

Front!

February, 1980

WESTERN INTERNATIONAL HOTELS



The top honor goes to Bob Scheurich

on the move

50 years, and the best is yet to come

I wish all of us a happy birthday as we celebrate our 50th anniversary year.

We've come a long way from operating small hotels in the Pacific Northwest to today's fine group of 55 hotels in 15 countries around the world.

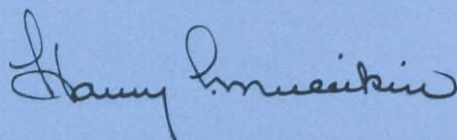
We have been able to achieve this growth because our people make "the second effort."

When a room, or a menu, or a service is good, at Western International we say, "That's good—now, how can we make it better?" when it's great, we still say, "That's great—now, how can we make it even greater?"

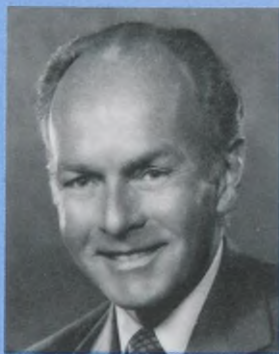
That "second effort" means that there's always room for innovative ideas. There's always room to grow and improve. And it means that there's room for the tremendous job satisfaction that real dedication brings.

As we begin the 1980s, it's exciting to look forward to what our "second efforts" will bring in the decade ahead. Continued growth, continued innovation, continued greatness. With our 50 years of experience, we have only just begun.

Happy birthday to us. The best is yet to come.



HARRY MULLIKIN
President and Chief Executive Officer



ALBERTO ANDRADE from senior assistant manager, Continental Plaza, to executive assistant manager, Camino Real, Mexico City.

ERIC CALDERON from assistant director of food & beverage, Hotel St. Francis, to director of food & beverage, The Mayflower.

BOB CHAMBERLIN from director of regional sales and reservations, WIH Marketing Division, to director of marketing, Korea.

GERALD GLENNON from assistant manager, South Coast Plaza, to assistant manager—front office, Century Plaza.

KEITH GUNDFEFINGER from assistant manager, Washington Plaza, to assistant manager, Century Plaza.

DENNIS KOLODZIEJSKI from sous chef, The Ilikai, to executive sous chef, Washington Plaza.

HARRISON RAMEY from chef de cuisine, Los Angeles Bonaventure, to executive chef, The Olympic.

GWEN RICHARDSON from chief operator, The Mayflower, to PBX manager, Hotel St. Francis.



(COVER): The initial surprise gives way to feelings of personal pride and elation as Thurston-Dupar Inspirational Award winner, Bob Scheurich (left), receives warm congratulations from president, Harry Mullikin.

Front!

A monthly publication by and for employees of
Western International Hotels

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LITHO IN U.S.A.

Thurston-Dupar winner shows 'class'



Someone once gave this definition for the word "class":

"Class never runs scared. It is sure-footed and confident that it can handle whatever comes along. It is a quality that inspires."

By this, or by any other definition of the word, Bob Scheurich, assistant building superintendent at **The Plaza**, has class. Lots of it.

And because he shows it in so many areas, Scheurich was selected as the Thurston-Dupar Inspirational Award winner for 1979.

In accordance with the procedure for selecting candidates for this most prestigious WIH employee honor, Scheurich was nominated by a hotel committee of his fellow employees.

High on the list of Scheurich's qualifications was his confident ability to handle whatever comes along on the job.

The committee reports, "Bob's willingness to do anything in his power to get the job done and his consistent positive attitude have helped lead to the good rapport he has with supervisors and subordinates.

"He has his hand on everything in his area and you know that when you turn to him for instruction, information, or assistance, you will receive it."

As to inspiring others, the committee noted that Scheurich's positive attitude, and his encouragement of others, has "helped increase the productivity and

pride in workmanship of the employees in his area."

Though the nature of his work does not allow for much direct guest contact, the guest's comfort and well-being is always Scheurich's prime concern. It's a concern that he also impresses upon his people.

Throughout The Plaza's various renovation projects, for example, the planning for each project always began with the approach, "How can we best do it with the least disturbance and inconvenience to the guests?"

Scheurich's touch of class is equally evident off the job.

In his community of City Island in the Bronx, he volunteers as an ambulance driver. His services are available nights and weekends as he is needed.

Scheurich is sexton of his church and takes full maintenance charge of the church and its grounds. He has also been a past superintendent of the Sunday school. When his children were younger, he was a cub master in the community, working with young boys.

The Scheurich's have four children—two still living at home. Some years ago, one of his nieces, suffering from cerebral palsy, was left orphaned. Bob and his wife, Louise, took her in, and she has been living under their care ever since.

Scheurich, who has been with The Plaza for a little over four years, is well-liked and highly respected not only by members of his department, but by all the hotel staff who have contact with him. As noted by the hotel nominating committee, he "is a master communicator, accomplishing the completion of critically important hotel operations with a minimum of interruption and a maximum of efficiency."

Scheurich was presented with this Thurston-Dupar Inspirational Award during the traditional Awards Luncheon at the Annual Management meeting, held this year at the Galleria Plaza in early January.

In making the presentation, president Harry Mullikin said, "I think the single attribute of our winner that impresses me the most is a keen and obvious commitment to quality. Quality of work with the hotel. Quality of relationships with guests and fellow employees. And quality of interest and involvement in community needs."

In addition to his personal Award plaque and service pin disc, Scheurich's name was engraved on the permanent plaque displayed at the corporate headquarters office.

He also was presented with an all-expense-paid two week vacation for himself and his wife (in addition to his regular vacation) to any WIH hotel in the U.S., Canada, or Mexico, plus a check for \$500.

The annual employee award takes its name from S. W. Thurston and Frank Dupar, two of the founders of Western International. The award originated with former WIH chief executive officer, Edward E. Carlson, now chairman of UAL, Inc., as a tribute to these two men.

Soon—the Galeria Plaza in Mexico City

Management of a new 360-room hotel in Mexico City, the **Galeria Plaza**, was announced by Western International in early January.

The new property, now under construction in Mexico City's famous Zona Rosa (pink zone), is projected to open this spring.

The Galeria Plaza will feature all the services of a deluxe hotel. It will include a gourmet restaurant, European-style cafe, entertainment room, swimming pool and pool lounge, parking and a shopping arcade.

Also designed to cater to business groups seeking high quality accommodations, the hotel will host board meetings and conferences in its 400-person capacity meeting facility.

Winston Wlodawsky, former executive assistant manager of the Camino Real, Mexico City, has been named general manager of the new Galeria Plaza.

The "pink zone" is Mexico City's world-renowned business and shopping district. It is known for its smart restaurants, antique shops, and fashionable boutiques. Its unique atmosphere has been compared with the Via Condotti in Rome or the Faubourg St. Honoré in Paris.

The Galeria Plaza will be operated by the WIH company in Mexico which currently manages the Camino Real and Alameda hotels in Mexico City, the Camino Real hotels in Cancun, Guadalajara, Mazatlan, Puerto Vallarta, Saltillo, Ixtapa (opening in late 1980), and the Las Brisas in Acapulco.

Management Conference attendees plan for the 'best yet to come'



A speaker presentation draws a round of applause from conference attendees.

"We may be getting older, but we are obviously getting better," quipped Harry Mullikin, president and chief executive officer, during his opening remarks at the annual WIH Management Conference at the **Galleria Plaza** in January.

All indications, Mullikin told attendees, pointed to 1979 as the most successful year in the company's history.

Over 100 Western International hotel and corporate management executives attended the four-day management conference with the theme, "Fifty years! The best is yet to come."

Various corporate executives outlined a "six-year plan" of company growth objectives.

Calling the plan "the most exciting growth program we have ever undertaken," C.R. Lindquist, executive vice president, stated that the company will need at least 474 new people in key management positions in the next six years. Since these people will be promoted from within the company, Lindquist emphasized the major role general managers will play in identifying and developing employees' management abilities.

Mullikin challenged the audience to become more involved in the selection, training, and development of their personnel.

He stressed the importance of a "visible ongoing commitment by management to listen to and talk with employees." He emphasized that management must create a work place that... "recognizes them for what they truly are—constructive, capable men and women who seek identity, involvement and an opportunity to contribute."

Improved guest relations, higher quality standards, and the encouragement and application of new and innovative ideas in all areas of operations were also stressed in the officers' presentations.

Staff services "task force" teams, comprised of both hotel and corporate members, reported on recommendations for their special areas for the active growth period ahead. Team members represented the Rooms, Food & Beverage, Personnel, and Corporate Communications divisions.

After the formal presentations, the task forces' recommendations for corporate and hotel operations were taken to group sessions for discussions and eventual consensus.

Richard Ferris, president and chief executive officer of UAL, Inc., Western International's parent company, was present as a special guest speaker. Other conference highlights included the traditional Awards Luncheon and a trade

and industry reception and luncheon for members of the Houston business community.

Conference chairman was Philip Hughes, managing director of The Galleria Plaza, assisted by James Mogush, general manager of the Galleria Plaza.



Attendees participate in round table discussion sessions following the Marketing Division presentation.

'Playing it safe' earns \$1000 reward

The employees of **The Ilikai** "played it safe" during 1979. As a result, the hotel's Employees' Council is \$1,000 richer.

As winner of the fourth annual WIH Safety Award competition, The Ilikai was presented with a traveling plaque and a cash prize of \$1,000 during Management Conference ceremonies at the Galleria Plaza in January.

Al Vettori, corporate insurance manager, who announced this year's winner, commended the hotel for making the greatest improvement among all WIH properties in controlling employee job-related injuries. He also cited the hotel staff for their dedicated efforts in promoting loss control and safety. Presentation of the award was made by John Calvert, WIH executive vice president.

The \$1,000 award is to be used as determined by the hotel's employee council members.

The **Hotel Bonaventure**, winner of last year's award, was also recognized during the ceremonies and was presented with a permanent plaque for display at that hotel.

The award program was designed to create a greater hotel safety awareness, to reduce job accident injuries among employees, and to motivate employees to contribute toward a safe environment for guests.



Kim Chappell (left) general manager of The Ilikai, 1979 Safety Award winning hotel, and Bernard Awenenti, general manager of the Bonaventure Hotel, 1978 award winner.

Lindquist is Carlson-Himmelman Achievement Award recipient



A beaming Bob Lindquist gets pinned by Harry Mullikin.

C.R. (Bob) Lindquist, executive vice president was the honored recipient of the fourth annual Carlson-Himmelman Achievement Award.

Presentation of the award was made by Harry Mullikin, president and chief executive officer, during the Management Conference opening night dinner at the Galleria Plaza.

A native of Washington State, Lindquist has worked in the hospitality industry since 1937. He joined Western Hotels as manager of the Westward Hotel in Anchorage in 1949.

Lindquist served the company in key hotel management positions until 1964 when he was elected a corporate vice president. He was named a senior vice president in 1969 and executive vice president in 1976.

Lindquist is a member of the company's Board of Directors. He serves as chairman of the Hotel Management Committee and as a member of six other committees.

The Carlson-Himmelman Achievement Award is presented as recognition of achievement and service to the company.

It was named in recognition of the two men—Edward E. Carlson and Lynn P. Himmelman—who led the second generation of Western International

from a small, regional hotel management company to its present international hospitality prominence.

Previous award winners were senior vice presidents Joe Mogush and Dan McClaskey, and Dave Paulon, general manager of the Shangri-La Hotel now under construction in Hong Kong. Winners of the award receive a month's trip to visit great hotels around the world.

Management appointments

These appointments in Mexico hotel management positions were announced in early January:

Winston Wlodawsky, former executive assistant manager of the Camino Real, Mexico City, has been named general manager of the new **Galeria Plaza** hotel in Mexico City (see related story page 3).

Enrique Meyer, former manager of the Camino Real, Saltillo, is now general manager of the **Hotel Alameda**.

Alfonso Laguarda is the new manager of the **Camino Real, Saltillo**.



WIH world in miniature

Houston—This spectacular display of Western International's hotels in miniature greeted guests to the Trade and Industry Luncheon held at the GALLERIA PLAZA's Grand Ballroom during the January Management Conference. Models of each of the hotels were created by the Galleria Plaza's culinary staff under the direction of Markus Bosiger, executive chef. A variety of techniques, including tallow and ice sculpture and cocoa painting, were used in the creation of the WIH world in miniature which took six months to complete. Supervising the display presentation were (from left): Fernando Cuellar, F&B director; Sydney Hefter, management trainee; and Ludwig Krammer, director of catering.



Tourism award

Mexico City—For "distinguishing itself for its service, ethics, professionalism and attention to the public... for the benefit of promoting tourism in this city," the CAMINO REAL, Mexico City was awarded special recognition recently by the Mexico City Tourism Office. An award plaque, signed by the mayor of Mexico City, was presented to John Berthelot (left), vice president and managing director of the hotel, by Dr. Roberto Valdez Ramon (right), general director of the Mexico City Tourism Office. This is the first time this prestigious annual award has ever been presented to a hotel.



Helping hands

Cancun—Recently, the CAMINO REAL, Cancun established a Secretary Committee with the major objective of lending a helping hand to new personnel, and to contribute as a group to their own personal development. Two committee members—Deborah Urioste and Lucrecia Romero—gave a seminar for the group on personal improvement and social etiquette. Committee members (from left): Deborah Urioste, Estela Van-Hasselt, Guadalupe Muniz, Martha Peraza, Isabel Soberanes, Patricia Gonzalez, Edith Gonzalez, Consuelo Ortiz, Lourdes Solis, Martha Camargo, Patricia Molina and Lucrecia Romero.



Two Chaine inductions

Phoenix—At an induction dinner at THE ARIZONA BILTMORE, the Confrerie de la Chaine des Rotisseurs, the world's largest and most prestigious gastronomic society, welcomed two of the hotel's staff members into its ranks. Pictured during formal induction ceremonies, are Aristotle Macrodimitris (center), the hotel's F&B manager, and Jack Skinner (right), executive assistant manager. The annual induction dinner of the Chaine's Arizona Chapter was held in The Arizona Biltmore Ballroom, part of the newly expanded hotel conference center.



Corporate PR takes a first

Houston—For the second year in a row, WIH PUBLIC RELATIONS efforts won a first place Gold Key Public Relations Achievement Award in the annual international competition sponsored by the American Hotel & Motel Association. The prestigious recognition was earned for the company's Tips for the Woman Business Traveler spokesperson program. (See related story, page 6.) Accepting the award on behalf of Ron LaRue, director of advertising and public relations, during the AH&MA annual convention in Houston in January, is Esther Feinerman, public relations director for the Galleria Plaza and Houston Oaks hotels.



Supplier tribute

Seattle—Leif Wikan (left) WESTERN SERVICE & SUPPLY vice president, presents the "Supplier of the Year" trophy to 1979 winner Si Stern, vice president/general manager of GTE Sylvania, at the WS&S suppliers' luncheon held at the Washington Plaza. Each year WS&S pays tribute to its suppliers at a luncheon during which one of the group, selected for "outstanding cooperation, service and product reliability," is honored with the "Supplier of the Year" recognition.



They gave

Vancouver—In support of local charities, employees of THE BAYSHORE contribute to their Employees' Charity Trust, a voluntary contributory plan handled through monthly payroll deductions. Last year contributions totaled \$6,380, of which over half was donated to the United Way Campaign. The remainder was portioned off to eight other charity groups. In addition to receiving the lion's share of the fund total, United Way was presented with the hotel's Award of Merit plaque. Presenting United Way Campaign Chairman Bob Henderson (center) with the plaque are Bill Roddie (left), controller, and Doreen Wall, director of personnel, both trustees of the Employees' Charity Trust.

Women who take trips rely on her tips



When Gina Henry speaks, women listen.

Listening the most intently, are the women in her audience who travel on business. And there are quite a few of them. Recent statistics show that the number of traveling businesswomen is increasing three times as fast as the number of traveling businessmen.

Henry is travel consultant spokesperson for Western International Hotels. That role, which she assumed in late 1978, took her on speaking engagements to almost all WIH cities in the United States and Canada last year.

Additionally, she participated in dozens of newspaper, television and radio interviews in both countries.

While she estimates that her message has reached hundreds of thousands, it is the traveling businesswomen who is her specific target.

Her message for these women is basically one of practical travel information combined with some travel advice know-how gained from her own personal experiences.

As a seasoned business traveler, she is very familiar with the anxieties and aggravations that businesswomen who travel can encounter.

She also knows how to avoid these anxieties and aggravations, or at least how to cope with them.

'Tips' Booklet Basis

Basis for her presentations is the WIH "Tips for the Woman Business Traveler" booklet.

The booklet was produced by the Marketing Division offices as a result of a company survey taken in 1978 to find out the needs and concerns of the traveling businesswoman.

Answers to the questions and concerns as expressed by the survey respondents were the basis for the booklet content. The purse-size guide is filled with helpful hints ranging from how to pack for a trip to what to tip a wine steward.

Response to the "Tips" booklets is "fantastic," Henry reports enthusiastically.

"Lots of women have told me they wouldn't think of taking a trip without taking their copy along. There's nothing else like it around. It's like a security blanket...especially for the novice traveler."

From her own experiences, Henry tells her audience, she has learned that planning ahead is the key to a successful business trip.

"Careful planning, and some getting-around know-how while traveling, can mean the difference between a potentially disastrous experience and one that is as pleasant and profitable as you had hoped it would be," she says.

In selecting a hotel, for instance, Henry strongly recommends that women choose a downtown location. For one thing, it avoids transportation hassles. As she points out, downtown hotels are not only closer to most major businesses, but are easily accessible to shopping, theaters or other leisure-time attractions.

She urges women to plan their leisure hours as they would like to enjoy them rather than just sitting in their rooms. While realizing that many women who travel alone are reluctant to do things by themselves, she encourages greater use of hotel dining rooms, lounges, health clubs and other public facilities.

She also advises that women speak up to make their needs known. But they should speak up to the right person at the right time.

She cites room preference as an example. Whether the preference is a room near the elevator for security reasons or one at the end of a corridor to avoid traffic noises, the preference should be made known to the room clerk at check-in.

"I also stress," says Henry, "that when there is a legitimate complaint about the hotel room, service or whatever, the

individual should feel obligated to speak up about that complaint to whomever it is that can rectify the situation to their satisfaction."

Hotel Presentations

Henry's travels have also included presentations to the WIH hotels' staff members.

Her message to hotel people is one of increasing their awareness of the woman business traveler. Emphasized is the importance of treating this guest with the same consideration, care and concern as is given to her male business traveler counterpart.

Henry sums up the first year of the woman traveler program as being, "... more successful than we thought it would be. The feedback from women has been tremendous, especially for the 'tips' booklets. It's an ongoing educational process aimed both at women and hotel people that is helping in a very positive way. I know the program is building a lot of good will for Western International among the traveling public—and that includes both men and women."

As for 1980, Henry will be taking the

program into key market cities where WIH does not yet have hotels.

She will also be revisiting WIH hotel cities for scheduled presentations to conventioning women's groups and other speaking or media interview assignments as scheduled.

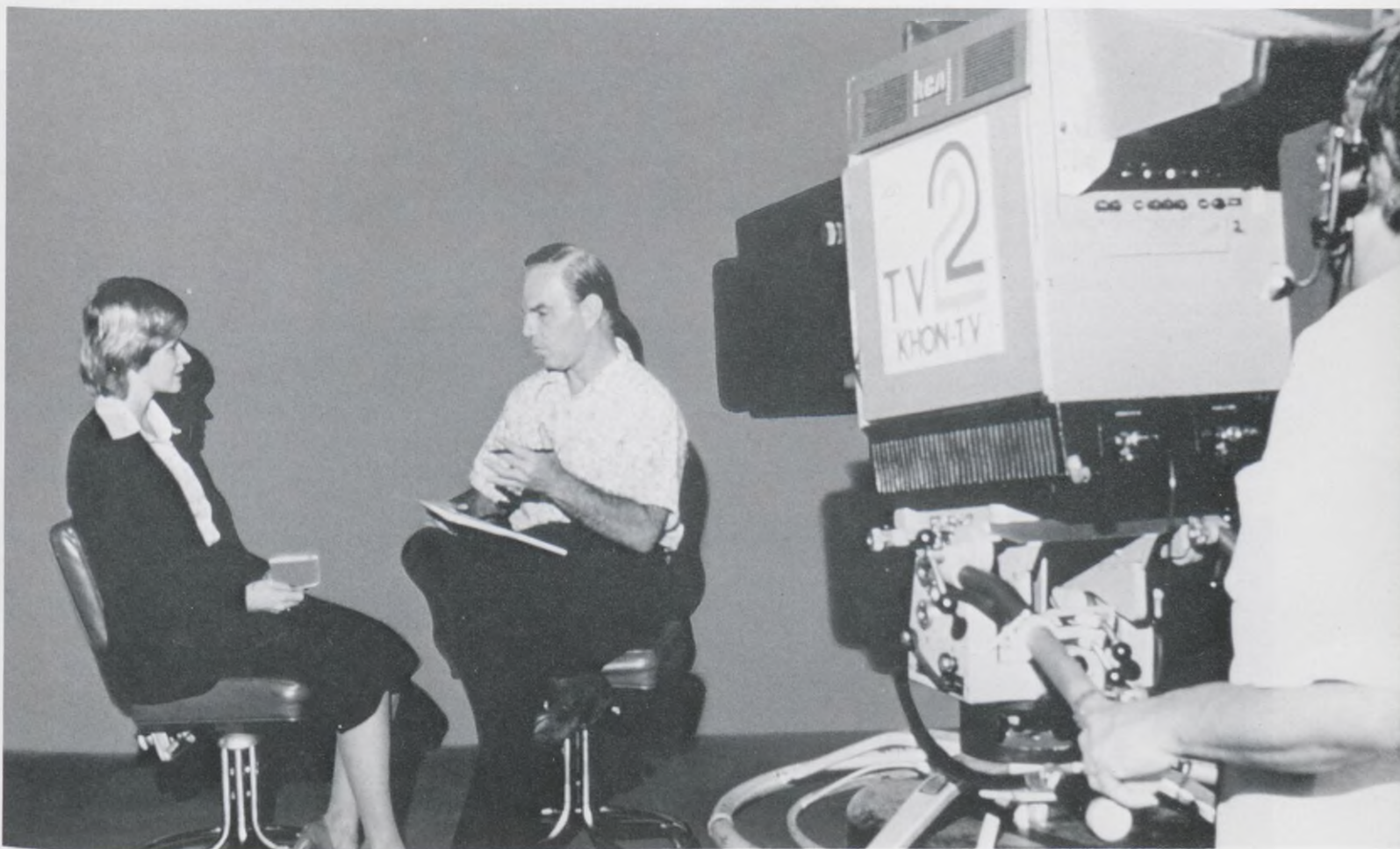
She is particularly excited, however, about her column series for United Airlines' inflight magazine, UNITED MAINLINER. Henry's column, titled "Woman to Woman" and directed to the woman traveler, is scheduled for six UNITED MAINLINER issues during 1980. Column content elaborates on the material covered in the "tips" booklet plus new material based on Henry's more recent travel experiences and audience feedback.

Her first column, which appeared in the January issue of UNITED MAINLINER, gave advice on "Taking the Stress out of Business Travel."

That column invited comments from readers, as will subsequent columns in the series.

This year when Gina Henry speaks, women will respond not only by listening, but by reading and writing as well.

Henry (left) at a television talk show interview on the woman business traveler in Honolulu.



Corporate housekeeper for Mexico hotels



Toli Garza, formerly director of housekeeping for the Camino Real, Mexico City, has been appointed corporate housekeeper for the WIH hotels in Mexico company.

In this new position, the first for the company, Garza provides consultation services and on-site administrative assistance for all of the WIH hotels in Mexico.

Garza (right) visited Seattle recently to consult with Hanne Dittler, director of property management (left) as well as Susan Picht, WIH corporate housekeeper, to familiarize herself with the various housekeeping training and procedural programs being administered by the Seattle Rooms Division offices. Many of these programs are being adapted to the Mexico operations.



Pete Flaherty is 'Bellperson of Year' runner-up

Pete Flaherty, assistant bell captain at **The Mayflower**, was named first runner-up of the 1979 "Bellman/Bellwoman of the Year" Award in the annual national competition co-sponsored by the American Hotel & Motel Association (AH&MA), Samsonite Luggage and United Airlines.

As his prize, Flaherty was presented with a set of Samsonite luggage and the plaudits of the hospitality industry, Western International and his fellow staff members at The Mayflower.

Flaherty joined The Mayflower in 1949, shortly after he had emigrated from his native Ireland.

As a fellow veteran employee recalls, "Pete had one of those friendly-looking faces and a cheerful, helpful attitude that guests—especially the regulars—really took to."

After 30 years of service, Flaherty's "friendliness" and "cheerful, helpful attitude" has lost none of its original freshness and enthusiasm.

Flaherty has long been involved in spearheading blood donation drives and in organizing various charity activities. Some years ago, Flaherty founded an Irish/American club in his home community of Adelphi, Maryland. Subsequently, he has used the club's facilities as the site for a number of personally-organized fund-raising charity balls.

Flaherty's many self-giving qualities and other personal attributes were "officially" recognized by his fellow employees when, in 1976, they selected him as their candidate to receive the hotel's Thurston-Dupar Inspiration Award.

Guests reap rewards from employee class

"If we just had a little more of your food and beverage knowledge, it would sure help us do a better job for our customers."

That plea had become a familiar one to Julien Sigrist, director of catering at the **Los Angeles Bonaventure**.

It was voiced primarily by the hotel's sales staff. They frequently found themselves calling upon Sigrist for help and information when planning or negotiating food and beverage arrangements with their clients.

Recently, Sigrist decided to answer that need-to-know plea.

On his own, and with the go-ahead of the hotel's management, he offered to instruct an eight-week class on food and beverage operations. He opened the class to all interested hotel employees. An enthusiastic attendance re-

sponse came from members of almost all hotel departments.

Sigrist's one-night-a-week course was based on a class he had previously taught when he was with another Los Angeles hotel. The wide-ranging subject matter covered the origins of recipes, food preparation, wines and other beverages, group menu planning and an overview of the banquet department's operations.

Classes were not limited to formal listen-and-learn sessions, however. At the request of attendees, a part of each period was open to questions of specific concern.

As a result of the class, Sigrist is now receiving fewer staff assistance requests. But he doesn't mind. As he says, "Because our people are better informed, our guests are reaping the benefits of faster and more knowledgeable service. And that's what it's all about."

Julien Sigrist (center) answers questions posed by class members, Mary Drinkard (left), sales, and Eugenia Alviz, personnel.





Everyone a star

Chicago—No gongs but lots of cheers greeted the performances by CONTINENTAL PLAZA staffers who were the feature "stars" of the hotel's first employee talent show sponsored by the Employee Activities Committee. The show-stopping cast: (Top row from left) Audrey Payne, Melanie Clippard, Stella Cooper, Denise Simpson, Ayrie Easley, Bonita Hardin, Roy Knox, Isaiah Willis. (Bottom row from left) Jim LaBaw (3rd place winner), Queenester Chairs, Tania Johnson, Lavergen Jones, Priscilla Cross, Patrice Johnson (2nd place winner), Irma Cordova (1st place winner).



Gold medal dragon

Montreal—Vincent Lee, rotating chef at the HOTEL BONAVENTURE, proudly displays his sculptured tallow dragon that won him a gold medal award in a culinary competition held recently in Montreal's Olympic Stadium. Lee's medal was one of seven won by Hotel Bonaventure's creative culinary crew.



That's craftsmanship!

New York—Thanks to the expert craftsmanship of THE PLAZA's engineering department members Vito Belfiore (second from left) and Bart Deler (right), the hotel's Oak Room has an elegant new wine rack. Made of solid oak and designed without blueprints, the handsome display is finished with moldings that match the tall, fluted columns of the room, and is fitted with solid brass handles similar to the original 1907 hotel door handles. Congratulating the talented pair are Robert Jenkins (left), building superintendent, and Robert Niederhauser (second from right), F&B director.

inn basket

ART TO DINE BY—Fine dining and fine art is the double treat now being enjoyed by the guests of the **Carlton Hotel**. Some months ago, the blank-paneled walls of the hotel's restaurant level were "donated" to the South African Association of Arts to exhibit the works of its members. The continuing exhibits, which are changed every three or four weeks, may feature showings by a single artist or a group of artists. The hotel's "gallery" has become one of the most popular in town and the only one in Johannesburg that provides a feast for the palate as well as the eye.

* * *

...AND SPEAKING OF DINING—Ever wonder where the word "restaurant" came from? According to the National Restaurant Association, who should know as well as anyone, the word is double-sourced. Says NRA, its Latin derivation is "restare," meaning to restore. A later derivation comes from the French verb "restaurer," meaning to repair. When you dine out, then, you're both restoring the spirit and repairing the ravages of hunger. (Unless, of course, you have a lousy meal, in which case there are other words and derivations that are probably best not discussed here!)

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NICE THOUGHTS—Nice gift to Cincinnatians from the **Cincinnati Plaza** during this last holiday season. The city's transit system ran a special downtowner route between Thanksgiving and Christmas to encourage workers, shoppers and visitors to park their cars and take the bus wherever they wanted to go, for a reduced fare of 10¢. For that four-week period, the Cincinnati Plaza picked up the tab for operation costs not met by the fare box—about \$3,000. Great community relations, and lots of nice thoughts about the under-construction hotel and its staff from lots of grateful Cincinnatians.

* * *

COUNT YOU IN—While April 1 may be April Fools Day, don't be fooled into thinking it's just another prank if you find a "wanting to know all about you" questionnaire form in your mailbox on that day. It's the real thing. April 1 is the official opening day of the 1980 Decennial Census of Population and Housing by the U.S. Census Bureau. And if the form you might receive looks a lot longer than the one received by a friend or neighbor, don't let that fool you, either. Reports the Bureau, "Approximately four out of five households will be asked to answer the 19 questions of the short version of the questionnaire." You just might be one of the "lucky" recipients of the longer version going to remaining households—with 46 additional questions to answer.

* * *

MOST IMPORTANT—the frequent business traveler continues to be the hotel and motel industry's most profitable guest, shows the latest TIME magazine study. And what does this "most profitable" guest look for in selecting a hotel? According to TIME's survey profile, these factors are highest in their "most important" list (by priority ratings): quality of beds (83.7%), friendly, professional staff (76.7%), quality of bathroom facilities (72.1%), reservations service (70.3%), safety and security (68.7%), and the hotel's restaurants (66%).

* * *

'ISLAND IN THE SKY'—Seattleites who can't make it to Hawaii this winter are discovering their own special tropical island in the sky at The Space Needle Restaurant. As a special tribute to the islands—and a welcome antidote to mid-winter blahs—the restaurant has gone Hawaiian. The popular dining spot has been transformed into a tropical paradise complete with exotic flowers, palms, mumus and Mai Tai's, and even music by a Hawaiian orchestra to dance—or hula—by. It may not be the real thing, but it comes close, and will be continued through the end of March. (Best of all, there's no travel package deal around that can beat those "getting-there" rates!)



SHANGRI-LA Singapore

FRONT! correspondent for the Shangri-La, Singapore is Jane Seet. You can contact Jane at the hotel's public relations office with your input for FRONT! (All other WIH people, submit FRONT! items to your local correspondent listed below:)

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