Biltmore*. One of the hotel's most recent affairs was a "Remember When" cocktail party for the hotel's guests. Hotel staffers helped guests slip into costumes of various time periods, which a photographer recorded with tin-type style photo souvenirs. Getting into the "old-timey" costume act themselves for this group portrait were these staff members, who had assisted at the event (from left, back row): Anne Mello, Kathleen Driscoll, Mike Deighton, Hope Powell, and Linda O'Leary. (Front row): Marc Kantor and Marilyn Seargeant.



Real person

SAN FRANCISCO — Once again *St. Francis* coinwasher Arnold Batliner hit the publicity circuits, this time on NBC's "Real People." When asked the secret of his young-looking hands, Batliner promptly replied, "Why, I use Jergen's." And shortly thereafter, a package arrived in his office — 24 complimentary bottles of Jergen's Lotion, courtesy of the company in appreciation for Batliner's unsolicited plug.



People



Key for the 'mayor'

ACAPULCO — The rambling cluster of *Las Brisas* casitas gives the resort hotel the appearance of a small town. It was a natural then, that when Werner Eisen was named general manager of that hotel he was welcomed as the new "Mayor" of Las Brisas and presented with the "key to the city." With Eisen (second from right) is outgoing "Mayor," Willi Dietz (second from left), who has left the company, and Al Freudenthaler (left), WIH vice president and director general Hoteles Camino Real, S.A., and Hector Perez (right), vice president/operations for the Mexico hotel company.

Champagne for the C.P.A.

SEATTLE — With a grin of relief at the finish of an arduous challenge, *Financial Services Division* Internal Auditor Vonlee Cham (second from right) accepts congratulations on becoming a Certified Public Accountant (C.P.A.). Joining in the champagne toast to celebrate Cham's completion of the qualifications to attain this nationally recognized credential are (from left): Paul Matteucci, director of internal audit; Ray Whitty (C.P.A.), vice president and corporate controller; and Bob Jenks (C.P.A.), senior vice president and treasurer.

In the Thurston-Dupar spotlight

Western International's Thurston-Dupar Inspirational Award is presented annually at each hotel to the year's outstanding employee, as judged by a committee of the hotel employees. Basis for selection includes: leadership in the hotel, involvement in community affairs or activities, courteous service not only to guests but also to co-workers, and dedication to work and improving work methods or services in order to give better service to guests.

Recipients of this most prestigious WIH employee award — named for the two founders of Western International Hotels, S.W. Thurston and Frank Dupar — are presented with an award plaque, a check for \$250, and a red disc recognition backing for their service pins.

The award is normally presented at special ceremonies during each hotel's annual Employee Awards Banquet. Here are two recent Thurston-Dupar Award recipients: At the *Washington Plaza* — the inspirational award recipient was Daisy Kelly, server at the hotel's Lobby Restaurant. The seven-year veteran of the hotel was commended for her "... commitment to excellence, consistently providing outstanding service to guests and always



demonstrating warmth, friendliness, hospitality and a sincerely caring attitude to guests and fellow employees."

At *The Mayflower* — the Thurston-Dupar Inspirational Award went to Beverly Glaine, catering coordinator. Glaine, who has over 35 years of service at the hotel, was presented with her award plaque — along with a congratulatory buss — by general manager Gerald Wolsborn. Highlighting Glaine's winning qualities, Wolsborn noted that she is "always calm and level-headed" and that over the years she has "trained many new employees and instituted departmental procedures which are still in effect today."



The 90-day payoff

ATLANTA — For room attendant Liza Billings, turning in the \$500 she found in one of the guest rooms was just part of the job. When the regulation 90-day wait period produced no claimant, the money was given to finder Billings — in the form of 500 one-dollar bank notes fresh from the U.S. Federal Reserve Bank in Atlanta, by *Peachtree Plaza* managing director, Hermann Gammeter, who also commended Billings for her honesty.



France honors chef Hetzman

Xavier Hetzman, executive chef at *The Bayshore*, has recently added another prestigious claim to his culinary fame.

In mid-March, Hetzman was presented with the Chavelier de l'Ordre du Merite (Knight of the Order of Merit of France), as recognition for his outstanding contributions to the promotion of French cuisine in Canada.

The award, which was presented by M. Paul Bazin, Consul-General of France in Vancouver, was the first in Canadian history to be presented to a chef.

The presentation was made at a dinner at the hotel, given in the chef's honor by The Bayshore management, for which Hetzman, himself, prepared the menu.

Hetzman's long culinary career is

well-seasoned with distinguished honors.

He was named Chef of the Year for British Columbia in 1970 and, again, in 1979. In 1972, Hetzman was named Canadian Chef of the Year. And in 1972 and 1976, he was selected to participate as a member of the Canadian support team competing in the International Culinary Olympics (IKA) in Frankfurt, West Germany.

He also holds charter membership in both the B.C. Chef's Association and the Canadian Federation of Chefs de Cuisine.

Hetzman has been with WIH in Vancouver for 26 years. Nineteen of these years were as executive chef with the Hotel Georgia prior to his transfer to The Bayshore in 1973.

He is also a founder and charter member of the WIH Academy of Master Chefs.



Goodman

named to corporate security post

“When I was security director at the Peachtree Plaza, I always felt that it would be great to have someone at the corporate offices that I could discuss security problems with.”

Bill Goodman chuckled as he added, “Well, now I guess I’m that someone.”

Earlier this year, Goodman was transferred to the *WIH Rooms Division* offices in Seattle to head the newly-created post of corporate security director.

In his new post, Goodman assists in maintaining and coordinating the security programs at all WIH properties. He serves in a staff support role, which will, in time, become the company's primary source of information on security systems, products, and procedures.

Making sure that each hotel maintains Western International's basic security standards is also his responsibility.

Additionally, Goodman notes, “When I come across some new ideas at the hotels, I’ll pass them on to other properties for their use.”

Goodman's professional background has prepared him to generate some of those new ideas himself. He is retired from the U.S. Army in both military intelligence and military police. While at the Peachtree Plaza (since the hotel's pre-opening), he headed a 47-member security department.

Looking ahead, Goodman feels that one big challenge of the corporate security role is planning. He referred, in particular, to the planning of security systems during the early stages of new hotel construction.

“Planning ahead,” he says, “is the key to effective security – to prevent problems long before they start.”

Not surprisingly, however, Goodman sees his major role as that “someone at the corporate offices” that hotel security officers can turn to and discuss their problems with.



Chef Hetzman (left) is pinned with the Order of Merit by French Consul-General M. Paul Bazin.

People



Management changes

These management changes were announced in early April: Larry Alexander, the former executive assistant manager at the Michigan Inn, has been named general manager of the *Miyako*. Alexander replaces Lon Kellstrom, who has left the company.

John Hollender, who was executive assistant manager at *The Ilikai*, is now the resident manager of the *Shangri-La, Hong Kong*, which is scheduled to open this fall.

Donn Takahashi, the former senior assistant manager at the Hotel St. Francis, is the new executive assistant manager for *The Ilikai*.

Tore Nordal, formerly senior assistant manager at the Williams Plaza, is now executive assistant manager at the *Michigan Inn*.

William Jauregui, Jr., has been named general manager of the *Camino Real, Guatemala*. Jauregui replaces Wolfgang Harbich, who has left the company.

Marchant appointed project director for EAS development

Former WIH payroll manager, Dee Marchant, was recently named to the position of project coordinator for the WIH Employee Administration System (EAS) development.

The EAS is the basis for a new employee administration services department which will encompass the areas of payroll processing, personnel, and group benefits information systems for the company.

Pauline Wilder, former assistant payroll manager at the Los Angeles Bonaventure, has replaced Marchant as WIH payroll manager.



Self-improvement persistence pays off in rare honor

Martha Blackie smiled. "I never really planned to be a banquet manager."

Her smile broadened as she added, "Thirty years ago when I joined *The Olympic* staff as a banquet server, I would have thought they were joking if someone suggested I would be the manager of the department some day. The hotel's management would have thought it a joke too. Few, if any, women were considered for management positions in those days — at least, not here."

But it wasn't just today's changing attitudes towards women in business that gained Blackie her managerial position. While she might not have "planned" for her new post, she very definitely qualified herself for it.

Much of her preparation was in the form of American Hotel & Motel Association study courses. Over a period of several years, in fact, she has successfully completed a total of 20 AH&MA study courses.

It was that achievement that recently earned her a rare honor.

At special ceremonies during the course of the annual AH&MA Conference held in Houston in January, Blackie was among a select group to receive Certified Hotel Administrator (CHA) recognition — the highest designation awarded by AH&MA's Educational Institute.

The CHA program, instituted in 1969, recognizes individuals for "professional development, leadership and service to the lodging industry."

Since its inception, 108 individuals have been awarded this prestigious recognition. Only six of the 108 have been women.

To qualify for CHA recognition, Blackie had to complete a number of standard courses plus a few specialized advanced courses; file a CHA achievement application; supply certain references, then be accepted by the Educational Institute judging board for certification.

Blackie began taking AH&MA courses through correspondence long before the

Institute's Seattle chapter was

formed, in the mid-60's.

When the chapter started, she was one of its biggest boosters and served as one of the group's original officers.

"We really started off with a bang," she enthusiastically recalls. "Within a short time the Seattle chapter was the second largest and one of the most active chapters in the country."

"Personally, having the chapter was a great boon to me," she continued. "The basic courses were a snap to handle by correspondence. But for such advanced classes as hotel law or accounting, a classroom situation where you can ask questions and have discussions was a big help."

Blackie's quest for career self-improvement knowledge was not limited to AH&MA courses.

Referring to a former banquet manager, she said, "Whenever he offered an extra assignment that might take extra time, I always took it on if I could. I thought, well — I'm learning something by doing it. And when an opportunity might come my way, I'd better be prepared for it."

Also, on her own time, she volunteered on occasion to help out or be an observer in other departments "for my own benefit, just to get a better idea of what they do and how they operate."

Serving as a member and, for one term, an officer, of the hotel's employees' council was another "learning" experience for Blackie.

Of that involvement she says, "I think everyone should take an active part in their hotel's employees' council. It's not only a good way of getting to know and appreciate the people in other departments, but it gives you a broader perspective of your hotel. It brings you out of your narrow area of activity."

And, obviously, Blackie is not one to confine herself to any "narrow area of activity" as long as there are still broader areas of career self-improvement to conquer.

Inn basket

Changing times — With all the inflation talk going around, the poster offer (below) looks like a real winner. Where else can you find a deluxe dinner-and-dancing-to-a-live-orchestra package for five bucks a couple? In this particular instance it's a matter of stepping back in time a few years to 1933 and the height (or rather, depth) of what history books refer to as the "Great Depression." And, as poster owner L. P. Himmelman, director and former chairman and chief executive officer of WIH, recalls, "Five dollars a couple was quite a substantial sum at that time."

The "Hotel Ezra Cornell" is an annual function staged by the students of the School of Hotel Administration at Cornell University. Cornell alumnus Himmelman, who served as maitre d' for the 1933 event, recently came across the poster at his home and forwarded it to FRONT! offices. He also

forwarded a copy of his invitation to the 1980 Hotel Ezra Cornell event. The changing times tab: \$93.50 — per person! (In all fairness, however, this year's event, which was held in late April, was extended to a two-evening weekend function.)

Plantin' time — The merrie month of May is the time to plant gardens and — money! Yep, beginning the week of May 12, all employees of U.S. WIH hotels will be canvassed to "plant money" in U.S. Savings Bonds as the annual campaign gets under way. And as Joan Mincy, WIH manager of personnel services, who is coordinating the campaign, notes: the plus of planting savings bond money, over that of planting a vegetable garden, is that you not only are guaranteed a good yield, but you don't have to worry about crop failure. (Lettuce here it for Joanie!)

UALCU meet WIH — It was a "getting to know all about you" experience for the staff attendees to the United Airlines Employees' Credit Union (UALCU) at their management conference held at *The Olympic* in March. Business meetings aside, much of The UALCU program focused on our hotel world, from orientations on Western International to a short course on "how a hotel operates." Doing the "show and tell" were WIH corporate officers, including CEO Harry Mullikin, and executives of the *Washington Plaza*. Reported at the conference was the fact that almost 8,000 WIHer's are UALCU members.

Bye, bye Ben — In February, 1929, the Benjamin Franklin Hotel opened its doors to an exciting, new world of hospitality for Seattle. Troy Himmelman, who later played a major role in the company's development history, was its first general manager. At the time, the hotel was part of the Maltby & Thurston Hotel Company which merged a year later to become Western Hotels. Over the next 50 years, many other WIH executives launched their careers at what had become affectionately known as "the Ben." This month, demolition will begin on the Ben — the last remaining member of the original Western family. In its place will rise a handsome twin-tower to the *Washington Plaza*. Very likely it too will serve as a career launching pad for future generations of WIH people.

Names in the news — Harry Mullikin has been appointed as one of seven new members to the Governmental Affairs Committee of the American Hotel & Motel Association (AH&MA) . . . Kevin Hill, sales manager at *The Arizona Biltmore*, has been elected president of the Hotel Sales Management Association (HSMA), Greater Phoenix Chapter.

CALGARY INN-ers



FRONT! correspondent for the Calgary Inn is Michelle Wall. You can contact Michelle with

news for FRONT! by dialing extension 260. (All other WIH people, submit items to your local correspondent listed below).

HOTEL ALAMEDA, Fermin Trucios.
THE BAYSHORE, Gordon Stewart.
THE BENSON, Debbie Spellacy.
HOTEL BONAVENTURE, Antoine Khoury.
CALGARY INN, Michelle Wall.
CAMINO REAL, CANCUN, Jose Tamayo.
CAMINO REAL, GUADALAJARA, Carlos Reyes.
CAMINO REAL, GUATEMALA, Raul Riviera.
CAMINO REAL, IXTAPA, William Godfrey.
CAMINO REAL, MAZATLAN, Lupita Torres.
CAMINO REAL, PUERTO VALLARTA, Eduardo de Lima.
CAMINO REAL, SALTILLO, Enrique Meyer.
CAMINO REAL, SAN SALVADOR, Ana Maria Vides.
CARLTON HOTEL, Patricia Squires.
CARLTON HOUSE, Cynthia Durler.
CHERRY CREEK TOWNHOUSE, Linda Dirkson.
CHOSUN HOTEL, Hong Mie Joo.
CONTINENTAL PLAZA, Audri Adams.
CROWN CENTER HOTEL, Becky Gapp.
DETROIT PLAZA HOTEL, Mozelle Boyd.
EDMONTON PLAZA, Joanne Cass.
GALLERIA PLAZA/HOUSTON OAKS, Esther Feinerman.
HOTELES CAMINO REAL, S.A., Francisco del Cueto.
HOTEL SCANDINAVIA, COPENHAGEN, Dortebe Thing.
HOTEL SCANDINAVIA, OSLO, Liv Herud.
HOTEL TORONTO, Debbie Ellis.
THE ILIKAI, Valery Satin.
LAS BRISAS, Derek Gore.
LOS ANGELES BONAVENTURE, Mary Jordan.
MAUNA KEA BEACH HOTEL, Stella Akana.
THE MAYFLOWER, Joe Briglia.
MICHIGAN INN, Bill Artbur.
MIYAKO HOTEL, Kerstin Bertram.
THE OLYMPIC, Sue Brush.
PEACHTREE PLAZA, Carolyn Bryson.
PHILIPPINE PLAZA, Cbiqui Ang.
PRINCE HOTELS, Vickie Maurisen.
SHANGRI-LA HOTEL, Jane Seet.
SOUTH COAST PLAZA HOTEL, Judy Perry.
THE SPACE NEEDLE RESTAURANT, Nancy Watson.
HOTEL ST. FRANCIS, Katie Meyer.
THE ARIZONA BILTMORE, Arme Mello.
THE PLAZA, Suzi Forbes.
WAILEA BEACH HOTEL, Valery Satin.
WASHINGTON PLAZA, Sue Brush.
WILLIAMS PLAZA, Al Wrinkle.
WINNIPEG INN, Penny Brookes.
WIH EXECUTIVE OFFICES, Dorothy Stauffer.
WIH FINANCIAL SERVICES, Bob Graves.
WIH RESERVATIONS CENTER, Andy Gyure.
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