

# Front!



January 1976

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines



**Our WIH family  
welcomes a  
"New Year's baby"  
PEACHTREE  
PLAZA**

(Birth announcement  
details on page 3.)



The beginning of a new year. A time to look back. A time to look ahead.

In Western International Hotels' family matters, we can do both with a genuine sense of pride.

Proud that we are successfully weathering the current economic storm affecting our industry. Proud of our tested abilities to meet whatever challenges may lie ahead.

The guidelines for your company's direction during this coming year will be presented and discussed during the annual Managers Conference in mid-January.

These guidelines will be communicated to you by attending management people upon their return. Conference highlights will also be reported to you in the next issue of Front! magazine.

For now, we can say that we anticipate 1976 will be a most challenging, exciting and rewarding year. We look forward to sharing it with you.

And, we look back with thanks and with appreciation for the accomplishments of all our family members.

LYNN P. HIMMELMAN  
Chairman

HARRY MULLIKIN  
President

## Key management appointments made

These key management appointments were announced through WIH executive offices during the past few weeks:

**Robert McCauley**, formerly general manager of the Edmonton Plaza, has been named general manager of the Hotel Toronto. McCauley replaces Bill Tutt who has resigned from the company to accept the position as president of the Broadmoor Hotel Management Company in Colorado.

Named as general manager of the

Edmonton Plaza is **Pat Burton**, former executive assistant manager of the Calgary Inn.

**Howard Kembal**, formerly executive assistant manager at the Hotel Scandinavia in Oslo, has been appointed resident manager at the Philippine Plaza, now under construction in Manila.

**Dino Georgalas**, former executive assistant manager at the Bayshore Inn, has been named resident manager at the Detroit Plaza.

**KEVIN BARRY**, has been named sales manager at New York Regional Sales Office.

**CHARLES BERTHOUD**, formerly WIH food & beverage assistant director, now director of food & beverage at St. Francis.

**LEON ELLIS**, formerly sales manager at New York Regional Sales Office, now sales manager at Chicago Regional Sales Office.

**SHERRY FORTENBERRY**, formerly director of training at Crown Center, now director of personnel at Detroit Plaza.

**GUNTER FUHR**, formerly chief storeroom clerk at Winnipeg Inn, now director of purchasing at Hotel Toronto.

**KLAUS HOELSKEN**, formerly director of food & beverage at Carlton House, now director of restaurants at The Plaza.

**JOHN HOWELL**, formerly assistant purchasing manager with Western Service & Supply, now furniture, fixtures and equipment coordinator at Philippine Plaza.

**JERRY MCDANIEL**, has been named account executive at Los Angeles Regional Sales Office.

**LARRY RIEKER**, formerly sales manager at Los Angeles Regional Sales Office, now sales manager at Century Plaza.

**PETER SCHILLING**, formerly director of restaurants at Bonaventure, now director of food & beverage at Hotel Toronto.

**ALAN A. SIMPSON**, formerly assistant laundry manager at Crown Center, now manager of laundry/valet at Peachtree Plaza.

**ROLAND WESTPHAL**, formerly roast cook at Calgary Inn, now sous chef at Winnipeg Inn.

# Front!

A monthly publication by and  
for employees of  
**Western International Hotels**

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

LITHO IN U.S.A.

# Peachtree Plaza Opens

**Name:**

Peachtree Plaza

**Parents:**

Western International Hotels and  
Architect/Developer John Portman

**Birthdate:**

January 5, 1976

**Birthplace:**

Atlanta, Georgia

**Size:**

70 stories — 1100  
rooms



*"Whatta'  
beautiful baby!"*

As any proud parent well knows, a birth announcement just can't begin to describe all the wonderful qualities of a new offspring.

For Western International's New Year's "offspring," such a traditional announcement is particularly inadequate indeed.

To begin with, the Peachtree Plaza's impressive exterior is, in itself, a good clue to some of its very exceptional qualities. The hotel rises above the Atlanta skyline as a dramatic, cylindrical, 70-story tower of bronze reflective glass. It stands as the tallest building in the South . . . the tallest hotel in the world! (In fact, it is already listed as such in the Guinness Book of World Records.)

Inside, the Peachtree Plaza offers even more breathtaking experiences.

Guests arriving from the main Peachtree Street base structure entrance will first glimpse a waterfall and reflecting pool before passing through a retail arcade leading to the Atrium Lobby court.

The ceiling of the spacious lobby area is a massive skylight seven stories above the floor level.

A focal lobby attraction is a bridged lake with peninsula lounge areas jutting into it. Further delighting the eye are lush plantings, fountains and bridgeways that lead to levels of terraced shops, restaurants and meeting rooms.

Most spectacular of the Peachtree

Plaza's many handsome public function rooms is its stunning Peachtree Ballroom — the largest (seating 3,500 for meetings or 2,500 for banquets) and most attractive in Atlanta. Among the room's unique design features are a two-tiered circular balcony and a two-story high mirrored ceiling. (The Peachtree Plaza also features a smaller ballroom — the Plaza Ballroom.)

On the roof of the base structure is a climate controlled swimming pool with a partially retractable plexiglass cover. Located just below the pool deck is a fully equipped health club facility.

Within the circular tower are 56 floors of guest rooms and suites for a total of 1,100 rooms which are serviced from a central elevator core. Each of the wedge-shaped guest rooms offers panoramic views through the exterior glass walls.

Extending the full height of the tower

exterior is a glass tube housing glass-walled elevators. These view elevators are for transporting guests to the revolving, tri-level rooftop gourmet restaurant — the Sun Dial. Seating in the upper lounge and the two lower restaurant levels is so arranged that each table offers an unobstructed view of the city and the countryside.

To match Architect/Developer John Portman's design superlatives are the hotel's super staff of some 1,500 employees. They had the distinction of introducing Western International's very special style of service excellence to the Old South as the Peachtree Plaza began its phased opening on Monday, January 5.

According to plan, all of the hotel's facilities will be in operation by the first week in February, with formal dedication ceremonies to be held during the period of February 26, 27, and 28.

## Financial Division 'gets it all together'



Data Processing's Vicki Bulger and Doug Humphries help pack up.

Around the corner and up the block to the fourth floor of the Seattle United Airlines Building they went.

"They" were the members of the WIH Financial Services Division (treasurer's office, accounting center, credit department and data processing) who were relocating in their new division offices.

Except for the treasurer's office which had been located at the Olympic's 12th floor executive offices, all of the other division operations had been crowded into split floor space at the 2000 Fifth Avenue Building.

Recently, the ideally suited office space became available. A nearby office building, formerly housing government offices, was being completely revamped and in search of commercial tenants.

An agreement was made to occupy building space and a floor plan designed to meet the Division's specific needs was worked out.

Then on November 26 — and right on the heels of the workmen still laying the last strips of carpeting — the big move took place.

The Division had moved in with good company. Occupying two of the



Moving in . . . Ruth Kozak of the Credit Department.

## WIH wins top HSMA ad awards



WIH Director of Advertising and Public Relations Ron LaRue displays the Grand Award Plaque to a few of the people who had helped make it all possible. To LaRue's right: Lee Bartlett, general manager WIH account group, Cole & Weber, Inc., and Barbara Sand, WIH advertising manager. To LaRue's left: Joan Brown, creative director; Jerry Requa, senior art director; and Martin Banke, art director — all of Cole & Weber, Inc.

Western International's corporate advertising program for 1975 has been selected as a Grand Award Plaque winner in the 19th Annual Hotel Sales Management Association (HSMA) Advertising Awards competition.

Award winners of the various competition categories were announced at the recent HSMA International Convention in Miami, Florida.

Individual property awards for various advertising and promotion programs were also presented to a number of our hotels.

To the **Olympic** went an Award Plaque for radio advertising and a print media Certificate of Excellence.

**The Plaza** was also recipient of dual awards — an Award Plaque for print media and a Blue Ribbon Certificate for its multiple media complete campaign.

building's floors, and just recently settled in themselves, were the members of United Airlines Regional Headquarters offices.

Now, for the first time in over a decade, the WIH Financial Services Division has "gotten it all together" as a single location operation. Their new address:

United Airlines Building  
2033 Sixth Avenue  
Seattle, WA 98121

Division member telephone number extensions remain the same as those listed for their previous locations.

A complete campaign multiple media Certificate of Excellence award (resort property category) went to the **Ilikai**.

And to the **Los Angeles Bonaventure**, a Blue Ribbon Certificate for print media advertising.

Except for the Ilikai's advertising program, which is handled by Milici/Valenti Advertising Inc., Hawaii, the participating agency responsible for corporate and hotel winning ad programs is Cole & Weber, Inc. of Seattle, under the direction of Ron LaRue, WIH director of advertising and public relations.

In presenting the awards, HSMA Director of Education David G. Dorf stated, "This year's event was one of the biggest from the standpoint of number of entries, attracting the largest number of participating countries (31), and was one of the very finest."

## 'Taste test' trio triumphs



**Johannesburg** — The happy smiles displayed by this CARLTON group, from left: Chef Apprentice Phineas Pilusa; General Manager Jack Gaines; and Chef Apprentices Michael Mahlangu and Louis Mlangeni, were not just for the photographer's benefit. There was a more important reason.

Last May the three culinarians had been selected as the hotel's first participants in the Chef's Apprentice Training Scheme — a three-year course based on the WIH Culinary Apprenticeship Program.

Early last November, at the culmination of their first six months of training, the trio had been given the joint assignment of preparing their first personally planned menu.

That assignment included requisitioning from the stores department all the food ingredients needed, cooking each item and deciding on platter service arrangement and garnish.

The results of their efforts were then put on table display and "taste-tested" by a judging panel of five food & beverage and other hotel executives. The panel's vote — unanimous approval! Special commendation was particularly given on their high standards of dish preparation.

Their first test passed with "flying colors," the triumphant trio have now moved on to the second six-month phase of their training program.



## 'Hotel of the presidents'

**Guatemala** — the CAMINO REAL, GUATEMALA has gained a reputation as that country's "hotel of the presidents." Most recently it was the President of the Organization of American States, Alejandro Orfila. A few weeks earlier, the hotel was host to President and Mrs. Echeverria of Mexico and President and Mrs. Langeraud of Guatemala. (Pictured from left: Mrs. Echeverria; President Langeraud; President Echeverria; Mrs. Langeraud.) And just prior to that, the Camino Real was host headquarters for the presidents of El Salvador, Honduras, Nicaragua, Costa Rica and Panama who were in Guatemala to attend a Central America summit meeting.



## Carlton's champion Cougars

**Johannesburg** — In early November, with their 2-0 score over the Landdrost hotel team, the CARLTON Cougars employee soccer team won the league championship and the prize Patleys Challenge Cup. The victorious team members, from left (Back row): Rudi Hofer; John Luow; Ludger Hermanns; Kuno Fasel; Franz Hartmann; Achim Herrmann; Tom Feher; and Bill Moore. (Front row): Bruno Christen; John Kidd; Meinrad Kamm; Victor Gielisse; Rene Tobler; and Hans-Peter Neth.

## Some observations shared as Mr. Mullikin ends term as AH&MA president



During the closing session of their convention, held this year in mid-December at the Century Plaza, the American Hotel & Motel Association (AH&MA) elected its new officers for 1976.

For WIH President Harry Mullikin, the occasion marked the expiration of his term of office as AH&MA president and his assumption to the post of chairman of the board. (Actually, the new slate of officers did not officially assume office until January 1.)

Mullikin's year as administrative head of the 8,000 member hotel/motel industry group had been an extremely active and demanding one that began the moment he took office last January.

At that time the energy crisis had hit full force. It had become the major challenge facing the industry.

Under Mullikin's leadership, the Association met that challenge quickly and head-on.

In a meeting with White House administration leaders, AH&MA officials were able to convince the administration that the hospitality industry should be re-classified from its former "non-essential" rating to an "essential" industry rating. (Essential to the economy and, therefore, essential in its energy need requirements.)

For their part, the Association pledged full support of President Ford's energy campaign.

Going an important step further, AH&MA formed an Energy Task Force to administer an energy conservation information and advisory resource for the benefit of the industry and the traveling public.

The time and attention involved in confronting that early challenge set the pace for Mullikin's busy Association activity schedule for the remainder of his term. (This, of course, in addition to his primary administrative responsibilities as president of Western International.)

Beyond requiring his frequent presence at AH&MA headquarter offices in New York, Mullikin has logged thousands of air-travel miles throughout 1975 to attend AH&MA regional meetings around the country.

Just before he left Seattle for the AH&MA convention at the Century Plaza last month, Mullikin visited with the editor of *Front!* and shared these personal and industry insight observations gained over the past year as that organization's president. . .



### **On some industry challenges:**

"One major challenge the hospitality industry is being faced with is competition for consumer dollars. Not necessarily competing among each other — although the industry has grown tremendously over the past few years — but with other types of industry!

"We have been doing a lot to attract business travelers, meeting and convention people, but not enough has been done to attract the pleasure traveler potential. These are individuals or families with discretionary vacation or holiday money to spend that may now be going to the purchase of motor homes, boats, backyard swimming pools or whatever.

"Our industry needs to be even more aggressive in its sales and marketing efforts to attract this growing market. More promotional emphasis, for instance, on such inducements as tour packages, mini-vacation packages, golfing and tennis packages and so on to get these people to stay at our hotels.

"A more immediate challenge that

we all face is the increasing costs of our operations — spiraling energy costs, labor costs, the rising costs of all the materials we purchase. Unfortunately, we have not been able to increase our rates to reflect these cost increases and still maintain satisfactory occupancy.

"With our company in particular, our challenge is to continue to give guests the quality of service they expect and for which we are known, yet not price ourselves out of the market in order to do so."

### **On our reputation:**

"Because my position as AH&MA president required visitations to State groups all across the country, both Judi (Mrs. Mullikin) and I had the opportunity to stay in hotels and motels in many areas where we would ordinarily have no reason to visit.

"What you quickly learn is that we don't have all the good ideas. There are a lot of smart people out there doing the hospitality industry proud.

"What you also learn — and you hear this from everybody — is that Western International is accepted as

THE quality standard hotel company throughout the industry! While other hotel operators may be doing an excellent job themselves . . . even believe they may have the finest operation in the world . . . they still look to Western International as the hotelman's hotel operators!"

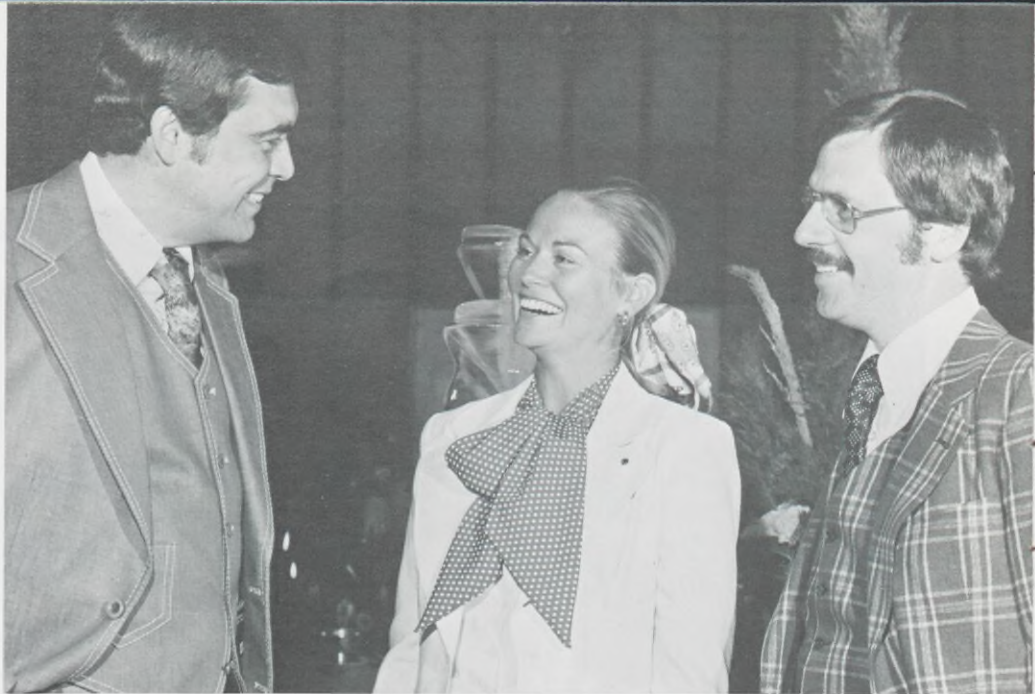
### **On the hotel industry as a career:**

"In talking with hotel/motel people throughout the country, whatever else is discussed, the conversation will often come around to the hospitality business as a career. Almost without exception hotel people will agree that ours is one of the most demanding of all businesses — in our 24-hours-a-day and seven-days-a-week operation, and in the many extra hours put into our people-serving-people responsibilities.

"Yet, they also agree the rewards are exceptional. In comparison with most other industries, ours is tops for appeal, excitement, and genuine enjoyment, with tremendous opportunities for self-fulfillment."

## Bayshore Inn Launches '1127'

**Vancouver** - Following the successful pattern of a number of WIH properties, and adding a few innovations of its own, the BAYSHORE INN sales office established a corporate secretaries club in early October. The club name "1127," is taken from the hotel's reservations department extension number. Heading the 200-member group is Daphne Irwin, the hotel's corporate accounts sales manager. Pictured above during the club's initial cocktail reception get-together are, from left: invited hotel guest Bill Carpenter, president of Tauck Tours of New York; Barbara Hairston, OLYMPIC sales manager and director of the Olympic's corporate secretaries club (1222), who assisted with the formation of the Bayshore Inn's group; and Steve Halliday, director of sales for the Bayshore Inn.



## Week at Ilikai for 'Where To' Winner

**Honolulu** - Top prize in the WIH "where-to-meet puzzle" contest (details in September Front!) John Kischefsky of South Milwaukee, Wisconsin and Mrs. Kischefsky (right) visit with Ron LaRue, WIH director of advertising and public relations during their stay at the ILIKAI. For his winning entry, Kischefsky was awarded an all expense paid week's stay at the Ilikai for two.



## WIH Honored at Award Reception

**New York** - Some 200 industry executives crowded into the Gold and White room at THE PLAZA in early November for a reception honoring Western International Hotels. The occasion was the presentation of the coveted INSTITUTIONS magazine "Changemaker Award" to WIH. Presenting the award obelisk to President Harry Mullikin is INSTITUTIONS Editor-in-Chief Jane Young Wallace (right). To the left of Mullikin is his wife, Judi, and at far left is the publisher of INSTITUTIONS David Wexler.





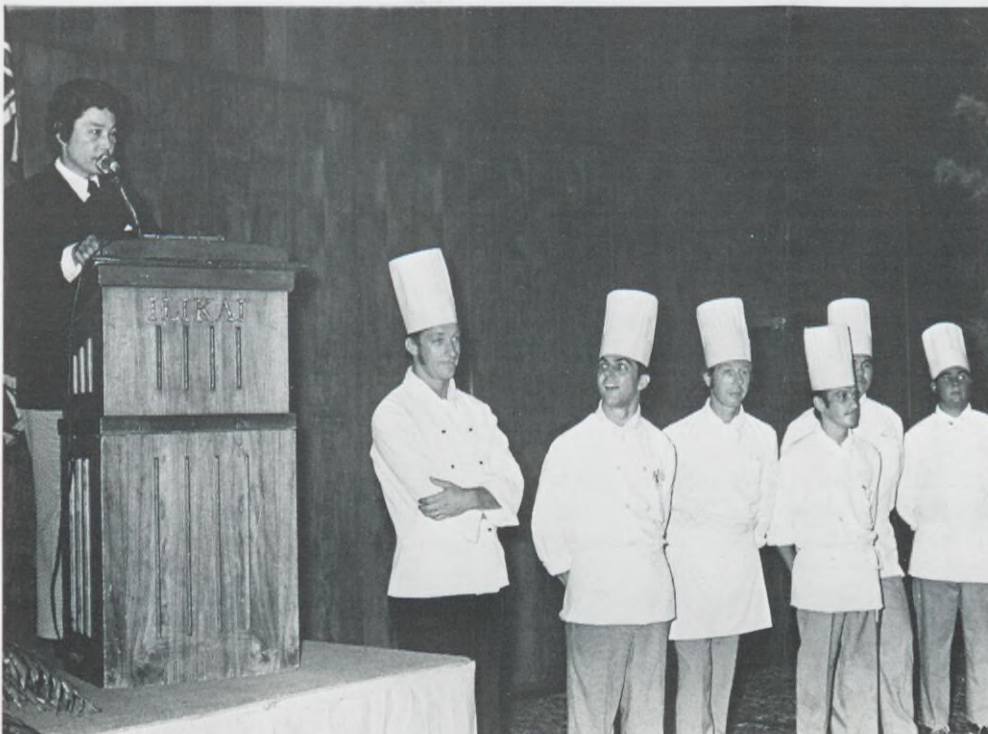
## A 'License' to Promote

**Seattle** - When the WASHINGTON PLAZA applied for new license plates for the hotel's limo shuttle recently, they were granted their allowable five letter request spelling the word, "PLAZA." The unexpected bonus, realized after the plates were received, was the location of the State name just above the license "number" so that the plates read, "WASHINGTON PLAZA." Admiring the hotel-promoting license plates are, from left: Hugh King, bellman; and Doorman Don Maston, Jr.



## 'Originals' Toast Fifth

**Winnipeg** - The fifth anniversary of the WINNIPEG INN was celebrated by hotel staffers on October 30 with an "Old-Timers' Dinner." The 48 "originals," pictured above with department heads, were presented with five-year pins at the anniversary celebration ceremony.



## Compliments to the Chefs

**Honolulu** - Members of the Food Service Executives Association of Hawaii were recent guests at a United Nations Dinner at the ILIKAI, prepared by the hotel's culinary staff. At far left, Henry Kalani, the organization's president, gave recognition to the hotel chefs for their superb efforts, after which diners responded with a standing ovation. From left: Reiner Greubel, executive chef; Sigbert Wendler, sous chef; Hans Weiler, pastry chef; Heinz Lind, sous chef; Tylun Pang, chef; and Andre Firmigmac, chef.

**Most happy fella!**

Joseph Trombetti, executive chef at The Plaza, smiled broadly when he heard the good news.

"I'm the happiest man in the world!"

For weeks, he and his participating nine-member kitchen staff had been working every spare moment planning and preparing their 45 food item entries for the annual competition sponsored by the American Culinary Institute. The competition was the prestigious Salon of Culinary Arts and Exhibition held recently in conjunction with the 60th International Hotel and Motel Show in New York.

Over 100 hotels and restaurants from throughout the United States, Canada and Bermuda entered this year's competition. Among the select 16-member panel judging the event were three of France's foremost chefs.

To the Plaza crew went the most coveted award of them all — the Gold Medal of the French Republic — for their combined "best of table" entry. For Trombetti and his talented team, this was good news indeed.

There was even more good news. In addition to the French Republic medal honors, The Plaza entries had won the Grand Salon gold medal; the first prize for planning of the best table; and the top best pastry award.

The hotel's entries ranged from meat, fish and fowl main dish presentations to wedding and birthday cakes and a variety of pastries. The table itself was decorated with elaborate hand sculpted carvings that included an American eagle, two large peacocks and a mermaid.

Actual presentation of the French gold medal award will be made by the Consul General of France at reception ceremonies at The Plaza this month.

*The Plaza's Gold Metal winners from left: John Mantengazza, assistant banquet chef; Samuel Hourner, chef decorator; Joseph Lanciani, executive pastry chef; Joseph Trombetti, executive chef; Jean-Claude Nedelec, executive sous chef; Madeline C. Lanciani, sauce cook; Gary S. Cole, pastry cook; Vicent Bucca, assistant pastry chef; Peter Van Breuer, executive banquet chef; Joseph Udovici, assistant chef decorator.*

**CONGRATULATIONS TO . . .**



**Roger Eisenbeisz**, Olympic relief bell captain, nominated to represent that hotel in the 1975 Bellman of the Year Contest sponsored annually by the American Hotel & Motel Association.



**James Simkins**, (right) Carlton night manager, selected as that hotel's Thurston-Dupar winner. Presenter of the Award certificate was Carlton General Manager Jack Gaines (left).

**WELCOME TO . . .**



**Mrs. Ferdinand Marcos**, First Lady of the Philippines, a recent guest at the Mayflower while attending a World Population Society Conference. Welcoming Mrs. Marcos with a bouquet of roses is Mayflower General Manager George DeKornfeld.





Your hotel correspondent is Janet Kato. Call Janet on extension 202 and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed below.)

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

**BACK TO BASICS** — Recently announced by The Educational Institute of AH&MA were two new "back to basics" study courses. One of these, entitled Basic Bookkeeping for Hotels and Motels (Course No. 027), provides a basic knowledge of bookkeeping skills and an orientation to hotel and motel accounting methods. It also shows the relationship to front office record keeping procedures. The other, Basic Sanitation for Foodservice Employees (Course No. 026), covers the basics of sanitation techniques for cleaning and sanitizing, plus procedures for self-inspection by foodservice personnel. If either course may be of value to your career self-development — or any other AH&MA Institute correspondence course — contact your personnel manager for an enrollment form or further information. Reminder . . . with the pre-arranged approval of your personnel manager, fees for successfully completed Institute courses are reimbursable.

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**SPEAKING OF SELF-DEVELOPMENT** — This food-for-thought item from an employee-training article appearing in a recent foodservice industry publication:

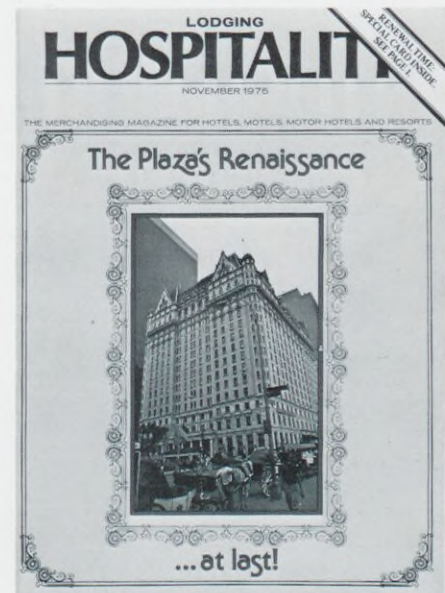
"People should be reminded that this is the first generation in which a person's earlier training for a chosen occupation may not be adequate to carry him through his entire working life. It used to be that once someone learned a trade he stayed with it for a lifetime. But things are changing so fast nowadays that unless a worker keeps learning continuously he will soon find himself in the hinterland of opportunity, passed up by his more alert brethren." (Strictly Personnel by Wilbert E. Scheer — RESTAURANT BUSINESS, November 1975)

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**"LADY" ON THE COVER** — New York's glamorous "Grand Old Lady," The Plaza, gets the cover spot and a lengthy feature in the November issue of HOSPITALITY magazine. The article focuses on The Plaza's current "\$8 million facelift" that will, according to WIH Chairman L. P. Himmelman's quote in the story, "... bring it back to all its former glory!" The article points out that . . . "there was a time when The Plaza would be automatically included on anyone's list of the World's Greatest Hotels." Undoubtedly, once the renovation program is completed, history will repeat itself.

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**AND SPEAKING OF REPEATING HISTORY** — The South Africa Hotel Board has, after a very thorough inspection of its entire operation, once again awarded the Carlton its highest possible Five Star rating. The Five Star rating signifies, according to the Board's judging criteria, "A hotel comparable with the best anywhere in the world . . ." To the "world-class" staff members of a truly world-class hotel, a Front! five star salute!



## 1975 WIH News Highlights

*A review of some of the top news highlights and major personnel appointments as reported in the pages of Front! during the past twelve months.*

**JANUARY** — Joe Snyder, chief engineer at the Anchorage-Westward, is named WIH Thurston-Dupar Inspiration Award winner. Eighteen-floor tower addition announced for Calgary Inn. Joe Mogush appointed managing director of The Plaza. Tom Ohrbeck named WIH director of development. Continental Plaza hosts 1975 Management Conference.

**FEBRUARY** — United Airlines' Credit Union offers "Single Signature Loan Service." WIH Controller William D. Ellis elected to Credit Union Board of Directors.

**MARCH** — Westron reservations network system inaugurated. WIH Energy Management Committee formed. Larry Magnan named general manager for Shangri-La. Bob Chamberlin to regional director of sales, New York. Mal Seymourian to The Plaza as director of sales. New regional director of sales for the London office is Michael Andrea. Agreement for WIH to manage 730-room Philippine Plaza hotel in Manila is announced.

**APRIL** — Washington Plaza hosts annual Rooms Conference. 1975 Marketing Conference held at Michigan Inn. Management appointments announced: Louis Martinelli to general manager of Michigan Inn; Jack Gaines to general manager of Carlton, Johannesburg; Chris Marker to general manager of Crown Center; Jim Durham to managing director of Detroit Plaza; Michael Kranz to general manager of Camino Real, Guatemala; and Tom Hosea to manager of Miyako, San Francisco.

**MAY** — Hotel Scandinavia, Oslo opens. Bruce Pierce Scholarships awarded to Edward Fizdale, St. Francis busperson and Michael Estrada, Crown Center banquet supervisor. WIH joins United Airlines Apollo reservations network. Space Needle and Ilikai win top menu design awards in National Restaurant Association competition. WIH Vice President Gordon Bass retires.

**JUNE** — Washington Plaza site of annual WIH Accounting Conference. Hotel Toronto opens. Byron Brady named WIH corporate planner.

**JULY** — Camino Real, Cancun opens. St. Francis employee Susan Quartermaine wins Willard and Hazel Abel Scholarship. Jose Jove appointed tour and travel manager for Mexico hotels. Olympic is host for annual Management Seminar.

**AUGUST** — Shangri-La announces plans for "Garden Wing" addition. Management appointments announced: Bill Quinn to vice president and general manager of Los Angeles Bonaventure; Bob Wilhelm to general manager of St. Francis; George DeKornfeld to general manager of Mayflower; Peter Martin to general manager of Philippine Plaza in Manila; Larry May to general manager of Continental Plaza; Stan Soroka to general manager of Houston Oaks; and Tom Gurtner to general manager of Cosmopolitan. South Coast Plaza opens in Costa Mesa, California.

**SEPTEMBER** — Toll-free reservations system inaugurated for Canadian provinces of Ontario and Quebec. WIH Recipe Contest and Chef Reinhold Keller Award Program announced.

**OCTOBER** — WIH wins INSTITUTIONS magazine "1975 Changemaker Award." Walter Roth named executive chef for WIH. Seventh annual Personnel Conference held at Bayshore Inn.

**NOVEMBER** — Management appointments announced: Robert McCauley to general manager of Hotel Toronto; Pat Burton to general manager of Edmonton Plaza; Howard Kemball to resident manager of Philippine Plaza. WIH places renewed emphasis on company-wide energy conservation and cost reduction programs.

**DECEMBER** — Management appointment announced: Dino Georgalas to resident manager of Detroit Plaza. Financial Services Division moves to United Airlines Building. President Harry Mullikin ends term as president of American Hotel & Motel Association. WIH wins top HSMA awards for advertising.