



June 1975

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



OPENING HOTEL TORONTO

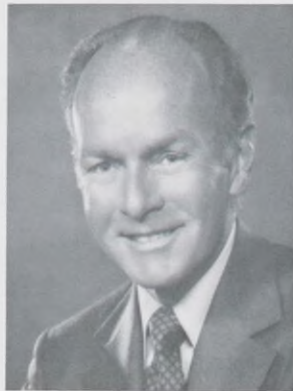
'...all things a hotel should be.'

Dynamic, exciting Toronto, Canada's second largest city and located on the shores of Lake Toronto, is one of the fastest growing and best planned cities in all of North America.

It is little wonder that proud Torontonians refer to their town as "all things a city should be."

To this they can just as proudly add that they now have a hotel that is "all things a hotel should be."

(Continued on page 2.)



Our company, as with the hospitality and travel industry in general, is still feeling the effects of the decline in the economy.

While some of our properties are doing well, there are a number that are experiencing a difficult year. If your hotel is one of these, you are undoubtedly well aware of the situation.

Any time there is a drop in occupancy and revenue, there is a natural and proper reaction to cut back.

Although it makes good sense that we be particularly aware of expenses and avoid waste wherever possible, we must all keep in mind the long-term view.

It would be very shortsighted of us to attempt any cutback in the quality standards of our product or our services.

We must continue to take care of the guests we have and take care of them well, or they may not return in the future.

Now, more than ever, our "people make the difference" attitude can be a determining factor in achieving not just our current but our long-range goals as well.

We are intensifying our marketing programs to get a larger share of a smaller market. Many of these people will be new to Western International Hotels. It is up to each one of us to make their stay as pleasant an experience as possible . . . to make them want to "hurry back."

LYNN P. HIMMELMAN
Chairman

HARRY MULLIKIN
President



That hotel — Western International's **Hotel Toronto**, opening this month in the heart of the bustling financial and governmental districts of Ontario's capital city.

The stunning 32-story Hotel Toronto is the sixth and largest in the chain of WIH properties located in major cities across Canada.

Western International's Hotel Toronto . . . "all things a hotel should be."

Its 600 rooms and suites are unsurpassed among the city's hotels for attractiveness, comfort and luxury appointments.

Its fine restaurants include the Terrace Grill with its garden atmosphere, the warmly intimate Barrister's Bar and the world famed Trader Vic's.

Its meeting facilities include 20 fully-equipped function rooms, plus the Grand Toronto Ballroom accommodating up to 1,400 persons.

Other attractions include an indoor-outdoor swimming pool, an underground parking garage, plus hotel services and shops.

But the hotel's foremost attraction is its "people make the difference" staff . . . 650 friendly people eager to prove to local citizens and traveling guests alike that the Hotel Toronto truly is "**all things a world class hotel should be.**"

Front!

A monthly publication by and
for employees of
Western International Hotels

GABE FONSECA Editor
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LITHO IN U.S.A.

on the move

SCOTT ANDERSON, formerly assistant front office manager at Continental Plaza, now front office manager at South Coast Plaza.

ANTHONY CHERONE, formerly food & beverage analyst at Continental Plaza, now administrative assistant food & beverage at The Plaza.

DANIEL CURTIS, formerly management trainee at St. Francis, now furniture, fixtures and equipment coordinator at South Coast Plaza.

FRITS GEHNER, formerly cost control supervisor at WIH food & beverage division, now assistant director of food & beverage at Peachtree Plaza.

DANIEL GREGORY, formerly food & beverage night auditor at Olympic, now accounting trainee at WIH Accounting Center, Seattle.

BARBARA HUNTER, formerly traffic and purchasing coordinator with Western Service & Supply, now purchasing agent at South Coast Plaza.

VLASTIMIL LEBEDA, formerly executive sous chef at Calgary Inn, now executive sous chef at Hotel Toronto.

HERMAN MEIER, formerly manager of Stage Door at Edmonton Plaza, now Terrace Grill manager at Hotel Toronto.

ORVIN OLSON, formerly staff assistant at The Plaza, now assistant controller at Peachtree Plaza.

FRANCISCO OSUNA, formerly manager of The Carvery at Edmonton Plaza, now banquet manager at Hotel Toronto.

CLAY SWEENEY, formerly construction manager at Michigan Inn, now building superintendent at South Coast Plaza.

JEROME WILDGEN, formerly management trainee at Crown Center, now scheduling coordinator at Peachtree Plaza.

WIH joins United's Apollo system

As of May 9, United Airlines' vast reservations network, Apollo, has been processing hotel reservations for Western International Hotels.

Involved in this additional sales effort for our hotels, are the 3,000 reservations sales agents throughout the United system.

United's Apollo reservations system originally processed only airline reservations. Subsequently, rent-a-car reservations were added. The hotel reservation program also includes the participation of three other hotel companies in addition to WIH.

Bruce Pierce Scholarships awarded to 'determined' pair

Edward Fizdale, a part-time busboy with Victor's Restaurant at the St. Francis, and Michael Estrada, banquet supervisor at the Crown Center, are the two winning recipients of this year's Bruce Pierce Scholarship Awards.

For both young men, the \$500 scholarships answer an urgent financial need that will allow them to continue their career goal study courses.

For Edward, it will be back to City College of San Francisco this fall where he is currently enrolled and majoring in hotel and restaurant management affairs.

Michael, a law student at the University of Kansas, has set his sights on eventually entering the field of corporate law.

In common, both men are doing exceptionally well in their studies — maintaining between a 3.5 and 4.0 grade average — and are determined in their career goals educational pursuits.

It is a determination that has, so far, overcome critical financial obstacles. Both men are entirely self-

supporting and Michael also contributes to the support of his family. They both, however, have been fortunate in receiving previous scholarship assistance. (This is the second Bruce Pierce Scholarship win for Michael.)

This same spirit of determination and hard working attitude is also reflected in the way they conduct their hotel job responsibilities. Their respective supervisors rate them as outstanding employees and most deserving of their award recognition.

Two Bruce Pierce Scholarship Awards of \$500 each are presented annually to WIH employees, or their children, who make application and are eligible to attend an accredited college. Applicants must attain a 2.5 grade point average, or higher on a scale of 4.0 to qualify.

Among other considerations, judging of the winning recipients is based on financial need.

The Bruce Pierce Scholarship Awards program was created by Western International Hotels as a memorial to Bruce Pierce, a former vice president of the company.

Space Needle — Ilikai, win top menu design awards

Two gold certificates and one silver certificate for outstanding menu design were awarded to WIH restaurants by the National Restaurant Association during their annual convention in May.

To the Space Needle Restaurant went a gold award for their brunch menu and a silver certificate for their dinner menu.

Also selected for a gold medal award was the Ilikai's Top of the I restaurant dinner menu.

The three winning menus were among more than 1,000 submitted in a nationwide competition sponsored by the association. The distinguished panel of judges — all recognized authorities in food and allied industries — selected the winning menus on the basis of general overall appearance, merchandising or selling power, ease of reading, imagination and originality.

The three award-winning WIH menus were placed on display, along with other winners, during the NRA

Restaurant, Hotel/Motel Show, held at Chicago's McCormick Place from May 17-21.



Space Needle General Manager Charles O'Leary displays winning menus assisted by restaurant Service Attendant Marcia Huycke.



Spokeswomen 'speak up' for Mexico



Spokeswomen, Carolyn Calcote (left) and Elisabeth Weinberg (right), review their personal appearance tour schedules with Carol Schlosnagel of the Cole & Weber public relations department.

San Francisco area TV viewers of the popular Kathryn Crosby talk show were intrigued.

The attractive young woman being interviewed, Elisabeth Weinberg, was explaining how tourists in Mexico could hire a five-to-ten-piece mariachi band for as little as \$2 an hour.

That same day in New York, readers of the New York Post were similarly intrigued by an article appearing in the paper's travel page.

The Post's story featured an interview with another attractive young woman, Carolyn Calcote, who recounted her fascinating experiences while traveling alone in Mexico.

Coincidence?

Planned!

Since those two interviews, which took place in late April, Elisabeth and Carolyn have been on a whirlwind tour of the major metropolitan centers across the United States, delighting audiences everywhere with more of their Mexico adventures.

Both had recently returned from that country upon completion of a "dream" travel assignment. That assignment — to travel in Mexico, singly and together, in the dual role as vacationing tourists and traveling businesswomen. They were to absorb as much of the "feel" of the country — its sights, sounds and local customs — as they could.

That experience was to provide them with a knowledgeable back-

ground for their current role as participants in a unique "spokeswomen" program basically designed to promote Mexico tourism.

Specifically, their aim is to encourage prospective Mexico visitors to patronize the spokeswomen's sponsor's "products." Among them are Western International hotel properties in Mexico.

The "spokeswomen" program was developed by the corporate advertising agency, Cole & Weber, Inc., as an extension of the WIH "More Mexico For Less" travel package promotion. It also involves such participating sponsors as Hertz, American Express, and a number of airlines.

Prior to their arrival in their itinerary cities — Elisabeth in the Western U.S. and Carolyn in the East — arrangements are made for the women to be interviewed by various local media people.

Whether it's an appearance on a radio or a television program, a newspaper or magazine interview, the women inject names of their sponsors into the natural course of the conversation whenever they have the opportunity to do so.

Both spokeswomen also schedule personal appearances at the various tour and travel shows in their assigned areas to promote the "More Mexico For Less" travel packages to travel agents.

While the results of the program



The "More Mexico for Less" travel packages also get a big boost from this Mexico pair who toured major cities throughout the U.S. making presentations to travel agent audiences. Manuel Escalante (left), director of sales for Camino Real Mazatlan, and Ernesto Ponce de Leon, director of sales for our Mexico properties, are pictured during their Seattle presentation at the Olympic.

are difficult to accurately measure at this time, there are strong indications that the two personable and enthusiastic spokeswomen have been stirring up considerable Mexico travel interest among potential customers. More importantly, much of that interest has focused on the "More Mexico For Less" travel packages that feature our Mexican properties.

A 'golden oldie' celebrates

February, 1925

The talk of Washington, D.C. was of a new hotel — the largest and most elegant in the nation's capital — that had just opened on Connecticut Avenue.

That hotel was the Mayflower.

During the next few weeks, the Mayflower continued to excite conversation as it prepared to host the social event of the season. It was the gala inaugural ball, which was held in the hotel's Grand Ballroom, honoring the 30th President of the United States, Calvin Coolidge.

The occasion was the first of many historic events that have taken place at the Mayflower over the past 50 years to firmly establish its reputation as the capital's "history making" hotel.

Veteran Mayflower staff members can, for instance, recall when Herbert Hoover had an office there, and that J. Edgar Hoover habitually dined there; that the Roosevelt Birthday Balls were always held there; and where, in 1948, Harry Truman told a skeptical multitude that he would win.

And even the newest staffer can

"name drop" an impressive list of national and world famed personalities who have been, or are currently, among the hotel's guests.

This year, the Mayflower makes some history of its own as it celebrates its Golden Anniversary.

Highlighting the occasion for hotel personnel, was the elaborate Annual Employee Recognition Banquet held earlier this year. Festivities focused on a nostalgic "look back" over a proud past with a number of old-timers and retirees in attendance to share reminiscences.

The evening's entertainment included a fun "sing-along" of President Coolidge's 1924 campaign song "Keep Cool and Keep Coolidge!"

Public commemoration of the anniversary event was highlighted by a huge cake replica of the hotel that was displayed for guest viewing in the Mayflower lobby. The detailed confection, created by Pastry Chef Constantinas Kiraikou, was later sliced and served to hotel guests and employees.

A butcher, a baker, a candlestick maker . . .



(Reprinted from the Michigan Inn's employee publication WHAMI, Anita Ste. Marie, editor)

When most boys are 10 years old, they want to be a policeman, a fireman, or perhaps a doctor when they grow up. This, however, is not true of David Stewart of Sterling Heights, Michigan. His ambition is to become a chef.

A couple of months ago, young Mr. Stewart read an article in The Wall Street Journal regarding Western International Hotels Culinary Program. He called Mr. Bernard Awenenti, WIH director of food & beverage in Seattle, for further details and was referred to the Michigan Inn.

David and his father got in touch with us and were promptly invited here for lunch and a discussion of his career goal. The Stewarts were wined and dined in the Benchmark (milk for David) by Messrs. Gaines, general manager; Jensen, director of food & beverage and Chef Rene Mouttet. After lunch, David was given a tour of the kitchen and was presented with a chef's hat and apron.

David was described as "an intelligent and highly articulate young man" and handsome, too, as can be seen in the picture of him and our Chef.

David is not only an intelligent young man, but is also thoughtful. He wrote a gracious thank-you note in which he repeated his desire to become a chef and we in turn promised to keep in touch and help him further if possible.

Since there are a lot of us "old folks" around who still don't know what we're doing, our hats are off to David who, at the age of 10, seems to "have it all together."



"Happy anniversary to us!" A quartette of staffers gather around the Mayflower's anniversary cake display. From left: Bob Harvey, food and beverage manager; Walter Hoefinghoff, executive chef; the cake's creator, Pastry Chef Constantinas Kiraikou, and Jerry Wolsborn, resident manager.

. . . AND, "Happy anniversary to us!" Staff members gather around a dining table during the Mayflower's Annual Employee Recognition Awards Banquet ceremonies.



A Family Affair

Washington, D.C. — Annually, for the past seven years, the MAYFLOWER and United Airlines offices in Washington, D.C. get together and sponsor a "Hair of the Dog" party at the hotel, honoring their respective clients. Among this year's party hosts and sporting United caps are, from left: John Steinbach, Mayflower director of sales; Earle Ridsen, United's manager of sales in Washington, D.C.; and Mayflower Sales Manager Jean Spaulding.



Meeting Planners Pick a Winner

Kansas City — Bruce Falls (left) director of sales at the CROWN CENTER, and Jim Durham, former Crown Center managing director and now managing director of the Detroit Plaza, display the Buzz Bartow Memorial Award plaque, presented by Meeting Planners International during the group's recent conference in Indianapolis. The Crown Center was selected to receive the annual award in recognition for "outstanding service to meeting planners by a metropolitan property."

Hare Today, Gone Tomorrow!

Vancouver — Having a lovely "Year of the Hare" in Vancouver is Vicky Louie, hostess at Trader Vic's at the BAYSHORE INN, and her pet bunny "Hugh." (It may seem a little late to be celebrating the February Chinese New Year in June — but why split hares!)





Keeping an Eye on Art

Kansas City — Harry Hohman, CROWN CENTER security officer, maintains a watchful eye on some priceless Chinese art pieces displayed recently in the hotel lobby. The encased exhibit alerted guests to the Chinese Exhibition from the People's Republic of China that was being shown at a local gallery. Kansas City and Washington, D.C. were the only American cities chosen to host the exhibition, acclaimed as "one of the most spectacular art attractions of our times."



Winning With Women

Seattle — The recent second annual Career Development Conference, sponsored by the American Hotel & Motel Association-Seattle Chapter drew a record crowd of Seattle area WIH people. The day-long session offered attendees a choice of four training classes. Attending the "Winning with Women" class was this table of WIHers, from left: Pat Dow of the Marketing Division offices, and June Ford and Helen Achterman, both from the Washington Plaza.

Mission Possible!

Honolulu — Up until a few months ago, it was impossible to find a Waikiki hotel that offered its own private tennis facilities. That popular sport is now a distinct possibility for ILIKAI guests. The hotel has installed three courts and will eventually add five more. Ready to battle an opponent on the Ilkai courts is recent hotel guest Peter Graves, star of the "Mission Impossible" TV series.

Don't toss that burned out light bulb!



Here's a better idea.

Let it stay if you are getting sufficient light from surrounding light sources, or . . .

Use it to replace a good bulb in an area where you can reasonably cut down on lighting in your home.

If that area is not normally a reading or working area, consider replacing other nearby bulbs to a next lower wattage.

Now, take a thoughtful walk through your home, inside and out. Also your garage and other outbuildings.

Determine where else you can use burned out bulb replacements, or where you can lower your bulb wattage and yet still provide safe, adequate lighting.

This simple exercise, while helping to cut down on your light bill, may not seem like a "big deal" effort towards combating the energy crisis.

But, according to the U.S. Federal Energy Administration, if everyone took these conservation steps, the Nation's consumption of energy would drop by about 50 million kilowatt hours of electricity per day — enough to light about 16 million homes!

Even more important, this exercise is a step in the right direction towards developing good habits of energy conservation awareness in our homes.

Besides lighting, good energy saving habits and ideas can be applied in many other areas of our homes with significant money saving results . . . and without changing our present living standards!

The Energy Administration's studies, for instance, show that more than half of the energy we use in our homes goes into heating and cooling. Cooking, refrigeration, operating appliances, along with lighting, account for the rest.

Listed here are a few energy saving tips you might want to consider using. Other energy saving idea sources might include your local newspaper, utility companies, or the various governmental energy administration offices.

Meanwhile, in your home as well as in your hotel —

THINK . . . PRACTICE
ENERGY CONSERVATION.
HELP
"Kill-a-watt"
OR TWO.

ENERGY SAVING TIPS

- Close off unoccupied rooms and turn off the heat or air conditioning.
- Repair all leaky faucets, especially hot water faucets, as quickly as possible.
- Run air conditioners only on really hot days and set the fan speed at high. In very humid weather, set the fan at low speed to provide less cooling but more moisture removal.
- Deflect daytime sun with vertical louvers or awnings on windows, or draw draperies and shades in sunny windows. Keep windows and outside doors closed during the hottest hours of the day.
- Be sure the dishwasher is full, but not overloaded, before you turn it on. An average dishwasher uses 14 gallons of hot water per load.
- Let your dishes air dry. After the final rinse, turn off the control knob of the dishwasher and open the door.
- Check seals around the refrigerator and oven doors to make sure they are airtight. If not, adjust the latch or replace the seal.
- Wash clothes in warm or cold water, rinse in cold. You'll save energy and money. Use hot water only if absolutely necessary.
- Take more showers than tub baths. Showers use less hot water, hence less energy than tub baths.

Mullikin on the Move

Activities in Mexico as well as several cities throughout the United States, both for Western International Hotels and the American Hotel & Motel Association, occupied President Harry Mullikin in May.

And in June, Western's president will be on the move with the opening of Hotel Scandinavia in Oslo and with preparations for the official ceremonies in July to open Hotel Toronto and Camino Real, Cancun in Mexico.

The annual midyear meeting of the AH&MA was held in Chicago simultaneously with the National Restaurant Association Restaurant, Hotel and Motel Show.

President Mullikin opened the mid-year session that was packed with an array of topics to challenge hotel executives. Insurance, employee relations, career development, international travel, franchise operations and marketing were among subjects considered by the AH&MA officers.

Prior to the midyear meeting and exhibitions, Mr. Mullikin traveled to Mexico City for a round of meetings with the board of directors and the executive committee of Hoteles Camino Real S.A. In addition, he joined Senior Vice President Bruce McKibbin and Vice Presidents Kenney Mallory and Ulrich Schwartz, for deliberations on marketing.

Following several days at his desk in Seattle, Mr. Mullikin participated in the UAL, Inc. board meeting in Chicago, then attended meetings with the Hotel & Motel Association's convention in Portland, Oregon.

Chairman Lynn Himmelman and Mr. Mullikin will be among dignitaries joining in celebrations in Oslo, Norway, where WIH opens its new Hotel Scandinavia on June 12. The 21-story hotel, built by Scandinavian Airlines System and Western International, is across from the Royal Gardens in Oslo and is the tallest building in Norway.

As president of the AH&MA, largest hospitality organization in the world, Mr. Mullikin and executives of the national organization already are planning the organization's September sessions at the Crown Center hotel in Kansas City and the annual convention at the Century Plaza hotel in December.

The 64th annual AH&MA convention in Los Angeles will have a familiar tone — the Spirit of '76 — and the keynote speaker will be a long-time leader of hospitality, Edward E. Carlson, chairman of the board and chief executive officer of UAL, Inc., parent corporation of WIH.

Hotel's heroic role lauded by Johannesburg newspaper

In late April, a news story emanating out of Johannesburg, South Africa, was making world headlines.

The story concerned a well armed young terrorist who had been waging a 17-hour battle with the city's police force. Held captive by him were 21 hostages, several having been badly injured during the ensuing gunfire.

The terrifying incident took place in a building across the street from the Carlton, and, in fact, directly involved the hotel.

For that story, we have reprinted excerpts from a report that appeared in Die Beeld, a Johannesburg newspaper. The story, headlined, "Carlton Deserves Another Star" appeared in the April 30 edition:

"The Carlton hotel deserves at least one more star for the way in which they handled the nightmare happenings on Monday night.

This evidence is provided by many sources — people who saw how the hotel provides proof of 5-star quality when they speedily converted the main lobby into a first-aid post.

At about 11:30 that evening, permission had scarcely been granted to use the space for this purpose, when a fully-equipped mini-hospital was erected and ready.

Beds, stretchers, tables and chairs, blood transfusion equipment and all kinds of other medical equipment appeared as if from nowhere. Against the windows they even had stuck plasters, ready to be pulled off and used.

Six doctors and other medical personnel were present and could acquit themselves of their task well with the assistance of the more-than-willing hotel staff.

Behind the screens a fully fledged hospital drama unrolled as one wounded after the other was looked after and one hostage after another was admitted and treated.

Through all this, those present were faithfully served with coffee, sandwiches and orange juice and every possible need was seen to in this "field hospital."

Mr. Kuno Fasel, under-manager of the hotel, said yesterday that they only did their human duty. Of course, there were more people in the hotel than usual but otherwise matters went their normal course.

He said the normal service staff

plus the departmental heads were on duty. He himself did not close an eye the whole night and was very clearly tired when interviewed by Beeld.

The true efficiency of the matter, however, was actually demonstrated in the lightning speed with which everything was cleared up. In less than 20 minutes there was a hotel foyer where a short while ago there had been bandages, cotton wool and a hospital smell."

MICHIGAN INN-ers



Your hotel correspondent is Anita Ste. Marie. Call Anita on extension 7464 and give her your input for Front!

Anchorage-Westward, **Teresa Garland**. Bayshore Inn, **Barbara Danuke**. Benson, **Nelvia Turner**. Bonaventure, **Leona Dureau**. Camino Real, Mazatlan, **Lupita Galan**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, San Salvador, **Mabel Acosta**. Carlton House, **Arlene Prunchak**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Larkin**. Edmonton Plaza, **Karen Dupas**. Hotel Scandinavia, Copenhagen, **Aksel Christiansen**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Dorothy Mitchell**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Martha Shepard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. 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 de Guatemala, **Mary Lina Ruiz-Ciani**. WIH Executive Office, **Dorothy Stauffer**. WIH Credit and Acctg., **Karen Husby**.

'Why, daddy?'



Prior to Hotel Scandinavia, Oslo's opening, an article regarding the new hotel's house rules on staff appearance was featured in the city's leading newspaper, Dagladet.

The article reported Hotel Scandinavia's management as stating that short haircuts and a cleanshaven appearance were among the hotel's grooming regulations for male employees.

Adding an amusing touch to the fairly straightforward story was the accompanying cartoon reproduced here. The sketch, by the paper's popular cartoonist, Gunnar Hammerlund, focused on a heavily bearded and long-haired grill chef. The caption read:

"Daddy, why does that man at the grill wear such a tall, white hat on his head?"

"For hygienic reasons, dear — to keep hairs from falling into the food."

inn basket news line...

HERE COME THE METRICS! — Most of the world's leading economies are using it. Canada will be converted to it by 1980. And efforts towards a voluntary conversion to it in the United States are being stepped up considerably. "It" is METRIC — the international system of measurement for length (meters), weight (grams), volume (liters), and temperature (Celsius or centigrade). The international "language" of metrics, it seems, is "millimetering" its way to a universal reality. (COMMERCE TODAY, March 1975)

* * *

PIECE OF CAKE — In preparing for its opening earlier this year, the Houston Regional Sales Office got a lot of friendly assistance and support from its neighbor across the street — the Houston Oaks. After the opening, the office staff responded with a tasty gesture of appreciation. It was a large cake inscribed with a "thank you" message and delivered to the employee cafeteria. The accompanying card read, "It's a piece of cake to be in Houston" and was signed by sales office members Marie Kriss and Sharon Purvis.



SPECIAL MENTION — Five stars to the Century Plaza for receiving a "5 Star Award" rating in the 1975 edition of the Mobil Travel Guide — their ninth consecutive top rated listing from the national publication . . . Congrats to Jean Spaulding, Mayflower sales manager, elected president of the Washington, D.C. chapter of the Hotel Sales Management Association. Kudos to Charles R. "Russ" Nickel, vice president of Western Service and Supply Co., elected president of the prestigious International Society of Food Service Consultants. The organization, founded in 1958, has about 150 members from 15 countries. And a salute to Century Plaza Executive Chef Walter Roth, recently named "Chef of the Year" for his significant contribution to apprenticeship training program activities. Presenting Chef Roth with his "Chef of the Year" trophy in the photo is the Associates' President, Harry Bannigan (right).

* * *

THE GUEST SPEAKS — What's it going to take to make me feel great, to make me feel welcome? It's going to take an attitude of "welcome" by the staff. It will start at the door of the hotel. The doorman should exude the same warmth towards me as if he were opening the door of his own home to a friend. The bellman who takes my bag needs training to understand that he represents a "welcoming committee" of the hotel and of the city, so he's got to act proud of the property and its environment. The desk clerk isn't just registering a customer for record and billing, he's providing a home for the night, so he needs to package it attractively.

If you make me feel welcome when I walk in, welcome when I stroll across your lobby, welcome when I check in at the desk, and welcome when I talk with your personnel, your hotel is on the road to my business for every visit to your city. If it doesn't do this, consider the alternative. (Joseph Weisberg, West Chemical Products — excerpted from HOTEL & MOTEL MANAGEMENT)

What the heck . . . it's only a game!

From utter frustration to satisfying triumph — there's nothing like bowling to bring out a full gamut of player emotions, and in such a short period of time.

On a recent Monday night, here's how the sport was going emotion-wise for three members of the Ilkai's employee bowling league:



Disappointment — Doreen Jensen, assistant guest activities director, rolls a split down the alley.



Encouragement — Kathy Manoa, laundry department, gives the high sign for one pin down . . . nine more to go!



Triumph — Ken Sumajit, maintenance department, beams victoriously as he makes a strike.

The Thurston-Dupar Award spotlight focuses on . . .



OVERSTREET JACKSON, Mayflower assistant executive steward, receives a congratulatory handshake, along with his Award plaque, from the hotel's General Manager Bob Wilhelm. Overstreet was acknowledged in particular for his many "timesaving ideas that have been put to use to provide better service to the guests."



THURLEY OLSON, Washington Plaza PBX operator, takes "center stage" during the hotel's Employee Awards Banquet, as General Manager Lee Jenks announces her win. Among Thurley's Award qualifications: "devotion and excellence in her job; rapport with fellow employees and compassion for her fellow man."

Front Desk Veteran 'checks out'

After almost 30 years of checking in guests behind the Olympic's front desk, Jack Wells recently ended his hotel career with a "check out." It was his own.



This spring, the 34-year Olympic veteran (he served his first five years at the hotel as a bellman) retired.

Over the years, Wells had become something of an institution to hotel employees and guests alike.

Guests appreciated him for his friendly, gracious manner and as the "answer man" source to all sorts of inquiries. His fellow employees enjoyed his sense of humor and, in particular, his readiness to be of assistance.

A number of people now holding key management positions throughout the company — including Ilikai General Manager Bill Hulett, Central Reservations Office Manager Dick Whaley, and United Airlines President Richard Ferris, among others — have benefited from Jack's training assistance while serving at the Olympic.

As someone remarked during Jack's farewell party, "He is an Olympic institution that will be sorely missed . . . to be replaced, but never duplicated!"



Mr. 'Credit Union' retires

Recently retired Ed Langel (left), "Mr. United Airlines Credit Union" is presented with an engraved silver tray on behalf of Western International by Bill Ellis, WIH controller and assistant treasurer, and member of the Credit Union Board of Directors. Ed joined the Credit Union staff in 1939, and in 1947 was elected secretary-treasurer and general manager of the organization. He is largely credited with the organization's development to its present status as one of the world's largest credit unions.

celebrities



Los Angeles — Singer Paul Anka (left), recently at the CENTURY PLAZA to attend a convention, takes a moment during the group's reception to pose with Assistant Room Service Manager Esmail Lofti.



Montreal — The champion of Kentucky Fried Chicken, Colonel Sanders, pays a visit to the BONAVENTURE and is warmly welcomed by Assistant Banquet Manager Robert Lemieux (left).

New York Regional Sales Office

They sell the WIH story to East Coast accounts . . .

On March 24, Bob Chamberlin, formerly regional director of sales, Europe, assumed his newest assignment as director of sales for the New York Regional Sales Office.

That position was recently vacated by Mal Seymourian, who, after almost three years with that office, has taken on a new challenge as director of sales for The Plaza.

Chamberlin not only "inherited" the operations' top-notch sales and secretarial staff, but a "going concern" that had been racking up an increasingly impressive sales record.

Just within the past four years, for instance, room night sales credited to the office crew had zoomed from a little more than 65,000 in 1970, to well over 682,000 in 1974! With a room rate average of \$32, this adds up to more than \$21-million in hotel room sales for the year.

Major Market

Largely contributing to this "success story" operation, is the office's location . . . in the heart of one of the world's largest and most concentrated business markets.

New York City, and Manhattan in particular, is a hub of the tour and travel industry and a headquarters for a large percent of the nation's



Leon Ellis



Bob Chamberlin



Jon Eastwood



Archie Holeman



Sandra Sage

business corporations and associations — all key business contact sources.

But the office's account contact responsibilities extend far beyond the city's limits. Their territory stretches from Pennsylvania to the south, and north along the Atlantic seaboard to the Canadian border.

That's a lot of territory to cover for a sales staff that consists solely of one director of sales and four sales managers!

The clue to the operation is a well organized, hard-working, and thoroughly professional sales crew.

Further, each member "wears two hats." That is, in addition to their in-city accounts, each is responsible for specific types of account prospects within assigned territories outside the city.

Account Assignments

Sales Manager Leon Ellis, for instance, concentrates on the city's association business. When on the road, it's any likely prospect throughout the State of Massachusetts and upstate New York.

For Sales Manager Sandra Sage, the city's corporate accounts are her responsibility. Out-of-town, she covers the entire State of Pennsylvania plus Long Island.

Archie Holeman splits his schedule between travel and association accounts. His out-of-town travel takes him into key market centers throughout the New England states.

And Jon Eastwood, newest addition to the staff, is assigned to assist in Manhattan corporate account contacts and the New Jersey market.

Office Backup

As the office's Regional Director of Sales, Bob Chamberlin is primarily responsible for the office's administration. However, he also works with other members of his staff on major association accounts and with retail travel agents and wholesalers.

Backing up the sales team, at the Empire State Building offices, is an equally hard-working four-member secretarial staff. They are Cheryl Leung, Linda Corso, Christine Delifino and Susan Schneider.

Says Chamberlin, "The majority of the 500 largest corporations as listed by FORTUNE magazine are located in the market area serviced by our office. We feel that the development of this market will continue to be of increasing importance to the profit of Western International Hotels in the next few years."