

# Front!



November 1976

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines



*OK*  
**We oughta be in pictures!** (Story, page 3)

## executive offices report

## on the move



**A**rticles in Front! over the past few months have announced certain changes in corporate office positions along with some organizational changes.

Like a scattered jigsaw puzzle, however, it's difficult to visualize the full picture until all the pieces are put together.

Just a few weeks ago, a new corporate organization chart, putting all these pieces together in an easy-to-visualize form, was published. The four-unit chart, along with some explanatory information, is featured in this issue.

While you may note some new names, the major changes are in reorganization. That is, in the restructuring and renaming of some divisions, changes in areas of responsibility, and, in some cases, changes in reporting flow sequence.

These organizational changes are a reflection of the growth and development of your company. They have been instituted for greater corporate operation efficiency and to provide better assistance to our hotel family.

We hope your study of the organization chart article will be of benefit to you in your better understanding of your company's corporate structure, particularly as it applies to your career development goals with Western International Hotels.

LYNN P. HIMMELMAN  
Chairman

HARRY MULLIKIN  
President

**ROBERT ALLENDER**, formerly front office assistant manager at Continental Plaza, now duty manager at Winnipeg Inn.

**ALFRED BORENI**, formerly chief of security for St. Francis, now chief of security for L. A. Bonaventure.

**JOHN F. BRUNS**, formerly front office assistant manager at Washington Plaza, now supervisor, F, F & E installation at Detroit Plaza.

**KOJI HARA**, formerly sales manager at Miyako, now sales manager at L. A. Bonaventure.

**LUDWIG KRAMMER**, formerly convention service manager at Camino Real, Mexico City, now director of catering at Houston Oaks.

**BRIAN LEWICKI**, formerly sous chef at Hotel Toronto, now sous chef at Winnipeg Inn.

**SEAN PATRICK McCABE**, formerly national sales manager at Edmonton Plaza, now national sales manager at Bayshore Inn.

**TAKESHI MONGUCHI**, formerly sales manager at The Plaza, now Japanese sales manager at Philippine Plaza.

**PAT PARDULA**, formerly F, F & E coordinator at The Plaza, now assistant F, F & E installer at Detroit Plaza.

**CHRISTINE SCHILCHER**, formerly director of housekeeping at Crown Center, now director of housekeeping at St. Francis.

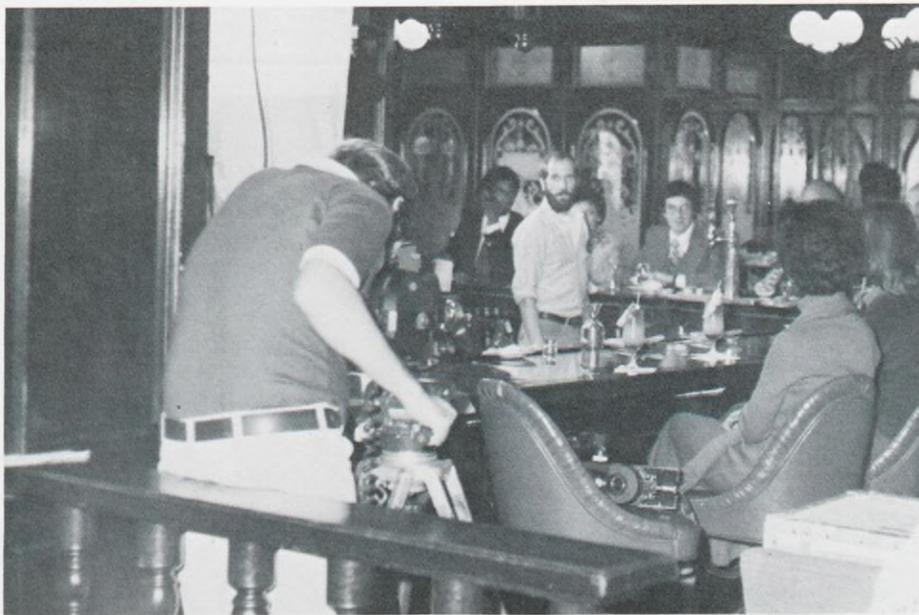
**ANNE SPILDE**, formerly reservationist at Washington Plaza, now assistant reservations manager at L. A. Bonaventure.

## Front!

A monthly publication by and  
for employees  
Western International Hotels

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LITHO IN U.S.A.



(Above) Checking camera angle for a scene being shot at The Plaza's Oyster Bar. (Cover photo) Camera crew with "European businesswoman" run through a film scene at The Bonaventure's front desk area.

## We oughta be in pictures!

"Cut! Yeah . . . that's perfect."

Glancing at his watch, the camera director announced, "O.K. gang, we'll break for lunch. Back at 1:30."

The smartly groomed woman seated at the restaurant table smiled. There was a noticeable French accent in her voiced response.

"Good! I'm starving. All those tempting things on the menu—I think I will just stay and eat here!"

The woman, a Montreal actress, was portraying the role of a European businesswoman who, while a guest at the Bonaventure, was about to dine at the hotel's elegant Le Castillion restaurant.

The filmed sequence was one of several capturing the essence and style of our hotel world, to be included in a new and exciting 13-minute WIH corporate film currently in production.

Other sequences, using local acting talent in the major speaking roles along with some of our own people, will feature four other WIH hotels—The Plaza, Peachtree Plaza, Century Plaza and the Ilikai.

According to WIH Director of Advertising and Public Relations Ron LaRue, the film is scheduled for completion in mid-January next year.

The film's concept, LaRue explains, ". . . is basically to create a strong visual impression of Western International's quality and tradition. To establish the individuality of our hotels. And to communicate the 'people make the difference' philosophies and attitudes of WIH employees in a high quality, low-key presentation."

The potential audiences to which this film and its message will appeal, says LaRue ". . . is almost limitless!"

He listed groups such as associations, corporations, travel agents, general consumers (through theater and television showings, civic clubs, service organizations, etc.), hotel school students (for recruitment) and WIH employees.

Barbara Sand, WIH advertising department manager, who assisted in the filming of the Bonaventure sequence, noted, "Rather than show shots of all our hotels, we selected five properties that we felt would best put across certain qualities or appeals that represent our diversity and style.

"The Bonaventure was chosen for its' international atmosphere, The Plaza for grand tradition, the Century Plaza for glamour and excitement, the Ilikai as the ideal resort hotel, and the Peachtree

Plaza as our today hotel of the future."

Producer of the film is Corporate Productions, Inc. of Los Angeles. About their qualifications, LaRue enthuses, "They're one of the best in the business! They've done films for such companies as Safeco Insurance, Transamerica and Amfac, Inc., and some of their productions, such as the Alyeska Pipeline documentary, have won them top industry awards."

He added, "Don't know if this film will ever win any industry Oscar award, but I'm sure it's going to win a lot of favorable response — and new friends — for the people and properties of Western International."

## Corporate controller appointed

Raymond J. Whitty has assumed the position of controller, Corporate Accounting, effective August 23.

Whitty comes to Western International's Financial Services Division from Crowley Maritime Corporation of Seattle where he held the position of controller.

His responsibility will include all areas of corporate accounting and data processing. He reports directly to Robert Jenks, WIH treasurer.

## Hotels to gain from marketing changes

The following organizational changes within the Marketing Division were announced through WIH executive offices in early October:

Marketing responsibility for our managed hotels is now divided between Vice Presidents Dave Evans and Bill Newman.

Bob Chamberlin, formerly director of sales for New York Regional Office, has assumed the newly created position of director of regional sales and reservations at the Seattle offices.

Replacing Chamberlin as the new director of sales for the New York office is a former sales manager for that office, Archie Holeman.

Purpose of these changes according to Senior Vice President Bruce McKibbin, ". . . is to provide more direct assistance to the hotels by the Marketing Division staff members."



### Winner signs in

**Mexico City** — Joanne Blakeman, winner of Western International's Second Annual Meeting Planner Puzzle contest, autographs the VIP guest book for CAMINO REAL Manager Roman Zapata during her recent stay at the hotel. Mrs. Blakeman's win included a first-class airline ticket for two from her home in California, a week's stay at the Camino Real, and \$500 cash.



### First Lady honors opening

**Manila** — Among the honored guests attending a gala function heralding the dedication of the PHILIPPINE PLAZA in late September, was the First Lady of the Philippines, Mrs. Imelda Romualdez Marcos. With Mrs. Marcos (left) is WIH President Harry Mullikin and his wife Judi.



### 100% response

**Los Angeles** — Eric Yates (back row, right) manager of the Cafe Plaza at the CENTURY PLAZA is proud of his crew for a lot of reasons. But most recently because of their 100% response in the recent U.S. Savings Bond drive. Pictured are a few of his 28-member "100 per-centers": (front row from left) Nancy Sirsukho, Carmen Nunn, Minnie Lewis, Kathy Elmore; (back row from left) Ignacio Guerro, Rita Gruenwald, Genaro Casillas, Carlos Villalobos, Phran Schwartz, Yates.



### New family member rated 'Maganda'

**Toronto** — Fortunato Gerardo, Philippine trade commissioner in Toronto (third from left) stopped by HOTEL TORONTO recently to view the hotel's lobby display promoting the new Philippine Plaza. He was joined by members of the hotel's housekeeping staff, all from the Philippines, who, after viewing the brochure for the new hotel, agreed that the Philippine Plaza was "maganda" (beautiful). (From left): Caroline Capina, Jose Marcelo, Gerardo, Teresita Ricafort, Betty Fonacier, Emilia Costes, and Denis Fulgar.



### 'Super Duck' checks in

**Seattle** — To promote their annual meeting and auction at the OLYMPIC recently, the Ducks Unlimited organization created this 17-foot "super duck" which they displayed in the hotel's lobby. Offering the giant "quacker" a friendly pat on the head is Martha Blackie, banquet captain. At left is Sally Price of the Terrace Room Grill.



### Bath tub rides again!

**Edmonton** — One of the many fun events of Edmonton's annual Klondike Days celebration is the daily bathtub races through the streets of downtown Edmonton. Among the competitors was the "good tub" EDMONTON PLAZA, crewed by hotel staffers (from left) Assistant Manager Jan Graham, Purchasing Agent Neil Gribby, and Assistant Housekeeper Romy Hansen. The first day out won them the coveted "Down the Drain Award."



### Canadian 'get-together'

**Toronto** — A presentation on 1977 advertising programs by Ron LaRue, WIH director of advertising and public relations, and Lee Bartlett of Cole & Weber advertising elicits the studied attention of attendees at the recent Joint Canadian Managers' Get-Together held at the HOTEL TORONTO. Around the table (from upper left): Executive Vice President C. R. Lindquist; Edmonton Plaza General Manager Pat Burton; Don Gilbert, Jim Gilbert and Pat Moher of Gilbert and Stewart advertising; Bonaventure General Manager Fern Roberge; Senior Vice President Joe Callihan; Calgary Inn General Manager Denis Forristal; Bayshore Inn General Manager Arthur Oades; and Winnipeg Inn General Manager Cecil Ravenswood. Also attending from the Hotel Toronto were General Manager Bob McCauley and Executive Assistant Manager Konrad Steger.

# Mapping our WIH organization chart

Let's face it. For a lot of us, corporate organization charts are usually not all that interesting.

All those little line-connected boxes filled with names, titles and area of corporate structure responsibility . . . dullsville!

But if these charts are visualized as one would a road map, they then become easier to follow and, really, are pretty fascinating.

The boxes become "destinations." The lines are the "roadways" connecting these destinations leading to and from the major destination at the top of the "map." This two-way traffic represents the two-way communication flow throughout the areas of increasing or decreasing authority

and responsibility — similar to the organizational structure of your own hotel.

For a number of obvious reasons, road maps will, in time, become outdated. So, in time, do organization charts. And if it happens to be the chart of a very progressive and fast-growing company, revisions in corporate organization function, to keep pace with such changes, might occur with a certain frequency. That is the way it is with Western International Hotels.

Since the company's last formal organization chart was released in 1974, we have grown to such an extent that a restructuring of our corporate headquarters' administrative functions was essential to meet these growth demands.

Consequently, over a period of some months, an updating of Western International's corporate structure and responsibility areas has been undertaken.

That project was completed in September when a new organization chart was issued.

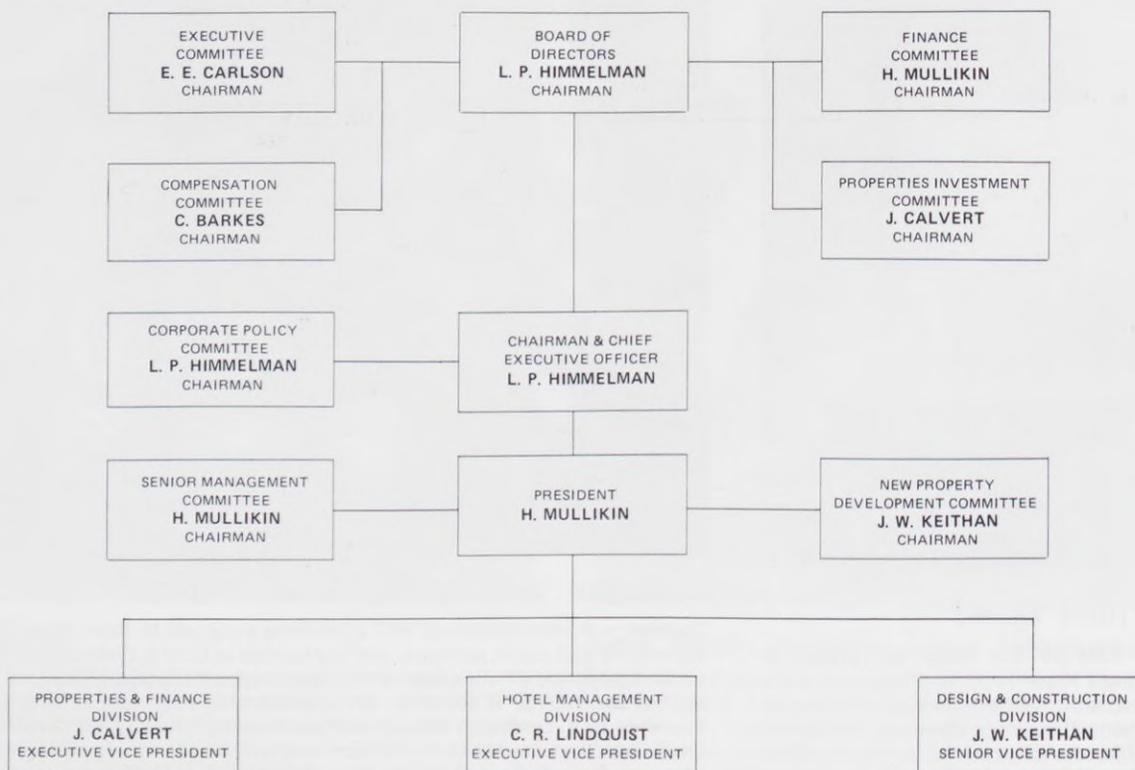
This new chart is actually a four-section unit. At its head is the corporate administrative unit which also includes the heads of the three major divisions. The remaining three units chart these three major divisions.

The new divisions, comprising a consolidation of the seven divisions listed on the 1974 chart, are: Properties & Finance, headed by Executive Vice President John Calvert; Hotel Management headed by Executive Vice President C. R. Lindquist; and Design & Construction, headed by Senior Vice President J. W. Keithan.

All three Division heads report directly to President Harry Mullikin.

## Corporate

The major change in this new chart structure is in the addition of a new assignment for John Calvert as chairman of a new committee — Property Investments.



## Hotel Management Division

This Division — consolidating the former Operations and Marketing Divisions — is the one most directly involved with hotel operations. It is headed by Executive Vice President C. R. Lindquist.

The Hotel Management Division encompasses the marketing, food and beverage, rooms, personnel and real estate activities servicing all our hotels.

The Division's hotel operations responsibilities are divided between Senior Vice Presidents Joe Callihan and Joe Mogush in addition to their area vice president assignments.

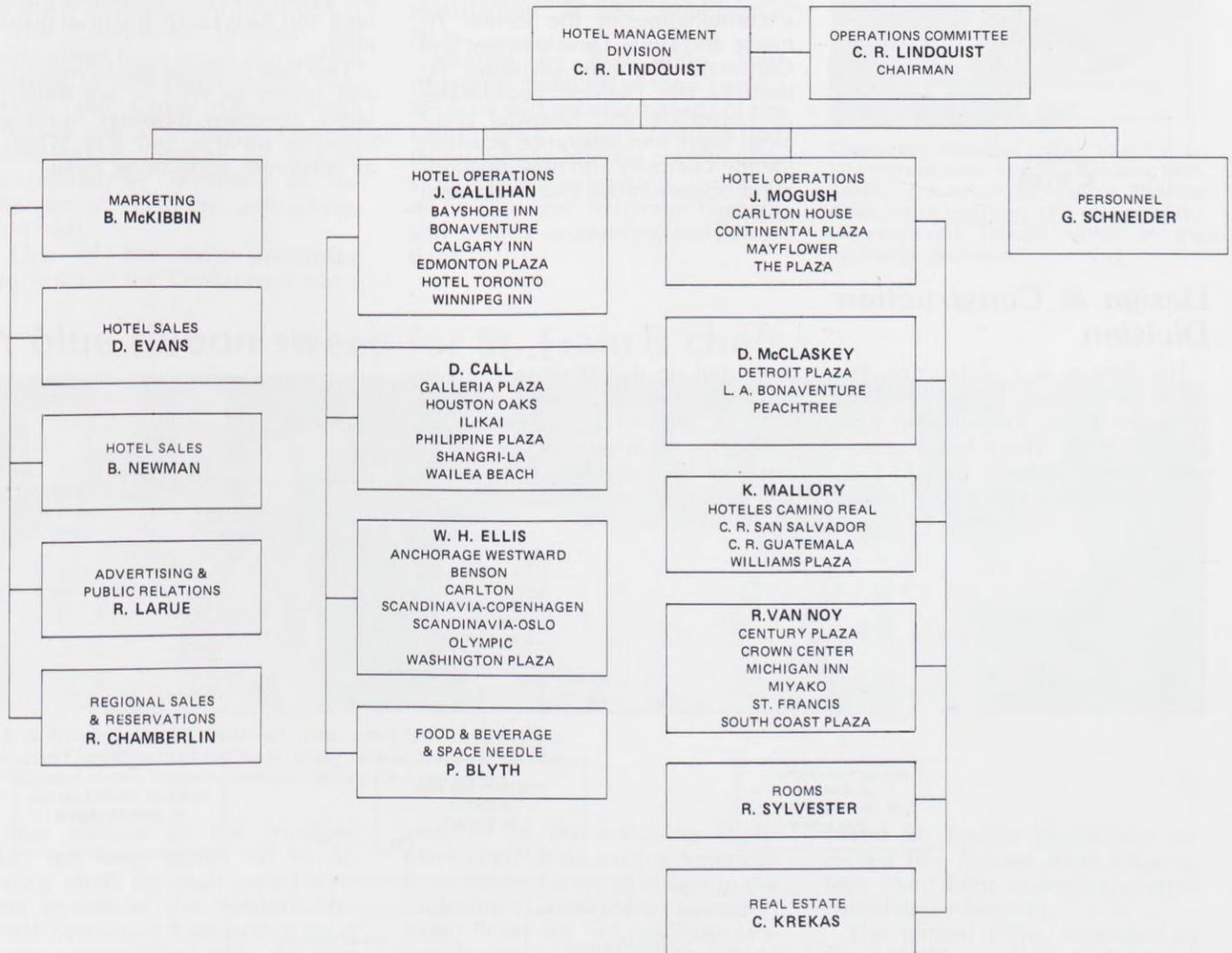
Reporting to Joe Callihan are operations Vice Presidents Dwight Call and W. H. Ellis and F & B Vice President Peter Blyth.

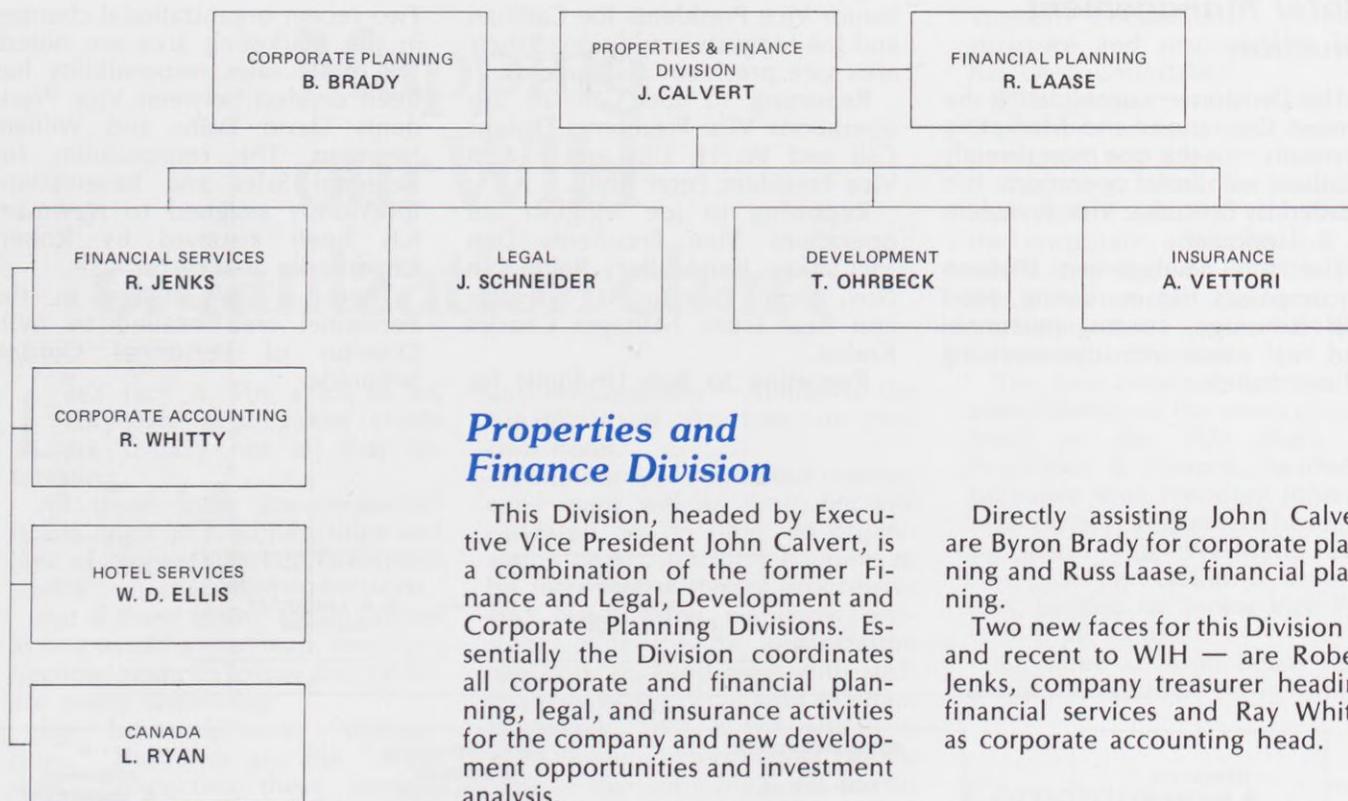
Reporting to Joe Mogush are operations Vice Presidents Dan McClaskey, Ken Mallory, Ralph Van Noy, Rooms Director Ray Sylvester and Real Estate Manager Charles Krekas.

Reporting to Bob Lindquist for

Marketing administration is Senior Vice President Bruce McKibbin. Two recent organizational changes in the Marketing area are noted. The hotel sales responsibility has been divided between Vice Presidents David Evans and William Newman. The responsibility for Regional Sales and Reservations (previously assigned to Newman) has been assumed by Robert Chamberlin as director.

There is no change in the Personnel area headed by WIH Director of Personnel Gordon Schneider.





### Properties and Finance Division

This Division, headed by Executive Vice President John Calvert, is a combination of the former Finance and Legal, Development and Corporate Planning Divisions. Essentially the Division coordinates all corporate and financial planning, legal, and insurance activities for the company and new development opportunities and investment analysis.

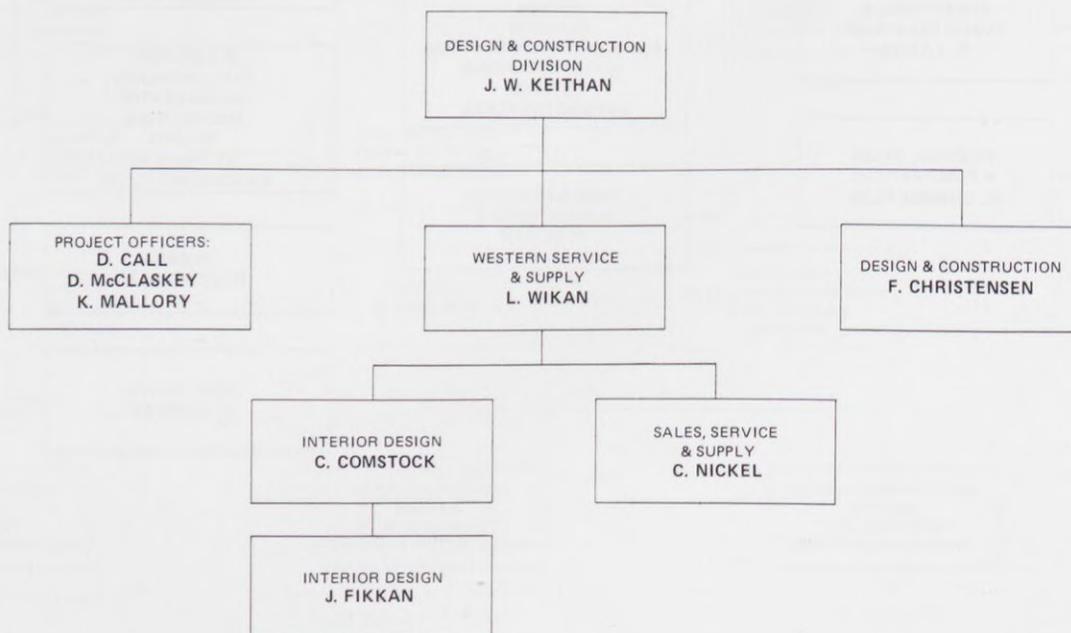
Directly assisting John Calvert are Byron Brady for corporate planning and Russ Laase, financial planning.

Two new faces for this Division — and recent to WIH — are Robert Jenks, company treasurer heading financial services and Ray Whitty as corporate accounting head.

### Design & Construction Division

The Design & Construction Division is headed by Senior Vice President J. W. Keithan. No new changes here. Three hotel operations Vice Presidents, Dwight Call, Dan McClaskey and Ken Mallory,

are listed on this Division chart in their capacity as project officers. (That is, supervising properties or property additions within their areas of responsibility that are or will be under construction.)



## Conference members gain new perspectives

"Perspective" was the password as the 1976 Accounting Conference welcomed controllers from thirty WIH hotels from five countries and members of the Financial Services Division staff to the Olympic in late September.

In opening the Conference, W. D. Ellis, WIH controller and assistant treasurer, asked attendees to recognize their true role as that of interpreter, analyst, advisor — sensitive to the constantly changing financial picture of the hotel. Further, Ellis commented on the role of the controller as a key member of the management team and, as such, responsible for the implementation of many management decisions.

The Conference program was highlighted by in-depth discussions relating to Affirmative Action programs, the Career Development Program and Semi-Annual Personal Performance Reviews in groups moderated by members of the Division of Personnel and Education staff.

One of the most interesting segments of the Conference was a

panel, chaired by Ken Jensen, Crown Center controller, highlighting new developments in computer applications.

Panelists included Walt Ketterling of the Peachtree Plaza, Jim Wilson of the Los Angeles Bonaventure, Terry Neils of the Detroit Plaza, Ray Holmes of the Ilikai and Jim Pope, Financial Services Division. Many exciting new applications of data processing in the areas of marketing information, energy management, and manpower planning were reviewed. And, as a perfect followup, the delegates were introduced to the newly designed IBM-System 32 in a demonstration at the Washington Plaza.

Headed by Bob Jenks, WIH treasurer, members of the Financial Services staff provided much of the Conference input, addressing themselves to internal control considerations, reporting requirements, financial statement changes and related accounting considerations.



Conference attendees gather 'round as an IBM representative demonstrates some IBM-System 32 computer applications. Standing (from left): Controllers Al Anderson of the Olympic and Dennis Miller of the Anchorage-Westward.

## A blue ribbon sweep for St. Francis chefs



F & B Director Charles Berthoud (sixth from left) congratulates Executive Chef Hans Lenz and his prize-winning St. Francis chefs who participated in the Western National Restaurant Convention.

Blue ribbons by the "doggie-bag" full were carted off by St. Francis chefs for their award-winning entries in the Western National Restaurant Convention food show competition held in San Francisco in mid-September.

As a team, the hotel's chefs, led by Executive Chef Hans Lenz, won "Best in Show" blue ribbon honors for their spectacular complete buffet presentation.

Individual blue ribbons were

awarded to the following chefs: Mark Zejdl for his soaring American Eagle created from pastillage in the Sculpture Centerpiece category; Susan Posey for her pastillage fantasy dragon Sculptural Platter; Hans Lenz for a roast boar platter presentation; and Kurt Neuburger for his langoste platter presentation.

Blue ribbons were also taken in the Apprentice Category by hotel apprentices Rory Dempster and Robert Brooks.

The St. Francis group also received five Second Prize ribbons, four Third Prize ribbons and eight Honorable Mentions.

The annual show, attended by some 36,000 people in the food and beverage industry, was sponsored by the National Restaurant Association, the Chef's Association of the Pacific Coast, and the Golden Gate Restaurant Association.



## Sammy wows 'em in Copenhagen

**Copenhagen** — Versatile entertainment star Sammy Davis Jr. called the HOTEL SCANDINAVIA, COPENHAGEN “home” while in the Danish capitol during a recent “standing ovation” concert. Sammy (left) was welcomed to the hotel by General Manager Bodo Lemke.



## Taking a dragon to dinner

**Singapore** — In late September, four SHANGRI-LA staff members accompanied by the hotel's 16-foot gold foil dragon packed off for the tiny, oil-rich Middle Eastern nation of Bahrain. They had been invited to participate in a “Singapore Week” (and Shangri-La) promotion including Chinese cookery demonstrations. The Shangri-La team — with the foil dragon — are (from left): Dennis Kat, Shang Palace manager; hotel Chefs Tham Chen Choy and Low Chee Seng and Sales Manager Theresa Choo.



## Double anniversary celebrated

**Johannesburg** — Johannesburg's 90th anniversary and the CARLTON's 4th provided the occasion for the gala celebration luncheon at the hotel's Main Reef restaurant. (Appropriate to the occasion, the decor of the Main Reef reflected the atmosphere of Johannesburg's “gold rush” days and featured a permanent exhibition from the African Museum.) A pre-luncheon highlight was the magnificent black and yellow horse-pulled landau that paraded through downtown Johannesburg on its way to the Carlton. Passengers in period costume included Peter Maxwell (far left), a featured hotel entertainer who acted as master of ceremonies during the festivities.



## Housekeeper for 200 'houses'

**Acapulco** — As the recently appointed director of housekeeping for LAS BRISAS, Patricia Castillo has an awful lot of ground to cover during her rounds. The unique resort hotel under her housekeeping supervision consists of 200 individual “houses” or casitas. And they are scattered over a steeply terraced mountainside above Acapulco Bay!

For the 23 year old hotel executive, however, this is just another interesting challenge among the many she has encountered during her six-year hotel housekeeping career. It was a career that began with the De Cortes hotel in Mexico City, then a WIH property, when she was 17 years old.

Subsequently, Patti worked for the Camino Real offices in Mexico City for a short period, and in 1975 was appointed director of housekeeping for the Camino Real in Mazatlan, just prior to her Las Brisas appointment in August.

Away from her housekeeping department duties, Ms. Castillo likes to cook, cycle, listen to modern jazz and participate in gymnastics.

# people



## 'Cartoonist in residence'

**Chicago** — Jimmy King, CONTINENTAL PLAZA Lion Bar bartender, is noted for his wit and sense of humor on the drawing pad as well as behind the bar. A talented hobby-cartoonist, Jimmy regularly pokes a little fun at hotel life through his cartoon panel contributions to the hotel's in-house employee publication, "Back."



## Golfing greats

**Kansas City** — Participants in the recent WIH Golf and Tennis Tournament in Detroit didn't stand a chance against this CROWN CENTER threesome (from left): Senior Assistant Manager Larry Saward and Sales Managers Tony Meek and Roy Newcomb. Tony and Larry placed first in golfing and tennis events, while Roy placed in the top ten among the 65 attending WIH golfers.



## Familiarization visit

**Seattle** — A recent visitor to the WIH Marketing Division offices on a familiarization/orientation assignment was Detroit Regional Office Sales Manager Terry Williams (right). With Terry is Division Executive Secretary Linda Blosssey, reviewing his visitation schedule.



## Twenty to one

**Costa Mesa** — When the SOUTH COAST PLAZA celebrated its first anniversary with an Awards Banquet in mid-September, one employee received a 20-year pin! The recipient was Banquet Waitress Elaine Sheets who began her WIH career 20 years ago at the formerly WIH managed Cosmopolitan hotel in Denver. With Elaine (right) is former South Coast Plaza General Manager Kim Chappell, now general manager of the Washington Plaza.



## Super supervisor

**Seattle** — The WASHINGTON PLAZA's recent employee picnic had something special in store for Cantina Manager Loretta Soderlund (left). It came when Employee Council President, Banquet Houseperson Dave Mumm (right) announced that she had been selected to receive the hotel's second annual "Supervisor of the Year" Award.



## Wine whizzes

**Vancouver** — The successful completion of the WIH Wine Education Course earned recognition certificates and the congratulations of General Manager Arthur Oades (second from left) for these three BAYSHORE INN staffers (from left): Room Service Waiter Jose Portas, Stage Door Hostess April Lee, and the Stage Door Manager Werner Heer.



## Volleyball victors

**Honolulu** — Flashing their victory smiles are these members of the ILIKAI's volleyball team and the recent play-off champions in the All Girls Volleyball Travel Industry League (Oahu). The First Place trophy winners of the eight-team league are (from left back row): Bernie Bonilla, housekeeping; Doreen Vierra, Canoe House; Lani Spencer, travel arrangements; Pam Taylor, Hertz; (front row): Gwen Auld, accounting, Charlotte Ornellas, F&B; Lenore Pierne, Canoe House; Patty Lee, laundry.



## North-of-the-border welcome

**Seattle** — While vacationing in Seattle recently, Haydee Long, executive secretary to Al Freudenthaler, vice president-WIH Mexico, was given a warm north-of-the-border welcome. That welcome was highlighted by a luncheon get-together given in her honor at the Olympic by woman members of the corporate offices staff. With Haydee (left) is Pat Carey, WIH audio-visual specialist and Pam Brunkhorst, executive secretary to Harry Mullikin.

## THE PLAZA-ites



Front! correspondent for The Plaza is Gina Henry. Call Gina on extension 2216 and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed below.)

Alameda, **Rita Perez**. Anchorage-Westward, **Becky Gottschalk**. Bayshore Inn, **Pat Wyman**. Benson, **Anne Shawcross**. Bonaventure, **Antoine Khoury**. Calgary Inn, **Kay Artinian**. Camino Real, Cancun, **Patricia Hernandez**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Jessica Melgoza**. Camino Real, Saltillo, **Luis Aguilar**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Alfredo Gonzalez**. Carlton House, **Arlene Pobicki**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Ken Thomas Kitchen**. Dusit Thani, **Duangphorn Thanasathitaya**. Edmonton Plaza, **Debbie Duffy**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Kristi Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Linda Hancock**. Los Angeles Bonaventure, **Lona Wong**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mayflower, **Martha Sheppard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako, S.F., **Janet Kato**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chicqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Bill Buffington**. St. Francis, **John Poquette**. Shangri-La, **Gwenda Loong**. Space Needle Restaurant, **Jack Woolley**. The Plaza, **Gina Henry**. Washington Plaza, **Cynthia James**. Winnipeg Inn, **Maggie Clark**. WIH hotels in Guatemala, **Mary Lina Ruiz-Ciani**. WIH Reservations Center, **Denise Nilius**. WIH Executive Office, **Dorothy Stauffer**, WIH Financial Services, **Marlys Strom**. L.A. Regional, **Sherm Elliott**.