

# Front!



Published Monthly for Employees  
March 1974

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Air Lines

## Front's New Look

Notice the new look to the masthead at the top of this page?

The design is one result of Western International Hotels' developing Corporate Identity Program. (See story details on page six of this issue.)

But, that's not all that's new with Front! As you look inside, you'll find more "new look" improvements.

For instance, we've adopted a new and easier-to-read type face. Then, we've added some new features for your further reading enjoyment.

Most of all, you'll notice we're putting a greater focus on you — the employee members of our WIH family.

Front! is your company publication.

Its aim is to report the news, views and activities that you, your hotels and offices and your corporate management people make happen.

But to do the best job for you, Front! needs your help — your input as to how your company publication can become more meaningful to you in its communications efforts.

If you have any news or other items for Front! publication contact your hotel or office correspondent listed on page 11.

**Gabe Fonseca**  
Editor, Front!

## Association names award after employee

"I was dumbfounded! Pleased, of course, but I had no idea that such an award existed. And to name it after me . . .!"

This was how Hotel Bonaventure Catering and Convention Coordinator, **Joan Macklin**, described her reaction during a hotel department meeting when she was informed of the association's appreciation award that bore her name.

It was **Denis Beaulieu** — then director of sales for the Hotel Bonaventure and recently transferred to the Hotel Toronto — who had first learned of the award.

While on a sales trip to Washington, D.C., last year, Denis called on the offices of the Direct Selling Association. During the course of the conversation, the association executive brought up the subject of the **Joan Macklin Award** and the story behind it.

A year earlier, the U.S. Association met with its Canadian counterparts and other international members for their first world congress held at the Hotel Bonaventure. It was the group's first go-round in handling an event of such magnitude and complexity. The day before the congress was scheduled to open, the early-arriving meeting organizers encountered countless last minute details to be worked out.

### 'SAVES THE DAY'

This is where Joan Macklin entered the picture and literally "saved the day".

She devoted almost that entire day to the service of the group — answering questions, checking and confirming schedule details, handling last minute delegate arrangements, arranging for mechanical equipment availability, and even making arrangements for some needed outside secretarial assistance.

Throughout it all, the association executive commented, "She was very responsive and efficient . . . extremely helpful in providing us with whatever



Joan Macklin and Banquet Chef Remi Battistin

we needed. But, it was not only in what she did but the manner in which she did it. Always very friendly and courteous . . . eager and willing to be of help".

In fact, they were so impressed with Joan's performance, that the idea of an appreciation award was later conceived. Instituted as a yearly award it would be presented at future annual meetings as a gesture of appreciation to "our favorite hotel person and the person who saved us the most time".

(continued on page 3)

### Dial in Style

Guests at Western International Hotels will soon be able to dial a single, toll-free "800" number and make reservations instantly. By picking up a phone anywhere in the continental United States, guests will be able to reserve a room anywhere in Western International's worldwide family of 55 hotels in 13 countries.

The new easy-to-remember number will be announced soon. In the meantime, tell our guests and friends about this service — another great guest service of Western International Hotels.

# Front!

A monthly publication for the employees of

**Western International Hotels**  
Public Relations Department

2000 Fifth Avenue, Seattle, Wa. 98121  
Gabe Fonseca ..... Editor

LITHO IN U.S.A.

## COMINGS AND GOING

### In-Hotel

#### HOUSTON OAKS

Dick Hester to night manager coffee garden  
Ghazi Nasr to manager Lion Bar  
Ali Manshoury to assistant manager Lion Bar  
Salem Attar to manager Galleria Roof  
Don Jacobs to F&B management trainee  
King Chu to supervisor F&B auditors

#### ANCHORAGE-WESTWARD

Dee Bohanan to catering sales manager  
Gayland Tofte to F&B trainee  
Sten Bergstrom to front desk clerk  
Judy Blake to banquet waitress  
Gary McConnel to room service  
Diane Boyle to accounting clerk  
Malcolm Mitchell to head houseman  
Teresa Garland to linen room supervisor  
George Ventzen to steward  
Paul Lockwood to assistant manager

#### CROWN CENTER HOTEL

Margaret Kempster to night housekeeper

#### CENTURY PLAZA

Jack Miller to rooms department chief clerk  
Jeff Durham to assistant manager Cafe Plaza  
Dale Schofield to acting manager-parking

#### MAYFLOWER

Mary Buchwald to housekeeping department trainee  
Charles Paradis to convention service manager  
Jessie Smail to assistant convention manager

#### WESTERN SERVICE & SUPPLY

Bob Cornwell to senior interior designer  
John Biehl new print shop manager  
Jack Elliott adds a new responsibility as project administrator for all operating hotels

### Transfers

Larry Dustin to the Peachtree Center Plaza as assistant to the general manager  
Connie Benner to director of housekeeping at the Michigan Inn  
David George to the Cosmopolitan as director of F&B  
Christine Crans to the Crown Center Hotel as assistant director of housekeeping

(Continued on page 11)



**LYNN P. HIMMELMAN**  
Chairman



**HARRY MULLIKIN**  
President

## Executive Offices Report

**A** recent study has shown that the public does not always associate our individual hotels with the corporate Western International Hotels name.

True, there has been reason for this. Unlike so many other hotel groups, we do not always tie in our corporate name along with that of the hotel's name. Further, we have long prided ourselves in maintaining a distinctive look and individuality with each of our properties.

At the same time, this has not always been to our advantage.

There have undoubtedly been innumerable instances where guests have so enjoyed their stay at a particular WIH hotel that they would want to repeat that pleasant experience in another of our hotels in another city. Unfortunately, they may not have been aware that they were in a WIH property, or, if so, were unfamiliar with the scope of our operations.

We hope to help remedy this situation with future emphasis on promoting a greater hotel-corporate tie-in identification to the public. One approach has been the development of our "corporate identity" program which is reported in this issue.

**W**e would like to encourage still another approach in which we can all participate. It is the people-to-people approach — very simple and very effective.

Most of us recognize the high standing our particular hotel enjoys in our community and take pride in its reputation. We do not hesitate to point up this pride in talking with our guests, friends and associates.

Be assured you can speak with this same pride about your company. Your Western International Hotels company enjoys a highly regarded, world-recognized reputation as does each of its member hotels.

They go hand in hand. Pass the word.

(continued from page 1)

Since Joan had established the criteria for the award's significance, it would appropriately be known as the "Joan Macklin Award".

The association's first presentation to the Joan Macklin Award was made to an employee of the Greenbriar Hotel in White Sulphur Springs, Georgia, the site of last year's convention.

Joan joined the Bonaventure staff in 1968 as secretary to the catering manager. Two years later she was named to the position of catering manager.

Within six months she was promoted to her present position. This move particularly pleased her as she says, "The whole catering operation of a hotel is fascinating, but I really enjoy this facet of it."

Eventually, Joan hopes to become a catering manager and is prepared to relocate to achieve this goal. Someday after this ambition is realized and her capabilities demonstrated, some happily satisfied client might come up with the brilliant idea of establishing a "Joan Macklin Catering Manager Award".

## Interest Up on Savings Bonds

There is good news for WIH holders or purchasers of United States Savings Bonds.

An announcement by the U.S. Department of the Treasury, states that as of last December, interest earnings on all Series E and Series H Savings Bonds have been raised from the previous 5½% to 6%.

This new interest rate also applies to presently held bonds purchased previous to that date.

Further, the maturity of Series E Bonds sold after December 1, 1973, has been shortened from five years ten months, to five years.

This "good news" item should be of special interest to the employees of the Cosmopolitan hotel. According to our information, the Cosmo still maintains the record among the Nation's hotels for the highest percentage of employee bond purchases!

Among America's business leaders promoting U.S. Savings Bonds as a campaign committee member, is United Air Lines President Edward E. Carlson.

## Goodbye Chart Room — Hello General Store



John Nethercutt, General Store manager (left) and Project Captain Don Berger review design plans prior to the Room's opening.

It was a lot of laughter and friendly merriment mixed with nostalgic memories — and some tears.

It was the end of an era, not only for the Anchorage-Westward hotel but for the city of Anchorage itself.

It was the occasion of the final dinner served on a Saturday night in December when the hotel's celebrated Chart Room restaurant closed its doors forever.

A week or so later, the handsome artifacts that made up the Room's nautical decor went on the auction block, scattering to the four winds the last traces of its once familiar atmosphere.

In its place, and opening this month, upon completion of a half-million dollar construction job, is an entirely new coffee shop restaurant, "The General Store".

Even the hostesses are dressed in costume appropriate to the period.

According to Don Berger, project captain, the new room's design features a turn-of-the-century theme. Nostalgic decor highlights include large photo murals of the era, a "penny candy" counter, gum ball machines, butter churns and patchwork wallpaper.

The 24-hour operation features breakfast, lunch and dinner menus

which are printed both in Japanese and English. One menu item revives an old time beverage favorite — Sasparilla, a type of old fashioned root beer.

The room makes one concession to "modern times", however, with the installation of a pre-check machine — the first in the hotel — that mechanically records guest check items.

The fine dining elegance featured at the old Chart Room will transfer to the Top of the World, where the hotel now serves gourmet dinners on a nightly basis. A brand new menu, with emphasis on fine dining, will be featured until 9:30 every evening. Then, beginning at 10 p.m., the "Top" will shift into a swinging night club entertainment room.

As to the acceptance of The General Store, the hotel's management looks to a bright and successful future. As one local newspaper report predicted just before The General Store opened; "The Chart Room is gone, confined to memory. The General Store is to come — once more, no doubt, to be a top gathering place of politicians, oilmen, of housewives and travelers, of Alaskans from near and far".



## 1973 is 'vintage year' for WIH course graduates

For 68 employees representing 19 hotel properties, 1973 will be remembered as a "fine vintage year".

That was the number of employees — from an original enrollment of 110 — who successfully completed the WIH Food and Beverage Division developed and sponsored Wine Education Course.

The comprehensive nine-lesson correspondence course of text study and tests, ranges from the cultivation of wine grapes, wine processing and wine types to the proper methods for serving the finished product.

The 1973 course graduate "wine experts" are listed below and grouped according to hotel name.

ANCHORAGE-WESTWARD — **Leon Arnold, Donald Berger, J. C. Holtan, John Maclean, Jr.**

BAYSHORE INN — **Rennes Alamsjah, John Jaskula, Ron Sleutel**

HOTEL BENSON — **John M. Eikenberry, LaVerne Jordan, William Myles, Myra E. Painter, Nelvia Turner**

BONAVENTURE — **Michael Czajka**

CALGARY INN — **Coos de Boer, Jack Floris, Denis Forristal, Peter Jacoby, Lane Pouwer**

CARLTON HOTEL — **William M. Gordon**

CARLTON HOUSE — **Robert Slagel**

CENTURY PLAZA — **Richard May**

CONTINENTAL PLAZA — **Frances Carline, Larry Newton, Jr.**

COSMOPOLITAN — **John Merrell Bergin, James Bray, Harvey Cannova, Delores Evans, Steven Jung, Stephen Harper, Susan Roe.**

HOUSTON OAKS — **Richard Fyock, Leo Robles, Dieter Schuette**

MAYFLOWER — **Richard Dow, Bernard Scherbaum**

MICHIGAN INN — **Richard Jensen, Lon Kellstrom**

OLYMPIC HOTEL — **Charles Agnew, Charles O'Leary, William Raynor, Dell Schooley, Georgia Smart, William Webb, Richard Wegscheider**

HOTEL ST. FRANCIS — **Martin Astengo, Michel Chamoulaud, Jack Gallagher, Michael Jacob, Craig Johnson, John Manderfeld**

HOTEL SCANDINAVIA — **Leif Jensen**



Mary Carey opens the door to bargain buys

## Bargains Galore At the "Country Store"

The Century Plaza Hotel has a "Country Store" which has become a favorite shopping place for the hotel's employees.

The "Country Store" was the brainchild of **Mary Carey** of the Housekeeping Department who originally put a small sign outside of the linen room to sell bedspreads which were being replaced throughout the hotel. In one week, more than 100 spreads were sold at \$3 each without involving any extra labor.

From spreads the operation progressed to sheets and crinkle sheets. Next came electric blankets which no longer worked electrically, but were perfectly good otherwise. Housekeeping cuts out the plugs and sells the blankets for \$2. They now have a waiting list.

Business became so brisk that it was decided to limit days of sale. Also, employees were so pleased with the items offered that others were added. Then there had to be a bigger place, and the "Country Store" was born.

It now is housed in an area near the employees' entrance and is open each pay day, part of the day following, and one day between pay days. The days are posted so that all will know when the next bargain day will be.

Some of the items which employees have been able to buy at bargain rates are draperies, curtains, carpet, electric clocks, lamp shades, fabric from the sewing room, dishes, glasses, discontinued uniforms, beds, discontinued wine, and other food products.

Each department is credited with the monies received from items they supply to the "Country Store", and this reduces their overhead. The hotel is pleased to receive the receipts from sales of items, and the employees reap the windfall of low prices.

The best part from the view of the Housekeeping Department is that they now have more room in their storage areas because surplus items are sold every week rather than once or twice a year.

SPACE NEEDLE — **JoAnn Emminger**

SHANGRI-LA — **Bill Choo, Peck King Chuan, Mabel Ai Luan Foo, Bernard Poh Eng Koh, Victor Chak Long Kway, Jeffrey Soon Hee Lim, Say Eng Poh, Laurina Rosinna Sta. Maria, Sing Lim Wong, Christopher Siew Poh Tan, Jimmie Din Ken Jow**

WASHINGTON PLAZA — **David Higginbottom, Nancy Meyers, Steven**

**A. Pilgrim, Susan Rocco, Gary Tachiyama.**

WINNIPEG INN — **Ross Flintoft, Roland Westphal.**

A repeat of the Wine Education Correspondence course is now being offered. Interested persons should contact their supervisor, personnel department or hotel management for application details.

## COUNCIL TALK

(A review of hotel employee council activities)

### Craft sale is a money raiser!

Hey, you employee council group members! Want a new idea for raising cash for the council kitty?

Then, take a tip from the Washington Plaza's group.

They came up with the brilliant idea of organizing a craft sale of handicraft items made and donated by any employee that wished to participate. The response was fantastic, with contributions including everything from paintings, macrame and embroidery work, leather goods, jewelry, pottery, terrariums and lamps to unidentified thingamabobs.

The range of artistic talent displayed was eye-popping and created a great deal of interest among the lookers and buyers.

Commented one viewer, "Everyone was interested in what everybody else had made and I think we all learned something more about each other."

Most of all, it netted the council \$125, while cashing in on a fun event in which any hotel employee could personally participate. Try it — you'll like it!

### ... and some council briefs

At least two hotel employee council groups have reaped the warm rewards of a "giving" Christmas spirit.

At the Houston Oaks, turkeys (purchased from council funds) and employee donated food items were given to four hotel family groups who, "because of current circumstances, might not have been able to have as merry a Christmas as the rest of us".

At the Olympic Hotel, the council spearheaded a "Christmas Canned Food Drive" benefiting the local Neighbors in Need program. The employee response netted more than \$300 in canned goods (in seven extra-large cases) to help fill some otherwise bare Christmas cupboards.

The young but very active employee council at the Houston Oaks ended the year 1973 with an all-out blood drive.

They started the new one with an "Employee of the Month" program of recognition for "our outstanding and dedicated employees".

## Computer coughs up golf tourney totals

What's fair is fair — right?

And what's more fair than entrusting an impartial, no-nonsense, old-fashioned hand operated computer to tally the results of the WIH Inter-Hotel Golf Tournament and cough up an undisputed winning answer?

Anyway, that was the WIH Golf Committee's approach in defense of their "undisputed" decision as to the champions of the 1973 tournament.

The computer findings and the winning recipient of the traveling Golf Tournament Plaque (suitably engraved) was the Century Plaza team with a low score total of 566.

Participating in last year's tourney were these six team groups listed in order of finish — Century Plaza, Houston Oaks, Mayflower, Seattle area (combining the Olympic, Washington Plaza, Space Needle and WIH offices,) Cosmopolitan and the Antlers Plaza.

Commenting on the scoring process, **Russ Laase**, Administrative Assistant for the WIH treasurers office and Golf Committee member explained, "Because participating team PGA course ratings were so varied, to be completely fair to all contestants we had to strike an average and then apply the adjustment to each of the scores.

Anticipating the general challenge, the triumphant Century Plaza team will undoubtedly issue for this year's tournament, the WIH Golf Committee encourages a determined response acceptance from all participants. For

## Hello Centrex!

Phone communications took a big step forward for the WIH Seattle offices when they recently switched to Centrex.

Prior to its installation in early February, phone users attended system usage sessions. Since then they've been busy retraining themselves in their telephone habits. But the consensus is that the many flexible and convenient features Centrex offers are well worth it.

For one thing, all users are assigned their own phone numbers which can be dialed directly from outside, eliminating a switchboard. Other time-saving convenience features include the ability to transfer an incoming direct-dialed call without the assistance of

## New Assignments

The WIH Executive Offices announced in mid-February the promotion of the following individuals within the company:

**Larry Morris**, who has served as director of the WIH Rooms Division, has been promoted to the newly created position of Compensation Manager. Larry's responsibilities will be largely that of consolidating and administering the Salary Administration program throughout the company as it relates to salaried employees.

Taking over as the new director of the Rooms Division of WIH is **Dave Paulon**, who had been general manager of the Space Needle Restaurant in Seattle.

Named as the new general manager of the Space Needle Restaurant is **Chuck O'Leary**, formerly director of food and beverage for the Olympic Hotel.

**Richard Fyock**, most recently executive assistant manager at the Houston Oaks, has been appointed assistant to WIH President, Harry Mullikin.

Transferring to the Houston Oaks as the new executive assistant manager is **Gerald Wolsborn** who had been the executive assistant manager at the Cosmopolitan Hotel in Denver.

For further details, contact your hotel manager or write: WIH Golf Committee c/o Brian Beaulac, Western International Hotels, 2000 5th Ave. Bldg., Seattle, Wash. 98121.



**Claudianne Williams**, Marketing Division Secretary, at Centrex training session.

the operator, to confer privately with a third party, or implement a three-party conference.

Most important from a billing standpoint, all outward calls are accurately recorded through an automatic identification system.

## *“The Face is Familiar-”*



Ron LaRue (left) with designer David Strong.

## *“But What About the Name?”*

The same name for each of our hotels?

Perhaps even a similar look?

That may be a good idea for others, but it just isn't our Western International Hotels' style (Besides, imagine the hotel marquee mouthful that would read, "Western International Hotels' Continental Plaza", or even the more manageable, "WIH Cosmopolitan"!).

The individual names and distinctive personalities of each of our hotel properties are major things in which we take pride and are prime attractions to our guests.

But our family differences pose challenges for us and our guests.

For us, it is the challenge of creating an awareness of our corporate identity and the scope of our operations upon our many publics in a simple, easily-remembered manner.

For our guests, it's a matter of realizing that the "great hotel" they stayed in is a Western International and that there are more of them in a number of world-wide destinations.

To get that "realization" message across to the public, in as simple and easily-remembered a manner as possible is largely what a recently inaugurated WIH Corporate Identity program is all about.

The program was initiated by WIH Advertising and Public Relations Director, **Ron LaRue**. The on-going project is being developed by the David Strong Design Group of Seattle and is publicized through information distributed WIH Public Relations manager Bill Dugovich.

### **IDENTITY NEED FELT**

"Shortly after I came to WIH (in 1972), I recognized a real need for a

comprehensive and unifying corporate identification guide that would apply to all forms of communication from swizzle sticks to advertising", LaRue told Front! "While many of our communications methods were well-designed — such as hotel letterheads and rack folders — they often lacked a coordinated relationship. Taken together, they did not project a commonly recognized corporate identity. It was easy to see why we weren't getting our family identity message across to the public".

With WIH management convinced of the need and giving their go-ahead to produce a corporate identity guide, LaRue and David Strong went to work.

Their initial approach was to accumulate and study all of the many communications materials used throughout the company — letterheads, bulletins, registration forms, guest checks, memo pads, rack folders and other items.

All the material was classified into four categories. First, were strictly identification items such as corporate and hotel letterheads and Division bulletin headings. Second, were advertising and promotional materials such as rack folders. Informational items such as pre-registration forms and guest checks went into the third category. The fourth category was identified as "decorative," including such items as soap wrappers and matchbook covers.

In all categories, whether the corporate or hotel name predominates, a guideline would be established as to how and where the identification should be used. The basic format for all printed material would carry an easily identifiable relationship common to all our operations.

**MAINTAIN HOTEL IDENTITY**

LaRue hastened to add, however, that the identity program was designed so that it would in no way result in a loss of a hotel's identity or standardize all of our individual communications to the point of sameness. On the contrary, maintaining each hotel's distinct identity was of major consideration.

"Our objective" says LaRue, "is to maintain a strong hotel identity while still impressing our WIH identification on our audiences. It's like the General Motors idea," he explained, "while Chevrolet maintains its own name and that of its various car makes, people are still aware that it's a General Motors product. It's the same public association awareness we want to achieve. First that a particular hotel is a Western International Hotels product, and second, that we do have 55 or so models of equally reliable quality products located in many of the areas where their travels may take them".

The basic Corporate Identity Guide is expected to be ready for distribution sometime in April.

LaRue points out that one side benefit resulting from application of the program is the substantial savings in time and money. In most instances the Guide will immediately provide the design consultation and direction needed for developing or redoing an applicable item.

Promoting our corporate identity throughout our operations will be a gradual, on-going process. In time, however, the individual hotel "faces" of Western International Hotels will be associated by the public as family members of a great international hotel family.



**SAN FRANCISCO** - The MIYAKO Hotel was host for the Annual Employees Award function honoring United Air Lines western division people in late January. On hand for the presentation were Edward E. Carlson, chief executive officer of UAL, Inc. (left) and Harry Mullikin, WIH president (right). Hotel hosts (center) were Bill Stafford, director of food and beverage and Michael Kranz general manager of the Miyako.

**CELEBRITY VISITS**



**JOHANNESBURG** - Boxing champion Bob Foster and his wife, Pearl, dine at the Three Ships Restaurant in the CARLTON hotel prior to his successful defense of the World Light-Heavyweight title against South Africa's Pierre Fourie.



**SEATTLE** - WASHINGTON PLAZA visitor, Rodney Rippey, widely recognized as the star of television's Jack-In-The-Box restaurant commercials, borrows Doorman Don Masten's top hat to "top off" a friendly smile.



**MONTREAL** - At the HOTEL BONAVENTURE while on a promotional tour, Kentucky Fried Chicken's Colonel Sanders takes a moment to pose with Bellman Hugh Woo.



**JOHANNESBURG** - Champagne sets the tone for the first Annual Supplier's Breakfast at the Carlton Hotel, at which some 370 people attended. Host for the affair was Carlton General Manager Chris Marker (center) who chats with honored guests Leon Malan, Director of the Hotel Board (left), and Managing Director of the Carlton Centre, Doug Hoffe (right).



**LONDON** - In spite of London's dire fuel and power shortage problems this winter, the European Regional Office continues to carry on under wraps, so to speak. Secretary Margaret Stonely (standing) and Reservationist Anne Machin, prove once again that it's the "warm spirit" of Western International Hotels people that make the difference.



**OSLO** - Though it may be difficult to believe now, this cluttered scene of concrete and cranes, wood frames and steel girders will someday bloom forth as Oslo, Norway's most exciting hotel — the SAS Royal. That "someday" is slated for 1975 when the 21-story, 476-room property will open its doors to the world proudly bearing the WIH banner.

## 'Happy Talk'



Cash award and a pewter plate plaque.

**Marina Monteiro**, Shangri-La maid, is the talk of the hotel's housekeeping department.

They're talking about the recent incident when Marina was cleaning out a check-out room and found an unusually shaped silver plated man's watch which she had turned in to the Lost and Found Department.

As it turned out, the "unusually shaped" watch belonged to a quite wealthy hotel guest and was worth \$2,000. The guest, more than grateful for its return, sent a note of thanks to Marina along with a cash reward in appreciation of her honesty.

Previously, the talk had been about the time last December when Marina had received an "Acts of Honesty" award from the Singapore Tourist Promotion Board (a pewter plate plaque and a cash award) as the result of a similar incident.

Then there was the complimentary talk among Marina's department associates concerning her cheerful disposition and hard working attitude that supported her selection as the Shangri-La's "Employee of the Month" for December.

Marina Monteiro has, indeed, been the talk of the Shangri-La's housekeeping department. But the modest and somewhat shy young lady hasn't minded it a bit — it's all been "happy talk".

# FRONT BACK TALK

As space permits, this column asks employees from various properties for answers or comments on questions of general interest.

This month's question is directed to hotel bellmen.

**QUESTION:** *What is the most common question or request made by check-in guests? What is the most unusual?*

From some 25 responses received, replies to the "most common" question or request portion of the question were repetitious for the most part. Evidently, whether the guest is checking into the Anchorage-Westward, the Carlton House in Pittsburgh, or whatever WIH property, information needs are basically similar.

Heading the list of most asked questions (hotel F&B departments take note) was:

"Where's a good place to eat?" (or variously stated versions thereof.)

This was closely followed by the inevitable "Where is the action?"

"Where is the bar?," followed by (not necessarily in order) direction requests for locating the ice machine, airline ticket offices, stores and the room thermostat.

Among the more unusual questions or requests:

**BILL WRIGHT** — Hotel Benson  
"I got a long distance phone call to fill a room with blue daisies. I went all over town and got 50 bunches which I placed all over the guest's room — even in the bathroom!"

**DON BROWN** — Washington Plaza  
"To give a bath to a male guest".

**JOSEPH SOTOROS** — Continental Plaza  
"What time do we have to be in before they lock the doors?"

**FRANK LINDHOLM** — Olympic  
"What time does the 12 o'clock bus leave?"

**JIM O'KEEFE** — Anchorage-Westward  
"A gentleman with an upset stomach asked to send out a cab for a bottle of Milk of Magnesia — at 3 o'clock in the morning. And that's not an easy request to fill in Anchorage!"

**HAROLD GROTHUSEN** — Cosmopolitan  
"The occasional request I get to walk a guest's pet."

**Answers to hotel IQ quiz:**

- |           |           |                |          |
|-----------|-----------|----------------|----------|
| 1. Studio | 2. Double | 3. Twin Double | 4. Twin  |
| 5. Parlor | 6. Parlor | 7. Suite       | 8. Lanai |

**TOM MURAOKA** — Century Plaza  
"A woman guest called down to see if a bellman could go to the garden area and locate her underwear which had fallen off her balcony while it was being dried."

**RICHARD PROL** — Winnipeg Inn  
"A call from a guest who insisted there was a cat in the room and could we have someone remove it please."

**H. PADGETT** — Antlers Plaza  
"Guest requesting I arrange a wedding 'this evening', and to arrange for a church or chapel, minister, witnesses and flowers. Accomplished okay!"



Western International  
Hotels

**GREAT PLACES TO WORK**

\*\*\*

Managing many of the  
finest hotels  
in the world

## COMING TO TERMS

What is your hotel terminology IQ? Below are the definitions to some more or less common terms that we use everyday in our hotel business world. How many of these can you answer?

To test yourself, write in the term we use that answers the following identifying descriptions. Then check your answers on this page. Your score: All correct, you're an authority. With 5 to 7 correct, you're above average. If you get less than 5, keep trying.

This month's quiz focuses on room accommodations.

1. A room with one bed to be occupied by one person is a \_\_\_\_\_.
2. A room with one large bed to be occupied by two persons is a \_\_\_\_\_.
3. A room with two double beds for two, three or four persons, sometimes called a "family room" is a \_\_\_\_\_.
4. A room with two single beds to be occupied by two persons is a \_\_\_\_\_.
5. A one room parlor set-up having one or two couches that convert to a bed is a \_\_\_\_\_.
6. A living or sitting room not used as a bedroom is a \_\_\_\_\_.
7. A parlor connecting to one or more bedrooms is a \_\_\_\_\_.
8. A room overlooking water or a garden with a balcony or patio is a \_\_\_\_\_.

## Front! Flash Backs

News highlights of our company's history as excerpted from the back issues of Front! magazine.

### Twenty-five Years Ago (1949)

As legislation allowing the sale of liquor-by-the-glass in Washington state nears a reality, many hotels were pushing plans to establish cocktail lounges. This included all twelve Western properties in the State. At the Benjamin Franklin, Manager Lynn P. Himmelman, was ready to sprout out with the "Out-rigger" lounge restaurant patterned after the original "Trader Vic's" establishment in Oakland, California. It proved a prophetic choice. The Out-rigger switched to its present Trader Vic's operation in 1960 the first move outside California for that world famed restaurant chain.

### Fifteen Years Ago (1959)

Construction begins on Alaska's "newest and most luxurious hotel",

the 600-room Anchorage-Westward in Anchorage . . . Western initiates its first management seminar which was held at the Olympic Hotel. Among the graduates from that first class were Joe Mogush (now WIH Vice President); Warren Anderson (now Olympic general manager); Bill Bryant (now Center Plaza general manager); and Harry Mullikin (now WIH president).

### Five Years Ago (1969)

WIH managers meet in Honolulu for annual conference during which Denis Beaulieu, Hotel Bonaventure director of sales (now Director of Sales for the Hotel Toronto) was announced as WIH Thurston-Dupar Award winner . . . Construction on the Carlton Hotel in Johannesburg, depicted in a "big hole in the ground stage" photo, is on its way to its 1972 opening.

## PEOPLE... MAKING THE DIFFERENCE

### LUCILLE AUSTIN - Carlton House.



Because a departed Carlton House hotel guest lost a wallet, Room Maid Lucille Austin won some deserved recognition in the pages of the Pittsburgh Post Gazette.

As the guest reported the incident according to the news article: "My wife and I stayed at the Carlton House and when we got home my wife found that she did not have her wallet. Today we received the wallet with everything intact. It had been found and turned in by a maid named Lucille Austin. It's nice to know that there are still some honest and wonderful people in the world".

### STEVE BULLOCK - Space Needle.



For a Seattle teen-age couple, the happy climax to their "fairy tale" evening was thanks to Space Needle Restaurant Manager Steve Bullock. That story, as excerpted from a letter sent to WIH Senior Vice President Joe Callihan, by the mother of one of the youngsters, tells it all.

"Our daughter, President of the high school Girl's Club, invited her boyfriend to the group's annual Christmas party back in August. They had planned, and counted on, a fairy tale evening — formal gown, tux, flowers, dinner, etc. Then the decision as to where to go afterwards for an after midnight dessert. They called about a dozen restaurants, but none of them were open at that time of night.

Finally, I decided to call the Space Needle — I talked to Steve Bullock (Restaurant Manager). Immediately, he said that they could come and although the kitchen would be closed, he would fix them dessert himself if he were on duty. If he wasn't there, he would leave word for others. How wonderful for someone to offer to go out of their way just for a couple of teen agers! His graciousness was only surpassed by the way they were treated when they arrived. They came home 'floating'.

Steve has probably already forgotten his kindness, but they haven't and I haven't. I would appreciate it very much if it would say in his personnel file, 'He cared enough to give the very best'."

## ... AND FRONT! CONGRATULATES:

**GWENDOLYN FIELDS**, Room Service Waitress at the Crown Center hotel for being the first winner in the hotel's newly inaugurated "Employee of the Month" award program.



Comments her department head, Room Service Manager Harold Dost, "She is a most dedicated and outstanding individual . . . loyal, honest, dependable. Her cooperation with fellow employees is excellent."

Says Gwendolyn, "It is the greatest honor I have ever received. It proves that I have accomplished many things that are important to me, but without the great people I work with they couldn't have been done."



**LONA WONG**, Sales Representative for the Los Angeles Regional Sales Office for her election to President of the Los Angeles Chapter of Travellarians.

Travellarians is a charter member of the International Federation of Women in the Travel Industry.

**MARGARET SOLANO**, Linen Room Attendant at the Antlers Plaza for being selected as that Hotel's "Employee of the Year" for 1973. The Hotel's selection committee noted that in addition to being tops in her job, Margaret's "winning smile and cheerful, willing attitude" has rated her tops with fellow employees.



Her delightful sense of humor and outgoing personality has ideally suited her for the traditional circus clown role she plays at the Hotel's annual Christmas party for the children of the Rocky Mountain Rehabilitation Center.

An active participant in employee affairs, Margaret has served on a number of committees and as chairman of employee fund raising events.



**SAN FRANCISCO** - With an eye-for-eye-appeal, HOTEL ST. FRANCIS pantry-woman Lavern Best, Emma Lemus and Chiu Tai Lee prepare a group luncheon salad plate order.



**DENVER** - COSMOPOLITAN HOTEL Assistant Grill Manager Sue Roe fills in as restaurant cashier when the meal time rush gets going.



**SEATTLE** - Even your friendly photographer can't distract WIH ACCOUNTING CENTER Internal Auditor Al Anderson when he's working on a column of figures.



**KANSAS CITY** - Ernest M. (Mack) Griffiths, Assistant Building Superintendent for the CROWN CENTER hotel, exemplifies for his hotel what "people make the difference" is all about. His many winning qualities have won him top recognition as the hotel's first Thurston-Dupar Award winner.



**ANCHORAGE** - February was "Fur Rendezvous" time in the city of Anchorage, Alaska, and growing their own "face fur" in celebration of the event were ANCHORAGE-WESTWARD Building Superintendent Fred Watson (left) and Front Office Manager Tom Cortabitarte.

(continued from page 2)

Jerry Hirsch to the Continental Pleza as sales manager  
Henry Steffen to executive chef of the Cosmopolitan  
Cornelis Sint-Nicholaas to executive chef of the Space Needle  
Rolf Gurtner to executive sous chef of the Hotel Benson  
Richard Boustead to front office manager of the Edmonton Plaza  
Volkard Herder to executive chef of the Mayflower

**International**

Position changes at the Hotel Scandinavia include:

Hasse Erick Forsberg to restaurants manager  
Hans Basse to sales manager  
Hans Henriksen to Artilleri Bar manager  
Knud Poulsen to assistant banquet sales manager  
Ajay Kumar Verma to head cashier front-office/catering



**Front! Correspondents**

Here they are. Contact your correspondent with your news items or other contributions for Front!

**ANCHORAGE-WESTWARD**

- ..... Linda Besse
- ANTLERS PLAZA .. Marilyn Crawford
- BAYSHORE INN ... Barbara Danuke
- BENSON .. Nelvia Turner
- BONAVENTURE .. Leona Dureau
- CALGARY INN .. Christine Shaw
- CAMINO REAL-SAN SALVADOR .. Ana Elena Steiner
- CARLTON HOUSE .. Susan Nicholson
- CARLTON .. Lennie Hayward
- CENTURY PLAZA .. Jo-Ann Koonitz
- CROWN CENTER .. Carlyn Grant
- CONTINENTAL PLAZA .. Audri Adams
- COSMOPOLITAN .. Janey Fisher
- HOUSTON OAKS .. Becky Bratton
- THE MAYFLOWER .. Susan Levine
- THE MIRAMAR .. Clement Au
- MIYAKO S.F. .. Kristina Templeman
- OLYMPIC .. Bob Thunholm
- PRINCE HOTELS .. Y. Sekiya
- ST. FRANCIS .. Sharyn O'Reilly
- SHANGRI-LA .. Gwenda Loong
- SPACE NEEDLE RESTAURANT .. Sandy Rogers
- WASHINGTON PLAZA .. Sandy McMurray
- WINNIPEG INN .. Maggie Clarke
- HOTEL CAMINO REAL, S.A. .. Carolina Mijares
- WIH de Guatemala .. Mary Lina Ruiz-Ciani
- WIH Executive Office .. Dorothy Stauffer
- WESTERN SERVICE .. Rose Shaffer
- WIH Credit and Acctg. .. Ken Williams

# Front!

FOCUSES ON...

Recognize these names — ECHO, LOG, ORATOR or SIGNBOARD?

If not, how about HOME FRONT, CIRCULAR, IN ORBIT, INN-CIDENTS or ROOMER?

As many of you have already guessed, these are some of the names found on the mastheads of the 18 or so WIH in-hotel employee publications. Like their names, each is as uniquely individual in their appearance.

Some are modest four-page newsletters. Others are more elaborate magazines that in some instances — such as the Shangri-La's SMILE and LA IQUANA of the Camino Real, Puerto Vallarta — sport multi-colored covers.

Most are printed in English except for those published by Mexican and Central American properties. Three others are dual language publications; the French-English EYE of the Hotel Bonaventure; the Spanish-English BACK of the Continental Plaza and the Bantu-English CARLTON PEOPLE of the Carlton hotel.

But all have one basic goal in common. That is to provide a generally circulated communications medium to keep employees better informed about their hotel and employee activities and to further an atmosphere of hotel pride and "family" unity.

The responsibility for producing these monthly (or in some instances, every other month) hotel publications is assigned to a selected employee editor. A random check of publishing hotels reveals that most editors are women and most often are personnel department members. Among the few exceptions is the Calgary Inn's INN-MATE, which is published by the Staff Association Council with both its previous (Stan Sakamoto) and current (Steve Radford) being male, non-personnel department employees.

## PROCEDURES SIMILAR

The mechanical procedures for putting out each publication issue among the various hotels are similar.

So are the challenges.

Most editors — although a few have help from assistants — do their own writing, editing, photography, layout and printer contacts.

A number of editors look to their reporting staff of assigned department reporters for

news input help. Others will do most all their own leg-work with occasional story contributions from fellow employees for which by-line or reporter credit is given.

In all cases, editors indicate that contributions and input assistance from any employee is more than gratefully accepted. Contrary to that old axiom, no news is definitely NOT good news!

Editors hasten to point out that the editorial emphasis of their publications is aimed primarily towards the interests of non-management employees. It is they, after all, who comprise the majority readership audience.

All publications feature employee recognition items. This may range from "Employee of the Month" stories to continuing series that focus on the people and operations of the various hotel departments. Such group activities as sports and social events are also highlighted. A number of editors will sprinkle each issue with a lively round-up of such "personals" as birthdays, wedding news, vacation reports and the like.

Of more serious interest to most employees are reports on training classes, promotions, employee committee reports and hotel event news.

## TIME FACTOR

Time is the constant bugaboo that hangs over the publication editor. That is, finding sufficient time away from their regular job responsibilities to devote to each issue. Because of this, more than one editor has confessed to missing a publication deadline on occasion.

Says Linda Besse, who with Teresa Garland edits the Anchorage-Westward's WESTWIND, "Whenever we miss a schedule and come out late, we sure hear about it". Then with a grin in her voice, she adds, "But I guess that's one way of indicating the publication's popularity".

Perhaps a better indication of the "popularity" of these in-hotel publications is in their steadily increasing appearance in various properties over the past few years. Further, among those publishing hotels, employee feedback has given positive indication that these publications are serving an important communications function. Thanks largely to the efforts of these in-hotel publications and their editors, the word is getting around.



## WIH IN-HOTEL EMPLOYEE PUBLICATIONS