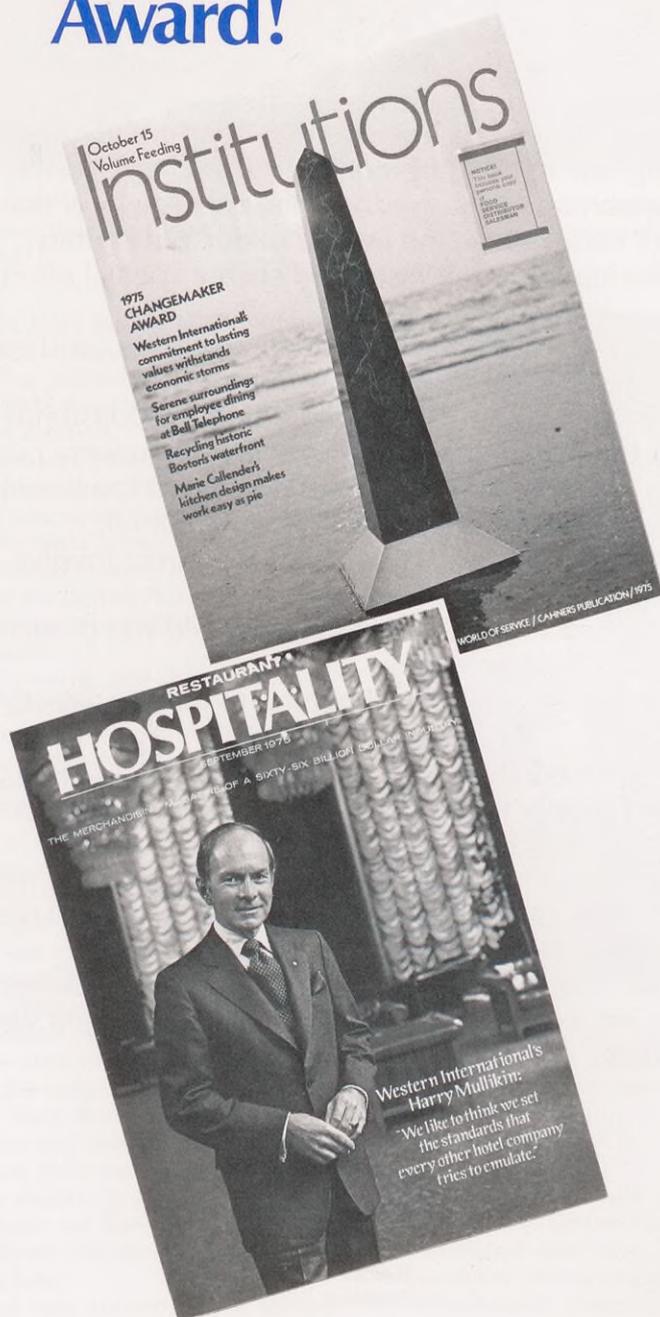




November 1975

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

## WIH wins the 1975 Changemaker Award!



Western International Hotels has been selected as the recipient of the 1975 Changemaker Award by the editors of INSTITUTIONS magazine.

The coveted Changemaker Award is recognized as one of the top annual accolades in the industry.

Criteria for choosing a Changemaker — according to INSTITUTIONS' editors — include "innovation, imagination, pioneering management techniques, and just plain financial success." More specifically, the publication's editors state that the Award, "... goes to the organization that — in our professional opinion — has done the most to foster the professionalism and prestige of the food service/lodging industry during the past year."

In selecting Western International, INSTITUTIONS lauded our company, in particular, for "outstanding innovation in management techniques and in sustaining traditional service standards."

INSTITUTIONS magazine — one of the most prestigious and widely read publications within our industry — featured the Award announcement, as well as an in-depth cover feature story on WIH in its October 15 issue.

Actual presentation of the Award will be made in New York at a special reception during the Hotel Show this month.

### ... and see us in HOSPITALITY!

Yet another major industry publication takes Western International as subject for an extensive editorial feature. The September HOSPITALITY magazine has devoted almost its entire issue — including the cover — to an in-depth report on our company.

Its lead story, "Western International Hotels: A Study in Contrasts," sets HOSPITALITY's reporting tone with this editorial observation.

"No two Western (International) hotels look alike, act alike, serve food alike. What they all share is an uncompromising zeal for immortality and greatness, difficult to reach because the firm's standards of perfection are forever being superseded by executive imperatives calling for fresh ideas in management, design, and food service — all guaranteed to set the hospitality industry on its ear."

Pretty heady stuff, but well documented in the series of management interviews that follow!

*(Editor's note: Both publications are highly recommended reading for WIH family members. Not only do they offer some fascinating insights into our company's operations, but they also add positive confirmation of our unique and enviable position in the industry, and in our "people make the difference" philosophy.)*

## executive offices report

### Sound Familiar?

You, and perhaps with your spouse, huddled over the kitchen table to pay bills and review your household budget.

According to your current financial situation, a decision might be made to cut costs in certain areas. To defer the purchase of a wanted but not absolutely necessary item. Or ways of supplementing your family income may be considered.

Recently, but in a considerably larger and more complex sense, members of our WIH family gathered in Seattle to review our company's "household" budget.

The gathering was prompted by a deep concern over the sluggishness of the economy, which, as you are well aware, has had an appreciable effect on the hospitality industry.

And, in spite of our most hopeful expectations, the more realistic outlook now indicates an unlikely economic improvement for the remainder of 1975 — and even throughout a good portion of 1976.

Of our more immediate concern was the realization that some very special effort on the part of all of us was needed to meet our profit objectives for the year.

That is the profits necessary, among other things, to maintain our "guest attracting" operation standards. Profits for pursuing our continuing healthy growth and facility expansion plans. And, yes, profits to support and promote the personal growth of that which we consider most vital to our very existence — the people of our WIH family.

As a result of that budget review gathering, we have instigated such a special effort program on a company-wide basis.

Our two-pronged objectives are to increase revenues by increasing sales, and to reduce expenditures by eliminating waste.

To our Marketing Division people, we have assigned a major share of the responsibility for achieving our increased revenue objectives. A number of sales action plans were put into effect including sales concentrations in major marketing areas. Recruited to assist in these efforts were select non-direct sales people. Perhaps you are one of them.

Our second objective — the reduction of expenses — requested the direct involvement of every WIH family member.

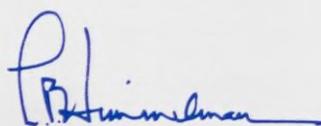
Undoubtedly, your hotel manager or department supervisor has informed you of such cost reduction actions being taken by your hotel or office.

You have been asked to suggest others, either of a general nature, or as they directly apply to your job or department.

As indicated by the many suggestions we have received and are applying — ranging from the better control of equipment and supply usage to energy conservation — the opportunities for reducing costs are almost limitless.

We continue to encourage your workable cost saving idea input. By "workable" we mean that such suggestions must in no way impair the quality of services we have traditionally offered to our guests or in the performance of your responsibilities.

We are extremely appreciative of your cooperation in this effort. From the spirited attitude you are now demonstrating, we are assured that things will be better when we next review our WIH "household" budget.



LYNN P. HIMMELMAN  
Chairman



HARRY MULLIKIN  
President

## Detroit's surprises excite 'Operation Airlift' guests



Welcoming "Airlift" guests: (Left) Dennis Miriani, Detroit Convention Bureau, and James Durham, Detroit Plaza vice president and managing director; (Far right) Roger Smith, regional director of sales, Washington D.C.

Recently, WIH successfully completed another "first" — an innovative marketing idea that has excited some considerable interest in Detroit as a unique and desirable convention location.

The event was called "Operation Airlift." It consisted of transporting 26 association executives from Washington, D.C. by chartered aircraft to Detroit for a 24-hour whirlwind tour of the Renaissance Center and the Detroit Plaza construction site, the Michigan Inn in Southfield, and the city of Detroit.

The idea was to give these visitors — who are responsible for booking a sizeable number of association conventions — an on-the-spot exposure to Detroit's exciting renewal progress. In particular, that exposure focused on the facilities of Western International's 1,500-room Detroit Plaza, designed by architect John Portman, and the neighboring convention center.

The program began at the Nation's capital where the association executives were transported by limousine from their offices to Washington National Airport. They were flown by chartered jet to Detroit where they were met by their hosts.

Among the welcoming hosts were staff members from the Detroit Plaza, the Michigan Inn and United Airlines as well as various local civic and business groups.

From the airport, the group was driven to the Michigan Inn for a reception and gourmet dinner, followed by an informal tour of the hotel.

Breakfast was sponsored by United Airlines, and featured a special film showing. Highlights of the morning's ac-



(From left): Bob Pisor, press secretary to Detroit Mayor Coleman Young; Mayor Young, and James Durham lead guests on a tour of the Renaissance Center and the Detroit Plaza site.

tivities included a tour of Renaissance Center and the Detroit Plaza site.

Association executives were then given a tour of the city's impressive convention/exhibition center, Cobo Hall, followed by a luncheon aboard a Detroit riverboat, and were then flown back to Washington, D.C.

## Roth named executive chef for WIH



Walter Roth, executive chef at the Century Plaza, has been named to the new position of executive chef for Western International Hotels.

While continuing to maintain supervision at the Century Plaza, he will also assume supervision of the executive chef responsibilities at the Peachtree Plaza, the Detroit Plaza and the Los Angeles Bonaventure.

A veteran of more than 22 years with WIH, Roth has dedicated his career to the advancement of the culinary profession, not only within our company but throughout the industry.

An active leader in the Culinary Apprenticeship Program of the state of California, Roth was also instrumental in establishing the Culinary Apprenticeship Program pioneered by Western International. In 1974, he was awarded the WIH Thurston-Dupar honors.

In a subsequent appointment, Werner Glur, formerly executive sous chef at the Century Plaza, has been named that hotel's chef de cuisine. Glur has been with the Century Plaza since 1966. Prior to that he served a year with the Olympic where he joined WIH.

### Holiday Gift Recipes

In the December issue of Front! we will feature Holiday recipes for Christmas gift-giving goodies.

If you have a favorite, submit it through your Front! correspondent — listed on page 12 — or write to:

Front! Editor  
Western International Hotels  
2000 Fifth Ave. Bldg.  
Seattle, WA 98121



### Bay Area Blitz Brings Business

**San Francisco**—A five-day sales blitz in early October that blanketed the San Francisco Bay area netted a considerable amount of actual and potential business for WIH. Participating were a number of sales staffers from WIH West Coast properties under the general direction of San Francisco Regional Sales Manager Paula Crowder. Gathered for a review of blitz results are: (Back row) Sandra Belstler, S.F. Regional Office; Barbara Danuke, Bayshore Inn; Paula Crowder, S.F. Regional Office; and Dell Schooley, Olympic. (Front row) Laurele Haney, Washington Plaza; Linda Sperber, Century Plaza; Bob McTavish, South Coast Plaza; and Michael Vayssie, Century Plaza.



### 'International Day' Menu Planners

**Honolulu**—Annually the Hawaii Food Service Executives Association presents an International Dinner on United Nations Day. Responsible for this year's elaborate affair, held October 19, was Bernard Scherbaum, ILIKAI director of catering. Assisting Scherbaum (left) with his menu planning are: Henry Kalini, president of the association; Ilikai Executive Chef Reiner Greubel; and Emmerich Grosh, F&B director of the Ala Moana Hotel.



### Topping the 'Topper'

The 70-story PEACHTREE PLAZA reached its "tallest hotel in the world" status on October 2 with topping off ceremonies.

Rising 723 feet above Spring Street in downtown Atlanta's Peachtree Center, the stunning cylindrical structure is also recognized as the tallest building in the South.

The 1,100-room property was designed by noted architect/developer John Portman, who has also designed the Detroit Plaza and Los Angeles Bonaventure hotels for Western International.

A staff of 1,500 employees will be on hand to service guests when the Peachtree Plaza celebrates its opening early next January.



## 'Til Next Spring — Goodbye To All That!

**Chicago** — Chicago's cooling fall weather called for the closing of the seasonal International Deck and swimming pool rooftop facilities at the CONTINENTAL PLAZA. And a gathering of the "troops" to pitch in and help pack it all away 'til next spring. (From left): David Bloomer, assistant banquet manager; Frank Matarrese, chief engineer; Bill Hawkins, catering director; Michael Clavelin, executive chef; Robert Schilcher, director of restaurants; and Ted Lialios, assistant catering manager.



## Managers Preview Ad Plans

**Edmonton** — Attendees at the most recent Canadian Managers' Get-Together — held at the EDMONTON PLAZA in early October — are briefed on upcoming advertising programs. From left: Ron LaRue, WIH director of advertising and public relations; WIH Vice President Joe Callihan (standing); Cecil Ravenswood, general manager Winnipeg Inn; and Fern Roberge, general manager Bonaventure. In the background are Pat Mohrer and Bob MacKay of the Canadian advertising agency Gilbert & Stewart. Also attending the advertising portion of the Get-Together were Ralph Van Noy, WIH vice president, Denis Forristal, general manager Calgary Inn, Bob McCauley, general manager Edmonton Plaza, Bill Tutt, general manager Hotel Toronto, Arthur Oades, general manager Bayshore Inn, Don Gilbert and Monica Hayes of Gilbert & Stewart and Lee Bartlett, vice president Cole & Weber, Seattle advertising agency.



## 'Bed' Guys Are Good Guys

**Seattle** — The OLYMPIC Bed Racing Team made a great showing in the First Annual Downtown Bed Race, a fund raising event benefiting the Muscular Dystrophy Association. Getting a little extra "push" from General Manager Warren Anderson (center) are Racing Team members from left: Tom Miller and Mike Heinz (hotel garage); Mark Nordlie (front office); Paul Meszaros (sales); and bed passenger Nancy Greene (Piccadilly Corner waitress).



## Following Mom's Footsteps

**Toronto** — Young Siobhan Kelly no doubt picked up some "sales tips" from her mother, HOTEL TORONTO administrative assistant to the director of marketing Susan Kelly, when she recently participated in a fund raising drive for the Toronto Humane Society. Receiving a button for his contribution is Doorman Conrad Nymann, her first customer. Siobhan's furry friends helped attract others.

## Corporate Public Relations

*"... in the public eye  
– a favorable attitude"*



- BUSINESS WEEK reports that Western International Hotels has opened a new resort property in Cancun, Mexico.
- HOSPITALITY devotes almost its entire issue to an in-depth story on our company and its people.
- The ATLANTA CONSTITUTION features a lengthy personality profile on a top WIH executive following a press conference at the Peachtree Plaza.
- And a group of editors in New York gather for a breakfast at The Plaza to hear details on the opening of Hotel Scandinavia, Oslo.



Bill Dugovich and Cindy Trumble review INN-PRINT layouts – a department quarterly publication of WIH news clippings.

Dugovich, ably assisted by Public Relations Assistant Cindy Trumble, perform this essential corporate communications role.

While the objective of public relations efforts is to inform, according to Bill, the greater aim is to inform in such a manner as to create a favorable attitude towards Western International among our various publics.

He explains, "Creating a 'favorable attitude' means that whatever form this information takes, it must be factual, credible and of genuine interest to at least some segments of the public."

#### Corporate Identity Need

One of the major challenges the office must deal with is in the promotion of our corporate identity. That is to create a greater worldwide public awareness of who we are, who our hotel family members are, and, of course, an awareness of our reputation for quality excellence.

Comments Bill, "That's a job that can't be accomplished by advertising and sales promotion alone!"

A primary tool of public relations efforts to promote this awareness is publicity. Publicity can take many forms — from straight news releases to feature articles and from press conferences to television talk show appearances.

"To make publicity work most effectively, you begin with a real sense for what makes news, know how to present it, then seek the best media for its acceptance," Bill points out.

"We have on file some sixty media categories that we deal with," he says. "These range from the various trade and consumer magazines directed to specific or general audiences, all sorts of newspapers and the various editors of each (i.e. business editors, feature editors, travel editors, etc.), radio, television, foreign publications. If it reaches the audiences we'd like to reach, we'll supply the information."

"We try to tailor our material to best help editors and newscasters and will localize stories whenever we can. For instance, a story on a major promotion going to an industry publication might carry a local

angle when it appears in the community related to that story."

Bill's "sense for news" and how best to present it for media acceptance is credited to his years in "working both sides of the fence."

In addition to his extensive public relations background with various organizations, Bill has worked for a number of years on the media side . . . with suburban and metropolitan newspapers, magazines and with radio and television. That background has formed a basis for many of the media contacts he now enjoys in his present position.

"Almost half of my time is spent in contacting media people either by phone or in person during my travels," Bill says. These contacts are invaluable, not only in furthering a working relationship, but also, quite often Bill will suggest to an editor a usable story idea for follow-up, or a concept for a special feature or broadcast program appearance.

#### Work With United

Bill also works closely with our United Airlines "Partners in travel," as well as other airlines, corporations and associations — supplying them with helpful information, photos and feature material on WIH. He also works closely with the public relations people in our various hotels exchanging ideas and offering assistance and consultation as needed. That function is particularly requested during such major happenings as hotel openings and special events.

Looking back over the past public relations year, Bill is most pleased with the cover story features on WIH that appeared recently in TRAVEL SCENE, HOSPITALITY and INSTITUTIONS magazines, (see story page 1), and the record number of management interviews in various media that the office has generated.

Concludes Bill, "Maybe we are still not as publicly familiar in some areas as other hotel firms might be, but we're getting there. More and more we are becoming a 'known quantity,' but most important, in the public eye, it's a 'favorable attitude' known quantity!"

Whatever the medium, whatever the occasion, these seemingly isolated occurrences share a common purpose. That is to communicate information to specific publics — many of them potential hotel guests — about our company, our hotels and our people.

More than likely, the generating source providing that information, and often its presentation circumstances, is the corporate advertising and public relations department. (Some individual hotels maintain their own public relations directors. Their role will be discussed in an upcoming issue of Front!)

Under the direction of Ron LaRue, director of advertising and public relations, WIH Public Relations Manager Bill

## international



### Shake 'n Make

**Oslo** – The smiling faces of these shakers, mixers and pourers belong to the finalists in the HOTEL SCANDINAVIA's Golden Chalice Award Original Drink Contest. (From left:) Tom Fossengen, executive steward; Markus Bergman, Cafe Royal assistant manager; Gerd Tunli, Holbergs restaurant bartender; and Scanorama Bar Bartender Ole Skjeldal whose recipe "Scanorama" was judged the hotel's winner.



### Short Story — Happy Ending

**Mexico City** – Once upon a time – very recently in fact – ALAMEDA F&B Director Angelo Carvajal was introduced to the hotel's Public Relations Director Gianella Soto. It was love at first sight and two months later the young couple were exchanging marriage vows. During the hotel wedding feast that followed, a gathering of fellow employees toasted the newlyweds and wished them a long and happy life together. The end – or rather, the beginning.



### A Forward Look From Cancun

**Cancun** – A quartet of delegates attending the 25th Interline Sales Managers Conference in Cancun, Mexico preview the day's agenda. (From left:) Ulrich Schwartz, vice president-marketing for WIH de Mexico; Les Ehringer, manager of interline and international travels for United Airlines; Rafael Gama, Aeromexico interline manager and conference chairman; and Ernesto Barberi, general manager of the CAMINO REAL, CANCUN. The conference, held in mid-September, carried the theme, "25 Years... A Look to the Future."



**Vancouver** – "Now I know why he is known as 'Wilt the Stilt,'" smiled BAYSHORE INN Sales Secretary Sharon Stephenson, as she posed with towering basketball star Wilt Chamberlain during his recent visit to the hotel.



**Copenhagen** – It was literally a "royal week" for the HOTEL SCANDINAVIA, when Denmark's Queen Margrethe II visited the hotel last August as honored guest for the opening function of an international meeting group. Later in the week, the Queen's husband, Prince Henrick, made his appearance at a Lion's Club dinner dance marking that group's 25th anniversary. The "royal welcome" in each instance was extended by General Manager Phil Hughes.



**San Francisco** – President Gerald Ford is greeted outside the ST. FRANCIS by the hotel's new General Manager Robert Wilhelm. This picture was taken just minutes before Sara Moore's apparent assassination attempt on Monday, September 22.

## Personnel Conference goes International



**Los Angeles** – Stephen Lee, assistant F&B director at the CENTURY PLAZA, welcomes a photo session interruption during a non-stop “conversation” with ABC-TV star Howard Cosell. Cosell was visiting the hotel along with a host of ABC-TV stars gathered to launch the opening of the fall television season.



**Houston** – Ronald Reagan, former California governor and actor and current presidential hopeful, poses with HOUSTON OAKS Director of Sales Roy Gowell and Mrs. Gowell. Reagan was honored guest at a reception given by the Sales and Marketing Executives of Houston at the Houston Oaks.



**Seattle** – Welcoming baseball great, Joe DiMaggio as he checked in at the OLYMPIC is the hotel's General Manager Warren Anderson. DiMaggio was recently in Seattle to participate in dedication ceremonies for the Fred Hutchinson Cancer Research Center.



A personnel forum panel is moderated by WIH Director of Personnel Gordon Schneider, (left).

For the first time in its history, this year's Personnel Conference was held outside the United States.

Host of the seventh annual affair, held in early October, was Vancouver's Bayshore Inn.

It was also the group's longest conference — three, full agenda-packed days preceded by a full-day workshop on equal opportunity employment. Chairing the workshop was Cherie Ohlsen, WIH equal employment manager.

The actual conference agenda offered an exciting mix of topics of greatest relevance to the group, presented by individual speakers, panel discussions, and group study sessions.

Attendees learned how they could be more productive through better planning and time management; how they could operate as a hotel “profit center” through such methods as reducing employee turnover, and contributing towards hotel safety standard maintenance; and techniques for the continuing improvement of labor-management relationships.

Other session highlights included a presentation on personnel's role in hotel energy conservation efforts; an introduction to the WIH compensation program; and a full afternoon devoted to a study in transactional analysis.

Agenda topics focusing on personnel administration basics included a review of training films and a group benefits update.

The Conference also established a record for attendance and international property representation. Among the 40

attendees were directors of personnel from the U.S. and Canadian hotels; Hotel Scandinavia, Oslo; Hotel Scandinavia, Copenhagen; the Carlton in Johannesburg; and the Camino Real, Mexico City.

Conference organizer and chairman was Dick Blewett, WIH manager of management development.

### Firm to represent WIH throughout Australia

John Miller Australia, the largest hotel representative firm on the Australian continent, has been signed to represent Western International's worldwide properties for Australian travelers.

In addition to providing a WIH customer reservation service convenience, the firm will also provide us with marketing representation and promotion services.

Expressing satisfaction of the newly completed agreement, President Harry Mullikin commented, “We consider this step just one more example of our growing involvement with the economic growth of a widening Pacific region.”

He pointed out that with the completion of the Philippine Plaza now under construction in Manila, Western International's activities in the Pacific rim will include 16 hotels, from Alaska's 500-room Anchorage-Westward to our affiliate in Sydney, the 448-room Wentworth.

## Rescue of a royal affair



Edmonton Plaza "rescue crew" from left: Axel Kolzig, George Varkevisser, Peter Jacoby and Melvin Haupt.

When Great Britain's Prince Charles visited Canada earlier this year, his itinerary called for a stay at Yellowknife, a small community in the Northwest Territories.

Scheduled were two State Dinners honoring the Prince, to be held at Yellowknife's Explorer hotel and hosted by Northwest Territories Commissioner Mr. S.M. Hodgson.

The Explorer, however, lacked the personnel qualified to coordinate the functions, or who were experienced in all the proper formalities and procedures these affairs required.

For Commissioner Hodgson, the only solution was to put out a "rescue" call for help. No, not to the Royal Mounties, but to the general manager of the nearest first-class hotel — Bob McCauley of the Edmonton Plaza.

McCauley's immediate response was to offer the services of a top-flight, four-man team from the hotel's F&B department:

Peter Jacoby, catering manager; George Varkevisser, Carvery Restaurant manager; Melvin Haupt, Terrace Grill manager; and Axel Kolzig, F&B controller.

They were given a completely free hand to direct and organize the two dinners.

From the moment of their arrival at the Explorer, and throughout their stay, the foursome worked practically around the clock on function arrangement details. They conducted staff training classes, coordinated the schedules for each dinner, and even served as the head table waiters.

Thanks largely to the crew's expert assistance, the Yellowknife State Dinners emerged as royally successful affairs fit for a king . . . or a visiting prince.

In appreciation for their services, the Edmonton Plaza "rescue crew" were each presented with honorary Northwest Territories license plates, commemorative lapel pins, and silver coins honoring the Prince Charles visit.



Seattle — Jeff Ducharme (Right), dinner cook at the OLYMPIC's Golden Lion Restaurant, expressed obvious delight upon completion of the 2½-year WIH Culinary Apprenticeship Program. Hotel Executive Chef Karl Ederle congratulates Jeff on receiving the highest written test score ever recorded in the program.

## Rescue of the Wild Goose



"Captain" Barbara Danuke aboard the Wild Goose with crew members.

To make room for a recently scheduled salmon derby, actor John Wayne was asked to move his boat, the Wild Goose, from its Bayshore Inn mooring. It was returned into U.S. waters for temporary moorage in Bellingham, Washington.

When it came time to sail the Wild Goose back to Vancouver, Wayne had in the meantime returned to his home in Los Angeles. However, since neither the owner nor a Canadian citizen were on board, the craft was not allowed to pass through Canadian customs.

A rush call was made to the Bayshore Inn with a plea for a Canadian volunteer to sign on for the return voyage. The plea was happily answered by hotel sales manager Barbara Danuke, who immediately drove to Bellingham to "take possession" of Wayne's boat.

Recalling the unique experience, Barbara bubbled, "It was a lot of fun and very exciting. Almost everybody seemed to recognize Wayne's boat, shouting and waving at us as we sailed by. I am sure a lot of people wondered who I was . . . I almost began to feel like a movie star!"

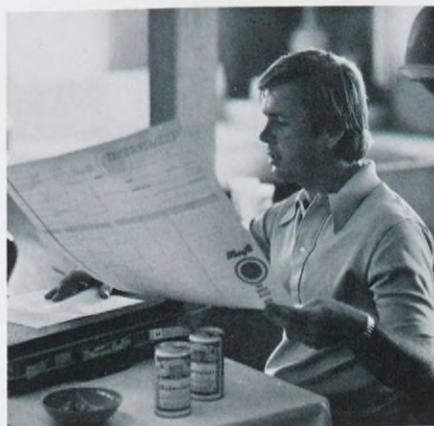
Then flashing a mischievous grin, she confidentially added, "I even got to take a nap on Wayne's bed!"



**Honolulu** – Larry Makuakane, ILIKAI doorman, proudly sports his new and distinctively Hawaiian uniform. The white ensemble, topped with a royal blue crushed velvet cape and cummerbund, is patterned after the Alii (chiefs) of old Hawaii.



**San Francisco** – Guests requesting room service at the ST. FRANCIS may be greeted at the door either by a waiter such as Art Silva (left), or a waitress such as Stephanie Zalezzi (right). In either case, that greeting will be accompanied by the friendliest of smiles and most efficient service.



**Kansas City** – The CROWN CENTER's recent annual employee golf tournament was a tremendous success, thanks largely to Sales Manager Tony Meek who organized and participated in the affair.

## A private and professional 'togetherness.'



Madeline and Joe in The Plaza's kitchen

Married couples working in the same department is a hotel rarity — at least in a major property.

But even more unique is the situation where both the wife and husband happen to be cooks.

Happily enjoying such a private and professional "togetherness" lifestyle are Madeline and Joe Lanciani. Both work in The Plaza's kitchens — Madeline is a cook in charge of the food served in the hotel's Palm Court, and Joe as a pastry chef.

The couple's marital togetherness began as a working togetherness in the kitchen's pastry station. Joe had hired Madeline as a culinary apprentice, but only after some considerable persistence on her part.

They had first met some months earlier at a culinary association convention when Madeline was working for an airline and taking food trade school courses.

Recalls Madeline, "I'd heard that the best pastry chef in New York was some guy at The Plaza, so I just cornered him and said, "If you ever need an apprentice, look me up."

This didn't take, but at a subsequent culinary meeting they met again and this time Madeline convinced Joe to give her a

chance to demonstrate her work. (It so happened that at this time Joe was in need of an assistant.)

The pastry chef was so impressed with her work, that he later entered some of her creations in a New York hotel show where she won a first prize for marzipan and pastillage.

After a while, The Plaza's executive chef Joseph Trombetti began to notice that the pastry chef was preoccupied with something other than cream-filled confections, and that the object of that attention was a "very good worker."

Even though Madeline was eventually transferred to the cold food section and far from the pastry section, this did not chill the romance. In fact, it began to warm considerably and the pair were married this June.

Now, more than ever, their lives continue to revolve around the hotel kitchen.

"We once worked 24-hours straight on a gigantic party," Madeline recalls with a smile.

To this Joe added, "It sounds corny, I guess, but we are both very dedicated."

As to who is top cook at home . . . both agree its Madeline.



Your hotel correspondent is Kirsti Brekke. Call Kirsti on the public relations office extension and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed below.)

Acapulco Malibu, **Oscar Cruces**. Alameda, **Giannela Soto Quinard**. Anchorage-Westward, **Candy Hulk**. Bayshore Inn, **Barbara Danuke**. Benson, **Nelvia Turner**. Bonaventure, **Leona Dureau**. Calgary Inn, **Kay Artinian**. Camino Real, Cancun, **Patricia Martinez**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Nancy Trucios**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Gloria Nunez**. Camino Real, Saltillo, **Luis Aguilar**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Lic. Francisco Gutierrez P.** Carlton House, **Arlene Pobiki**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Maday**. Edmonton Plaza, **Donna McLaren**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Martha Sheppard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Sue Brush**. Peachtree Plaza, **Courtney Gibson**. South Coast Plaza, **Scottie Layer**. St. Francis, **Charles Conine**. Shangri-La, **Gwenda Loong**. Space Needle Restaurant, **John Poquette**. The Plaza, **Janet Luoma**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Maggie Clark**. WIH in Guatemala, **Mary Lina Ruiz-Ciani**. WIH Executive Office, **Dorothy Stauffer**. WIH Credit and Acctg., **Karen Cross**.

## Front!

A monthly publication by and for employees of  
Western International Hotels

**GABE FONSECA** ..... Editor  
**PAT CAREY** ..... Associate Editor  
2000 Fifth Avenue, Seattle, WA. 98121

LITHO IN U.S.A.

**CANADIAN "COVER GIRL"** — That striking full-color photo on the cover of CANADIAN HOTEL & RESTAURANT magazine's August issue was none other than our own Hotel Toronto! The featured article inside, entitled "Elegance in a downtown setting" did justice to our newest Canadian property in its photo-story tour of the hotel. Throughout the article, the writer liberally tossed bouquets of commendation for the hotel's public facilities, guest rooms, special services and its staff. Good show, Hotel Toronto people!

**SPECIAL DISH FOR A SPECIAL LADY** — The ladies in their lives have often inspired men to name their finest creative efforts after them. And so it was for Executive Chef Rene Graber of the Carlton, according to a recent Johannesburg Sunday Times article that featured the hotel's chef. In this case that particular special "lady" in Chef Graber's life was his six-year-old daughter Corinne. The concoction — fit for a princess or the dearly loved daughter of a very creative chef — strawberries marinated in kirsch as the filling for crepes, which is topped with cream, maple syrup and slivered almonds, then glazed.

**INN-DINGS** — It was "many happy returns" for all those WIH people who have been stashing it away in United Airlines Employees' Credit Union. Recent action by the group's Board of Directors had declared a record breaking 8½% per annum dividend — paid quarterly — distributed to shareholders on September 30. (Editor's note: According to my pocket calculator — but not my investment — members with the maximum of \$15,000 savings will, at that rate, be receiving a \$318.75 dividend per quarter. Sure beats putting it into the old cookie jar!) . . . Who's the fairest of them all? Agrees the Chicago Chapter of the American Institute of Architects, among hotels it is the Crown Center in Kansas City, Results of the Chapter's annual Honor Awards Program, placed the Crown Center among the top distinguished Building Award winners in the 1975 judging. Photographs, models and slides of the thirteen winners, selected from over 100 national entries, were exhibited at the Art Institute of Chicago throughout September.

## on the move

**PHILLIPPE CHARBONNIER**, formerly executive sous chef at Continental Plaza, now executive chef at Space Needle.

**CAROL DANIELS**, formerly assistant housekeeping director at Houston Oaks, now assistant housekeeper at Peachtree Plaza.

**ROSS GRIMM**, formerly assistant controller at Century Plaza, now controller at South Coast Plaza.

**JOHN HENDRICKSEN**, formerly assistant steward at Olympic, now executive steward at Washington Plaza.

**RICHARD JENSEN**, formerly director of food & beverage at Michigan Inn, now assistant director of food & beverage at St. Francis.

**SIAVASH KAHYAI**, formerly controller at South Coast Plaza, now controller at Century Plaza.

**JACK KNUDTSEN**, formerly catering sales manager at St. Francis, now administrative assistant to general manager at Los Angeles Bonaventure.

**ROBERT RACZ**, formerly assistant food & beverage analyst at Olympic, now assistant credit manager at WIH Credit Department.

**THOMAS STANFIELD**, formerly director of rooms at Century Plaza, now director of rooms at Peachtree Plaza.

### Calvert elected to WIH Board



John S. Calvert, senior vice president and secretary, has been elected to the Board of Directors of Western International Hotels.

John joined Western International six years ago as an assistant vice president with responsibilities in our legal division. He has served on several committees and is the chief financial officer of our corporation.