



Greater Involvement Marks Management Confab Agenda

AFTER the 1970 Management Conference last year, participants were asked to make suggestions for further improvement of future conferences.

Their overwhelming response. . . greater individual involvement and an agenda that would cover a wider range of subjects of pertinent operational interest.

Accordingly, this was exactly the type of program they were presented with when the group met for their 1971 Conference held at the Bayshore Inn, January 3 to 6.

Topics for discussion, many as previously submitted by the Managers themselves, were assigned to individual groups for full in-depth exploration in closed sessions.

SUBJECT questions ranged from the long view, "How should the hotel of the future differ from the hotel of today", to the "how to's" of evaluating the performances of various hotel departments. Other questions targeted on employee relationships—from the better understanding of the needs and desires of employee minority groups to the more general reevaluation of various aspects of employee relationships.

The findings of each discussion group were subsequently reported in general session inviting further questions and discussion on each topic.

THE agenda also scheduled a series of specific topic presentations from both outside guest speakers and staff members. Two of the most provocative were a movie and a talk on "The Subject of Drugs" by Doctor Gordon Goodrich Bergy of the University of Washington, and a presentation by L. F. Lottier, Senior Training Specialist for United Air Lines on "Effective Letter Writing", among others.

Senior Vice-president Harry Mullikin's "People Make The Difference" slide talk—which he had previously presented to the national AHMA Group) was among the

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Gina Tucker Wins Thurston-Dupar Honors



GINA TUCKER (center) Thurston-Dupar Inspirational Award Winner, happily displays her award plaque, as Harry Mullikin, WIH Sr. Vice-president and former Century Plaza Managing Director (left) and Century Plaza General Manager, Dan McClaskey, beam their approval.

AFTER 24 years with Western, Gina (Georgiana) Tucker's unofficial "first lady" status among WIH employees has received its well deserved official recognition.

It was in the form of the highest employee award distinction in the Company—the Thurston-Dupar Inspirational Award.

The Award presentation by WIH President, Lynn P. Himmelman, was made during the Thurston-Dupar luncheon ceremonies at the Georgia Hotel as part of the annual manager's conference program.

Gina's name was added to the permanent plaque that now lists eleven previous winners. She was personally presented with a beribboned miniature of the plaque medallion which she intends to attach to her charm bracelet along with other WIH recognition mementos she has gained over the years.

In addition, Gina received a two-week all-expenses-paid vacation in the WIH hotel's of her choice in either Mexico or Hawaii.

The Thurston-Dupar Inspirational Award is presented each year to the WIH employee who has made the "greatest contribution of service to the community, hotel guests and fellow employees." It takes its name from Mr. S. W. Thurston and Mr. Frank Dupar, two of the founders of Western Hotels.

DURING her almost quarter-century career with Western, Gina's contributions on all three counts have been a source of inspiration to the hundreds of fellow employees who have worked with her. Gina's bright and bubbly personality is tempered with a firm dedication towards the enthusiastic pursuit of quality standards in whatever her assignment.

For the last five years she has been the Executive Housekeeper for the Century Plaza hotel. So successful have been her efforts in the administration of her department and in imbuing her staff employees with the desire to reach for continuing higher standards that one well-traveled journalist was prompted to write,

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front!

A monthly publication for the employees of

Western International Hotels

Editorial, Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

Roger Hamilton, formerly Assistant Manager at the Olympic is transferred as Assistant Manager of the Houston Oaks... **Michael Corrigan** is also named Assistant Manager of the Houston Oaks from Assistant Manager at the Century Plaza . . . **Dino Vondjidis** transfers as Director of F&B from the Dusit Thani in Bangkok to the same position at the Calgary Inn . . . to the Winnipeg Inn as Executive Chef goes former Chef de Cuisine at the Bayshore Inn, **Fred Zimmerman** . . . **Kenneth Williams** is named Controller of the Cosmopolitan from Assistant Controller at the Benson . . . new Controller for the Continental Plaza is former Sir Francis Drake Controller, **William Reis** . . . **Dino Georgalis**, formerly F&B Director for the Calgary Inn is now F&B Director for the Winnipeg Inn . . . **Gerald Bromley**, former Accounting Services Trainee with WIH offices, is named Assistant Controller at the Benson . . .

(INTERNATIONAL DIVISION)

At the Dusit Thani in Bangkok, **George Scudder** is named F&B Director from Assistant F&B Director; **Truvis Bunnag** to Room Service Manager from Bimbo Room Manager; **Prateep Hemrumpai** switches from Room Service Manager to Bimbo Room Manager; **Gerard Luyet** to Catering Manager from Front Office Manager... at the Avila Hotel in Caracas, **Gustavo Linares** is named as Sales Coordinator and **Antonio Bures** is named Hotel Auditor. Both were previously with Conohotu Western . . . In Mexico City **Sebastian Rincon Gallardo**, formerly Manager of the Majestic Hotel has been transferred to the Francis Hotel, and **David Paez** is named the new Manager of the Majestic... **Eligio Parolari** is promoted to Director of Sales at the Camino Real, Mazatlan . . . at the Camino Real, Juarez, **Sergio Elias Solis** is named Sales Manager . . . **Rita de Rubio** is named Assistant to the General Manager for Sales and Public Relations at the Camino Real, Guatemala . . .

MEET YOUR CORRESPONDENT

WASHINGTON PLAZA — Connie Wilson



CONNIE WILSON, The Washington Plaza's attractive Personnel Director is that hotel's FRONT! correspondent.

Connie is well qualified for her newly-assigned reporting responsibilities as she is also the Editor for the Washington Plaza's in-hotel publication, THE CIRCULAR.

Nor is she a stranger to the hotel world. Her hotel business career began 8 years ago in New York's Waldorf Astoria with that hotel's catering department. Before she joined WIH and the Staff of the Washington Plaza in February 1969, she had also worked at Howard Johnson's Motor Lodge in New York and at the San Francisco Hilton.

Connie is married and lists camping, hiking and reading among her favorite pastimes.

SPACE NEEDLE-Larry Denenholtz



WHEN Larry Denenholtz joined the staff of the Space Needle as Public Relations Director last June, he also assumed the responsibilities for the Restaurant's FRONT! correspondent.

Shortly thereafter, he developed and became Editor of the Space Needle's employee publication, IN ORBIT.

In 1968, after working for sometime with a Seattle public relations firm. Larry went on his own on a free-lance basis. Most of his clients have been organizations in the entertainment field including the Seattle Variety Club.

Larry is a native of Chicago and attended the University of Washington. An avid sports fan, he particularly enjoys watching a football game but limits participation to an occasional game of golf.

Major Appointments for May, Hulett, Awenenti

Edward E. Carlson, Chairman and Chief Executive Officer for WIH announced three management changes, now in effect, during the Management Conference in January.

Two of these were in hotel positions and one in the WIH Food and Beverage Division.

Larry May, formerly Executive Assistant Manager of the Houston Oaks Hotel, has been named General Manager of the Antlers Plaza in Colorado Springs.

William Hulett, formerly the Executive Assistant Manager of the St. Francis has been named Manager of that property and will continue to report to William Quinn, General Manager and Vice-president of WIH.

Bernard Awenenti was named Director, from Assistant Director, of the WIH Food and Beverage Division.

Larry May joined Western at the Boise

Hotel in 1951. He was appointed Executive Assistant for the Houston Oaks project in May 1970. At the Antlers Plaza, Larry replaces former General Manager, Joe Guilbault who had been previously named to head the Carlton Hotel in Johannesburg, South Africa.

Hulett's career with Western began with the Davenport Hotel in Spokane, Washington in 1959, as Busboy and Restaurant Host. He was named Executive Assistant Manager of the St. Francis ten years later in March 1969.

Awenenti joined the WIH Food and Beverage Division as Assistant Director in September 1969. Previously he had some 20 years of hotel experience in Europe, Canada and the United States, mostly in the area of Food and Beverage. Awenenti will continue to report to WIH Vice-president, Joe Callihan.

(Photos on Pictorial Page)

Correspondents

This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Anchorage-Westward, Tom Stanfield; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Caleta, Michael Hayes; Calgary Inn, Linda Abercrombe; Caravan Inn, Pat Sanders; Century Plaza, Charlene Chabin and Sue Davis; Continental Plaza, Audri Adams; Houston Oaks, Pat Sells; The Ilikai, Roberta Watson; Imperial Inn, Russ Revoy; The Miramar, Robert Yue; Miyako, S.F., Jackie Jowes, Northern, Con Carter; Olympic, Fran Vituli; Palace, Y. Yoka; St. Francis, Jane Dillion; Space Needle Restaurant, Larry Denenholtz, Washington Plaza; Connie Wilson, Winnipeg Inn, J. Sandy Irwin; WIH de Mexico, Alfredo LaMont; WIH Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gellus.



A Message from Mr. Carlson

(Ed. Note: Text for the following report to WIH employees repeats in essence some of those comments made by Mr. Carlson during his keynote address at the Management Conference in January)

The year 1970 was highlighted by some major milestones for your company.

It was the year in which Western International Hotels celebrated its 40th Anniversary.

It was the year in which we merged with United Air Lines.

And, more personally, it was the year in which I was elected to a new job . . . as President and Chief Executive Officer of UAL, Inc. and its subsidiary company, United Air Lines.

It is these last two events that I would like to talk about here.

Both the merger decision and the judgement which led me to accept a new job were certainly not anticipated as we entered the decade of the 70's. Yet, in looking back, they followed a natural course of events that resulted from very considered deliberations.

The merger concept was brought about to a large degree by the economic down-trend that marked the beginning of 1970. This could have had an unfavorable effect on the continued pace of progress set for WIH. Both UAL, Inc. and WIH viewed the merger as a logical combination of strengths to meet the challenges that this economic trend could cause.

Ours was not an uncommon association idea. Hotels and transportation companies have often been brought together in the past . . . railroad and hotel companies, steamship and hotel companies, and, in more recent years, airline and hotel companies. There is a common link, which we believe may continue to grow even stronger between the travel and accommodations industries in the future. Such partnerships have tended to promote the objectives of both businesses in their efforts towards offering better service and convenience.

In our case, this association would help to broaden

Western's financial base allowing WIH to continue without hesitation, its committed program of expansion on a global basis. One of the most vital aspects of the merger philosophy was that it would enhance the opportunities for career employees.

It is in the continued pursuit of these greater opportunities for all of us that much of the decision for taking on my new post was made.

As you are no doubt aware, United Air Lines, as with the airlines industry in general, suffered continuing losses this past year. The challenge now is to reverse this trend with the idea that it would have to start at the top management level. It will be no simple task, but with the continued assistance of the United Air Lines management team, we are convinced it will be done. It is a job that will require a great deal of my time and that of my associates of the UAL, Inc. offices.

As I welcome this newest assignment, I regret cutting down in my activities and in my day-to-day association with many of you at Western International Hotels—some of whom I have worked with for much of my forty years with Western.

While I have now undertaken a second business career, I will always consider myself a professional innkeeper—one with a tremendous pride in the art of innkeeping and in this company. It is a desire never to be second best to anyone insofar as WIH is concerned.

Above all, it is never losing sight in all dealings with people of the necessity for maintaining our reputation for integrity.

It is in this spirit that UAL, Inc., with United Air Lines and Western International Hotels will build towards the future. No one man can do this alone. Our identity for leadership and integrity will continue, as it always has, through the combined teamwork of all of us.

MacArthur "Pillow Champ"



"Pillow Champ" with plaque
(... "they won't fight back")

IT'S not easy to pick a pillow fight in a WIH guest room.

According to Leigh MacArthur, Purchasing Director for Western Service and Supply, the pillows are to blame... they just won't give you a chance to fight back!

The reason, MacArthur says, is that these bed pillows are so luxuriously comfortable that even the most restless warrior is quickly induced into submissive slumber once he places his head on one.

This may sound like an exaggerated claim, but who is to argue with "The World's Champion Pillow Buyer"? This championship title was bestowed upon MacArthur by the H. W. Baker Linen Company, the largest supplier of institutional linens in the United States. It is inscribed on a bronze plaque that now hangs on his office wall. Also mounted on the plaque is a miniature bronze pillow with the number, "10,000" above it... the total number of pillows purchased from the Baker Company during 1970.

THESE pillows, which are supplied to all WIH properties in the United States, are made according to very rigid specifications as developed by the WIH Rooms Division, and Western Service with the cooperation of the Baker Company.

Their comfort qualities have proven so satisfying to room guests, that hundreds of requests for their purchase are received from individuals each year by the WS&S Purchasing Office in Seattle. Interestingly, a great many of these request orders are from airline stewardesses, who are among the most frequent repeat guests in many of our WIH properties (and this, even before we became so intimately United!).

Evans Selected "National Hotel Salesman of the Year"

DAVE EVANS, Director of Sales for the Century Plaza Hotel, has been selected to receive the "National Hotels Salesman of the Year Award" for 1971.

This highest honor of the hotel sales profession was presented to Dave by Sigma Iota, Washington State University Innkeeper Fraternity for its hotel and restaurant administrative students.

Each year the fraternity, in cooperation with the Hotels Sales Managers Association (HSMA) sponsors the award contest open to qualified hotel salesmen throughout the United States.

In support of their nomination, entrants are requested to submit to the judging committee presentations listing their qualifications and accomplishments plus any endorsements from outside organizations, employers and individuals within the industry or related industries.

A STUDENT selection committee does the judging themselves from among the dozens of entries submitted. However, they are guided in their final selection by HSMA headquarter offices in New York, which also helps to publicize these annual events through their organization's journal.

Nominees are judged and selected on the basis of "distinguished sales efforts, outstanding contributions to the hotel industry, and to the well-being of its guests."

Evans is the first WIH member to receive this top honor from the Sigma Iota group since their annual selection program was inaugurated in 1963.

AS THE winner, Dave will participate in a series of pre-arranged activities in early March. This will include a tour, and dinners and luncheons in his honor in some of the finest hotel properties in the Northwest including the WIH properties in Seattle.

For the final event, Dave and his wife will be the honored guests of the School's annual "Bell Hop" dance to be held on campus in Pullman, Washington. At that time he will be presented with his award plaque.

David Evans' first introduction to the hotel industry and WIH was in 1961 when he went to work at the Olympic Hotel as Sales Manager. In 1965 he was transferred as Sales Manager to the Century Plaza, then still under construction, and was instrumental in booking the first convention held at the hotel. In 1967 he was appointed to Director of Sales for the



Hotel and subsequently has developed the department as one of the most professional in the hotel industry.

DAVE also maintains a busy schedule of outside activities. He is active in the Lions Club of Beverly Hills and currently holds the chair of President. Last November he was elected President of the Hotels Sales Management Association, Southern California Chapter, and Regional Governor of National HSMA.

This month, Dave will begin teaching a Hotel Marketing Class at the Los Angeles Trade School—an 18-week course under the auspices of HSMA.

He is married and has two sons.

MANAGEMENT CONFERENCE

(Continued from Page 1)

most inspired and stimulating of the in-company presentations. WIH Personnel Director, Gordon Schneider, unveiled the recently produced and very handsomely prepared employee benefits packets scheduled for distribution to all salaried WIH employees throughout the United States and Canada.

A highlight event was the annually anticipated Thurston-Dupar luncheon and award presentation held at the Georgia Hotel. (See story details, page 1.)

The 1971 Management Conference was attended by approximately one-hundred WIH Management people, corporate officers, and WIH staff members from throughout the company and Western's World.

CONFERENCE Chairman was Richard J. Ferris, Project Officer for WIH and this year's conference theme was "Management—The Profit Key."

MacDonald Newest Member WIH Innkeepers Academy



BRENT MacDONALD, Century Plaza Resident Manager, is the newest WIH member to qualify for membership in the Western International Hotels Directors' Academy of International Innkeepers.

Announcement of his achievement was made during the annual Management Conference at the Bayshore Inn in January. In brief ceremonies, MacDonald was congratulated by WIH President, **Lynn P. Himmelman** and presented with the traditional silver wine cooler trophy.

The purpose of the Academy, as established at the Manager's Meeting in January 1968, was to set up criteria and provide the curriculum whereby junior officers and managers who had been employees of WIH for at least five years could, through a course of home study, attain a degree of proficiency in certain selected fields essential to innkeepers with international standards.

The study course is divided into five main categories: (1) international cuisine, (2) quality restaurants, (3) distinguished wines, liquors, spirits and beers, (4) noteworthy international hotels, and (5) protocol as it refers to international innkeeping.

MacDONALD is the third WIH member to have successfully completed all parts of the course. The other two members are **Dan McClaskey**, General Manager of the Century Plaza and **Warren Anderson**, General Manager of the Bayshore Inn.

Esquire Feasting At Olympic, Benson

TWO WIH restaurants were selected again this year to serve the annual Holiday Feast as developed by **ESQUIRE MAGAZINE**. Chosen were the **Golden Lion** at the Olympic and the **London Grill** at the Benson Hotel.

This year the dinner, which was served throughout the holiday season; was entitled "A Holiday Feast at the Forsythes". The menu was taken from that era in English history in which the Forsythes of the memorable John Galsworthy novels (and more currently, the TV feature, "The Forsythe Saga") lived. The period in London from the 1820's when the first of the Galsworthy's Forsythes were born through the 1914's start of World War I, was the golden age of the lavishly luxurious—and conspicuous consumption in dining.

THE several-course dinner with its appropriate accompanying wines is described in the January issue of **ESQUIRE**. As served in both of the WIH restaurants, at least a 48-hour advance guest reservation was necessary and service was for a minimum party of four.

Introduction to WIH For United Stewardesses

SEATTLE-based United Air Lines stewardesses have become a little better acquainted with their WIH "kissing cousins".

As part of their recent quarterly conference program, which was held at the Washington Plaza in January, the group viewed a slide presentation featuring many of Western's properties. The presentation was narrated by WIH Advertising Director, **Willis Camp**, who prefaced the showing with a brief review of Western's history, operations and philosophies.

THE presentation was repeated over a period of three days to allow all the some 450 locally based stewardesses to attend.

It was somewhat of an "old home week" reunion for Camp who had been a United Air Lines employee for some years prior to his association with WIH. He had been with United's Regional Sales Offices both in California and in Seattle as their District Sales Manager.

The second part of **FRONT!**'s "How Your Hotel Operates" series currently featuring hotel sales is scheduled for the March **FRONT!**

GINA TUCKER

(Continued from Page 1)

"The Century Plaza has the best hotel rooms in the world."

Prior to her Century Plaza assignment, Gina's background with Western was in Food and Beverage. She first joined WIH as a trainee at the Cascadian Hotel in Wenatchee, Washington. She was Food Manager at the Roosevelt Hotel in Seattle and Assistant Manager of F&B at the Boise Hotel in Idaho. For seven years (just previous to her Century Plaza assignment and her entirely new career in Housekeeping) she was Assistant Director of Food and Beverage for Western International Hotels. During that period she traveled extensively for WIH and worked with more than 60 different properties. She was also on the staff which opened the Space Needle Restaurant.

AT THE Century Plaza, Gina wrote a highly successful and authoritative text entitled, "The Science of Housekeeping" which was published in *Institutions Magazine*. Authorities in the field believe it is destined to become the "bible" of the housekeeping industry. She has also trained two of her staff to become Housekeepers for two WIH properties.

In addition to administrating the many complex details of a hotel's largest department, Gina still finds time to participate in many outside activities. She is an active member of St. Joan's Guild of All Saints Episcopal Church. She was founder-president of the Assistance League of San Mateo with which she is still affiliated. She teaches classes at Pepperdine College and continues to write articles for trade publications on the various aspects of housekeeping. Gina is also an active member of California Home Economics in Business, the National Executive Housekeepers Association, and the Quota Club. She belongs to the Soroptomists of Beverly Hills and has served on many of their committees.

WHEN presenting Gina Tucker with her award, Himmelman stated, "Over the many years that Mrs. Tucker has worked with us, we all have had the opportunity to benefit from her knowledge, experience and dedication. She has been an inspiration to all of us, and she is a most deserving recipient of the 1971 Thurs Dupar Inspirational Award."

EDITOR'S
INN
BASKET

TIE ONE ON — Robert Smith, Head Dishwasher for the Cosmopolitan has come up with a new twist on ties. It's an ingenious idea that should have a special appeal for the "soup-stain-on-my-tie" market. Bob holds a patent on a swivel that makes a necktie instantly reversible. The ties, which he makes and sells himself as a spare-time hobby, are not only reversible but can be ordered with a different color and design on the opposite side.

Bob received another sort of recognition recently when he was selected as the hotel's "Employee of the Month" for December.

DISPOSE THE BOMB — We noted under the "Equipment For Sale" column of the December F&B Bulletin that the Space Needle Restaurant had listed an Atomic Disposer. We thought we'd found the answer to the "ban the bomb" movement until further reading revealed it was only the brand name of a garbage can cleaner! (However, if someone is STILL interested, contact John MacLean of Space Needle purchasing.)

A LOOK ON THE BRIGHT SIDE. New year issues of our industry publications generally indicate brighter business prospects for 1971 in most areas. "A slow but sure buildup in the economy in the coming year", is the way it was crystal-balled by one magazine.

While it was agreed that the hotel industry would follow this trend, the general consensus emphasized that a "try harder" philosophy was still the big clue towards reaching "brighter tomorrow" goals. (We're trying! We're trying!)

—this brings up one definition of the word "business" which appeared in a recent issue of BACK, the Continental Plaza's in-hotel magazine, "Business is that which if you do not have enough of, you go out of."

Civic Appreciation Luncheon Honors Carlson



EDWARD E. CARLSON, his wife, left, and mother, Mrs. H. G. Sutton, stand near the sterling-silver model of Carlson's sailboat which was presented to him by Seattle citizens at the Civic Appreciation Luncheon in his honor.

THE Governor of the State of Washington was there. So was the Mayor of Seattle, the County Executive and many of the area's leaders in business and civic affairs.

But for the most part, the 900-plus guests attending represented a wide cross-section of the community's citizens.

The affair, held in the Grand Ballroom of the Olympic Hotel, was a civic appreciation luncheon honoring Mr. and Mrs. Edward E. Carlson. In particular, it was a tribute to Mr. Carlson from the citizens of Seattle "in appreciation for his many personal contributions to the people and spirit of the community." They had also come to bid a fond farewell to one of their most successful and favorite sons who had risen from Bellhop to head United Air Lines . . . the free world's largest airline.

The accolades were many, as the several members at the head table rose in succession to offer their verbal salutes. Often referred to as "Mr. Seattle," Carlson had long been a prime mover in about every major community endeavor including that of the 1962 Seattle World's Fair.

ONE of the most delightful and spontaneous tributes came from Olympic Hotel Coffee shop Waitress, Christine

Foreman. Chris, speaking for herself and the hotel's employees, took over the mike for a brief moment between speaker introductions, and with a smile in Carlson's direction, stated, "we think you are the greatest, most thoughtful boss . . . We love you and will miss seeing you."

A lighthearted review of Carlson's past, in particular with WIH, was offered by WIH Executive Vice-president, Gordon Bass. With a variety of headgear as props, Bass humorously pictured Carlson's career as a man who has worn many hats. It began with a round bellman's cap and, in a series of quick changes and comments, was climaxed with a United Air Lines captain's cap.

IN response and thanks for this civic acknowledgment, Carlson emphasized his achievements were all a part of team effort.

"You can't accomplish things without help," he stated, and referred to himself as always being a "team man". As to his past successes, Carlson offered the personal philosophy. "You can disagree without being disagreeable; recognize the other fellow's viewpoint."

The appreciation luncheon, which was sponsored by local business and civic organizations, attracted the largest crowds ever recorded to attend a sitdown function in the Olympic's Grand Ballroom.



BUERKLE BON VOYAGE — Manfred Buerkle and his wife Elsa, both employees of the Calgary Inn, were honored at a staff going away party before their recent transfer to the Carlton in Johannesburg. Among the gifts presented the pair was the painting (shown on the wall), an authentic Stetson (being worn by Manfred) and a bottle of liquor. Manfred was Controller at the Inn and Elsa worked in the Housekeeping Department.



SPIRIT OF GIVING — During the Holiday Season, the employees of the Washington Plaza donated items from home pantries for distribution to needy families just before Christmas. Their contribution generosity totaled up to seven well-filled baskets. Pictured above with some of the items collected are Washington Plaza employees Mike Pitcher, Don Masten, Jr. and Jim Raulston.



RALLY TO CAUSE — When the employees of the Bayshore Inn learned that Busboy, Ernie Camayas (center) had received word that his family had lost everything during a hurricane in the Phillipines, they rallied to the cause. Within a short period a total of \$200 was collected and presented to Ernie. Assisting in the check presentation above are kitchen staffers Tony Pavlicovic (left) and Bernie Eisenstein (right).



APPOINTMENTS — New position appointments were announced during the Management Conference for (from left): Larry May to General Manager of the Antlers Plaza, Bill Hulett to Manager of the St. Francis, and Bernard Awenenti to Director of the WIH Food and Beverage Division. (Story, page 2)



HAWAII THEME — For their annual Christmas party, the employees of the St. Francis broke away from the usual traditions and formalities in favor of a more casual Hawaiian theme. Toasting the season with glasses of "pineapple juice" are hotel employees from left: Shaddock Brooks (Houseman), Frank Arten (Painter), David Rodriguez (Carpet Layer), Mary Vasconcelles (Maid), and Jose Naccorra (Room Service Waiter).



INSTANT COFFEE TREE — The Ilikai's Food and Beverage Director, Bill Hawkins (left) and Maintenance Superintendent, Ralph Fernandez (right) admire the new addition to the Ilikai Mall. It is a seven-foot Kona coffee tree which was presented as a holiday gift to the hotel and transplanted. The tree presentation may have been something to do with the fact that the Ilikai serves Kona coffee exclusively (grown and processed in Hawaii) in all of its restaurants.

NEWS-PICTORIAL

FRONT! INTERNATIONAL

Acapulco-Malibu Joins WIH de Mexico

WESTERN International Hotels de Mexico assumed management of the Acapulco-Malibu Hotel in Acapulco as of February 1, according to WIH de Mexico President, **Jose Brockman**.

The Acapulco-Malibu is an 80-room ultra-luxury property located on the beach of famous Acapulco Bay. It has its own on-the-beach swimming pool and is just across the street from the Acapulco Golf Club.

The hotel offers the ultimate in elegance and personal service. Each spacious and air conditioned guest room has its own terrace. There are seven master suites.

The hotel offers a variety of food, entertainment and beverage rooms, includ-

ing the El Palmar Terrace; the gourmet dining, the Voisin; the Malibar, an outdoor bar; and a night club featuring dancing and entertainment, El Cazador.

The Acapulco-Malibu became the 23rd property for WIH de Mexico and their third hotel in Acapulco.

Puerto Vallarta Change

PETER VOIGT, formerly General Manager of the Camino Real, Puerto Vallarta, has resigned. Taking over as interim General Manager is **Joern (Hubi) Sroka**, Vice-president for WIH de Mexico.

Hotel Association Posts For Mexico Members



RECENTLY elected to prominent hotel association posts in Mexico were **Lic. Rodolfo Casparius** (left) and **Jean Berthelot**, both of WIH de Mexico.

Casparius, Vice-president of WIH de Mexico, was elected as First Vice-president for the Mexican Hotel Association.

Berthelot, who is Managing Director of the Mexico City Camino Real, was also elected as a Vice-president but of the Mexico City Hotel Association.



SINGAPORE — With barely three months to go before the Shangri-La Hotel opens in April, the atmosphere becomes increasingly charged with hectic activity. Above, **Herman Gammeter** (left) the Hotel's Director of Food and Beverage coordinates marketing activities with **Tan Swee Leong**, Sales Manager for the Shangri-La.



BANGKOK — A farewell reception was given in the Napalai Room of the Dusit Thani recently for **Dino Vondjidis**, (center) Executive Assistant Manager, who has been transferred to the Calgary Inn. Vondjidis was presented with the beautiful pair of elephant tusks from the staff.



TOKYO — Western's recent association with the Prince Hotels chain, the largest in Japan, includes the 11-story Tokyo Prince, above. The 510 guest-room luxury property is viewed in the photo from Shiba Park with the Tokyo tower structure in the background.



FRONT FAMILY FEATURES

The Amateur Gourmet

SOME MOST COMMON WINE TERMS

AS in any specialized area the "language" of wines has its own vocabulary of terms. A few of these are listed and defined below. This glossary (California Wine Institute Source) is by no means complete, but was selected as basic in furthering your knowledge and enjoyment of wines.

(Continued from last month)

BODY—consistency, thickness or substance of a wine, as opposed to the lack of body in a thin wine.

BOUQUET—that part of the fragrance of the wine which originates from fermentation and aging, as distinguished from "aroma," the fragrance of the grape.

BRUT—a French term usually applied to drier types of Champagne.

MELLOW—soft and bland in taste; term used to describe "Vino Rosso" red dinner wines. Also sometimes used to designate well-matured Sherries.

SEC—French word for "dry".

SOUR—disagreeably acid, usually with vinegar (acetic) acid. A sour wine is a spoiled wine. Never call a dry, astringent, or tart wine "sour".

TABLE OR DINNER WINE—the "right" name for all still wines with not over 14% alcohol content by volume. Most dinner (or table) wines are dry, but it is wrong to call all of them "dry wines." That was formerly the practice but it has been discontinued because many dinner wines, like Sweet Sauterne, are actually semi-sweet or sweet, while some wines of the dessert or appetizer class, like Sherry, are nearly dry. "Dinner (or table) wine" is the "right" term because most wines of that class are used with meals and also because the term guides the consumer in selecting wines of this class for mealtime use. The class includes the wines sometimes referred to as "light wines", "dry wine," or "natural wines".

TART—possessing agreeable acidity; in wines, tartness reflects the content of agreeable fruit acids.

TAWNY—brownish colored. Term applied to Ports which have a brownish or golden tinge instead of the customary ruby, resulting from the casting of pigment during

long aging, filtering, or from the use of grapes not heavy in color.

VARIETAL—when a wine is named for the principal grape variety from which it is made it is said to have a varietal name. Federal regulations require a varietal wine to derive at least 51% of its volume, and its characteristic flavor and aroma, from the grape variety named. Cabernet, Chardonnay, Muscatel, Pinot Noir, Riesling and Zinfandel are the best known varietal names for wine types in the United States. Most wines with varietal names fit also into the broad generic name groups; for instance, Riesling is a Rhine Wine, Zinfandel and Cabernet are Clarets. (See "generic", January FRONT!)

VINTAGE—the gathering of grapes and their fermentation into wine; also the crop of grapes or wine of one season. A vintage wine is one labeled with the year in which all its grapes were gathered and crushed, and the juices therefrom fermented. A vintage year is one in which grapes reach full maturity, particularly applicable in Europe where growing conditions vary greatly from year to year. Less applicable in regions like California, where grapes reach maturity every year.

FUNNIES

Two monks opened a Fish and Chip stand on the highway outside their monastery during the tourist season. One day a lady approached the stand and inquired: "Are you the fish fryer?" "No madam," he replied, "I'm the chip monk."

Overheard in the Steno Pool: "Well, she's been playing around making hits with the men . . . but she hasn't yet made a home run".

A couple phoned a neighbor to extend birthday greetings. They dialed the number and then sang "Happy Birthday" to him. But when they finished their off-key rendition, they discovered to their embarrassment that they had dialed the wrong number.

"Don't let it bother you", said a strange but amused voice. "You folks need all the practice you can get."

A Housewife's Definition of Retirement: "Twice as much husband on half as much income".

LIKE IT IS

(This column is a new FRONT! reader service. Your LIKE IT IS Answer Man guarantees to give some sort of answer to questions submitted. Send yours in today. Remember, no question is too dumb for the Answer Man.)

Dear Answer Man,

When I went to clean up room 915 which was supposed to be a check-out, I noticed the guest was still in the room. He was tied hand and foot to a chair and he had a big piece of tape over his mouth. Since he was still in his room past check-out time I say he should have been charged for an extra day. He says no.

MAID IN VANCOUVER

Dear Maid,

No question! Don't let him kid you, honey, he knew the house rules. Did you check room service to find out if he'd gotten the tape from the hotel. That should go on his bill, too, you know.

ANSWER MAN

• • •

Dear Answer Man,

What's the matter with people, anyway? Everytime I go to the coffee room somebody has already eaten all the good doughnuts. I like the ones with chocolate or coconut on them, but all that's ever left are mashed-up maple bars. And they're stale at that! I don't think they are very considerate.

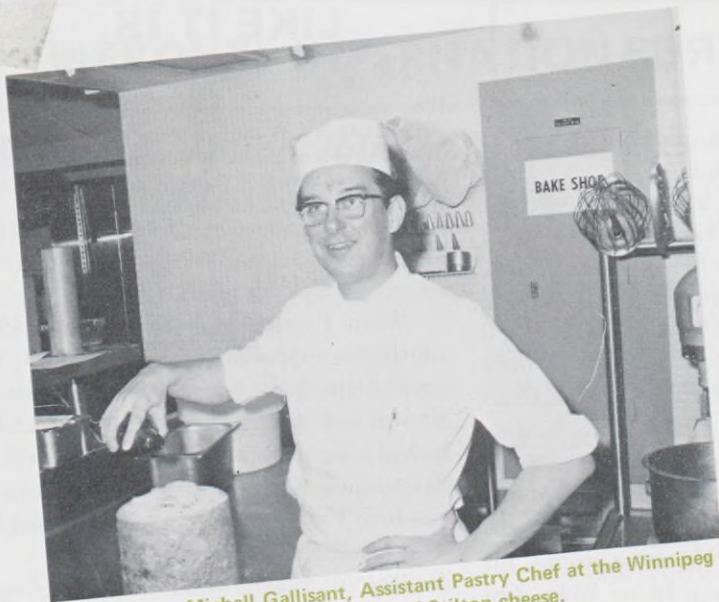
FED UP IN SEATTLE

Dear Fed,

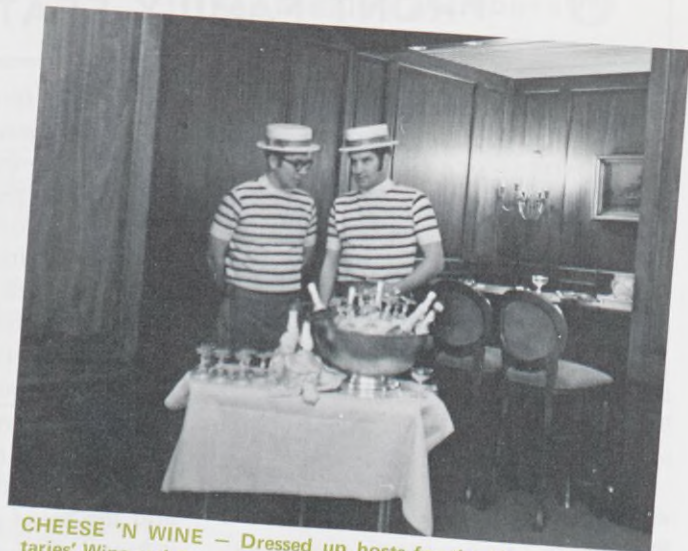
Listen, fatso, if you'd get to work on time you'd find out what happens to the chocolate and coconut doughnuts. The maple bars would be fresher too! "Fed up" is right . . . the way you keep stuffing your face all day long in the coffee room you should be fed up. Oh, we know who you are all right. We matched up the thumb prints in your letter with the ones on the maple bars, so watch it, kiddo.

P.S. Please excuse the chocolate and coconut crumbs on this letter.

ANSWER MAN



CHEESE — Michell Gallisant, Assistant Pastry Chef at the Winnipeg Inn gets ready to carve into a head of Stilton cheese.



CHEESE 'N WINE — Dressed up hosts for the National Secretaries' Wine and Cheese party at the Calgary Inn are Sales Managers Cal Hopfner and Garry Jones.



WINE — Bonaventure Wine Stewardess, Edith Joho, discusses the wine selection made by Le Castillon Room Manager Larry Holmes as Bruno Addante Assistant Manager of Le Portage, smiles his approval.

PHOTO ALBUM



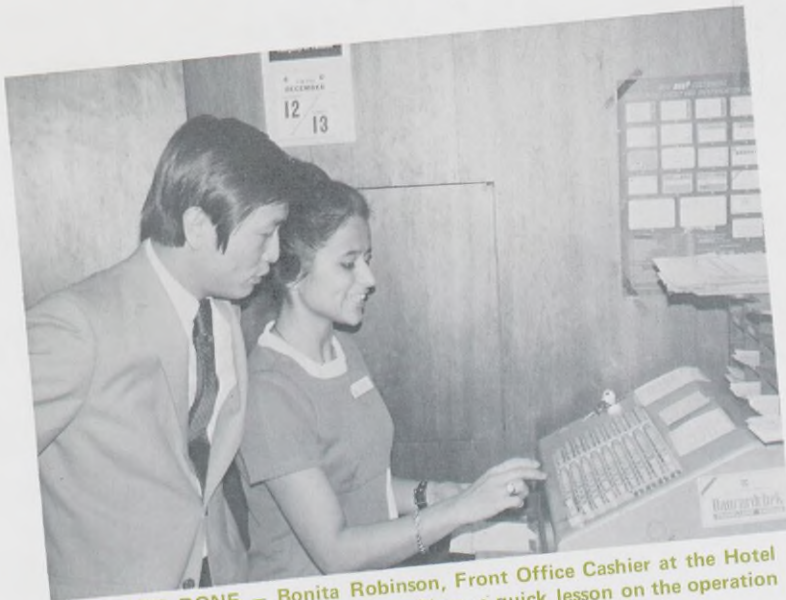
GUEST GUIDE — Yasuko Goto, Washington Plaza Maid, adds a final guest room touch—a fresh WIH hotel Guide placed on the dresser.



FIRST IMPRESSION — Visitors to the Olympic's Catering Offices find Catering Secretary, Marcia Larson's friendly smile a most pleasant first impression.



TEN YEARS — Armin Reichenberg, (center) Executive Chef at the Northern, receives his ten-year pin at the hotel's Award Banquet and is congratulated by Northern General Manager, Kerry Hilaire (left) and WIH Vice-president, Joseph Mogush.



HOW IT'S DONE — Bonita Robinson, Front Office Cashier at the Hotel Georgia, gives Room Clerk, Francis Chan, a quick lesson on the operation of the posting machine.



WAIT 'N WASH — Waitress, Alice Matthews and Dishwasher, Dale McGrew offer smiling service at the Benson's employee dining room.



BREAK TIME — Irene Gelus, of the WIH Accounting Center, flashes a quick smile to the FRONT! cameraman as she heads towards the employee coffee room.



LITTLE RECEPTION — Just before her wedding in November, Evelyn Brier Merritt, WIH Assistant Secretary, was guest of honor at a little reception held in the Library of the WIH Executive Offices in Seattle and attended by all-female employee friends.



STAN, THE (MEAT) MAN — "Kitchen cut-up" Stan Jacobson, Bayshore Inn Butcher, prepares a roast for a banquet menu.



WELCOME — Betty Hernandez, Night Supervisor of the Anchorage-Westward's Housekeeping Department welcomes recording artist, Fats Dominoe, during his recent visit to the hotel.



FRONT! UP FRONT — Ann Eglitis, of the Antlers Plaza Payroll Department distributes a recent issue of FRONT! to Chief Telephone Operator, Margaret Savells.

FRONT! VISITS THE...

Bayside Room

of the Bayshore Inn

WHEN the Bayshore Inn's Bayside Room opened in October of last year, it brought with it an excitingly new concept in dining/entertainment facilities to the Vancouver area.

In the few short months of its existence the Bayside's "formula" has proven so popular that other Vancouver night spots are trying to imitate its lead.

As they say in show business "It's going to be a tough act to follow!"

It's not simply a matter of booking the same quality entertainment acts. That can and has been duplicated. While no other entertainment room in Vancouver can match the Bayside Room's elegance and decor style, that, too, could be duplicated. There are restaurants in the city that might even compare with the dining excellence of the Bayside's menu, but the quality of its staff service would be an even rarer find.

The point is, the Bayside Room is the only dining/entertainment room in the Vancouver area that offers its patrons a superior product on all four counts . . . entertainment, room decor, cuisine and service. It is the Bayside "formula" that has determined its continuing success.

LIFE BEGINS AT 6:30

LIFE begins in the Bayside Room each evening when the doors open at 6:30 p.m. (6:00 on Sundays). For early evening patrons, a three piece group provides the live entertainment. At 7:30 p.m. the eight-piece house orchestra under the direction of **Dave Robbins**, (who for many years was a musical director for Harry James) takes over for the rest of the evening for both show accompaniment and dancing. At 8:30 the first of the evening's three featured shows begin. The somewhat limited, but nicely varied menu, offers superbly prepared items from the Room's kitchen under the expert supervision of Executive Chef, **Everett Miller**. There exists a strong cooperative spirit between the kitchen staff and the Room which has become a major contribution to the smooth flow of service. A most admirable wine list offers a good selection from which to choose.

The Bayside Room is located off the lobby of the new Bayshore Inn Tower section, and adjacent to the Marine Lounge,

"In Vancouver . . . a tough act to follow"

the hotel's newest cocktail facility.

The Room itself is designed in a semi-circular, tiered seating arrangement with unobstructed viewing from each table to the dance floor and the entertainment stage. Rich red tones predominate, and with the aid of subdued lighting, the Room takes on an air of lively warmth and intimacy. Table cloths are in gold, accented by red napkins. Seating capacity is for 275 persons, though Room Manager **Erich Leeb**, admits that this could be extended up to 325 by adding additional tables around the dance floor.

TOP STAFF

ERICH has been the Room's Manager since it opened. For five years previous to that he had been the Restaurant Manager of the hotel's Terrace Grill. He is extremely enthusiastic about the Room and in its acceptance in the area. A great deal of this popularity he credits to the performance of his staff, each of whom has been with the Room since its opening. Erich is particularly proud of his staff and rates them as perhaps the most select in all of Western Canada. Each Room staff member of 10 Waiters, 4 Cocktail Waitresses, 3 Captains, Hostess and Assistant Manager were very carefully screened and selected from over 300 applicants. Many of them had previously held Room Manager positions themselves and all are highly skilled professionals.



ERICH LEEB, Bayside Room Manager, stresses "service" as Room's success secret.

"Acquiring a top staff for a new room," says Erich, "is one of the most difficult demands

made of a Room Manager, but, it is the most important key to its operation. Once you have such a group it is your responsibility to let them know what you expect of them, and if you have a good crew they will know exactly how to do it—and then do it!"

TO keep his staff informed as to what is expected of them, Erich holds short staff meetings at least every other day during which members are encouraged to express their opinions and offer suggestions for service improvement.

"Ours is a continuous learning process," Erich states, "and there always seems to be new ways of doing things better."

HOW TO SUCCEED

In addition to supervising his staff, Erich spends a good deal of time at the door greeting arriving guests or bidding good night and thanking departing guests. He also likes to circulate around the room visiting briefly with guests and keeping an eye on the operation. Erich is particularly appreciative of the very capable assistance he receives from his Reservations Hostess, **Neles Cole**, and especially from his Assistant Room Manager, **Joseph Horvath**, who had previously held the position of Maitre de, in one of Vancouver's smartest restaurants.

BECAUSE the Bayside Room is still new to the Vancouver scene, Erich feels that it is his staff's responsibility, and his in particular, to build a steady clientele for the Room. Along with everything else the Room has to offer, he feels that truly outstanding service is the key. Evidently it is the right one because this "How to Succeed in Business by Really Trying" philosophy has already begun to establish a very loyal clientele following for the Bayside Room.