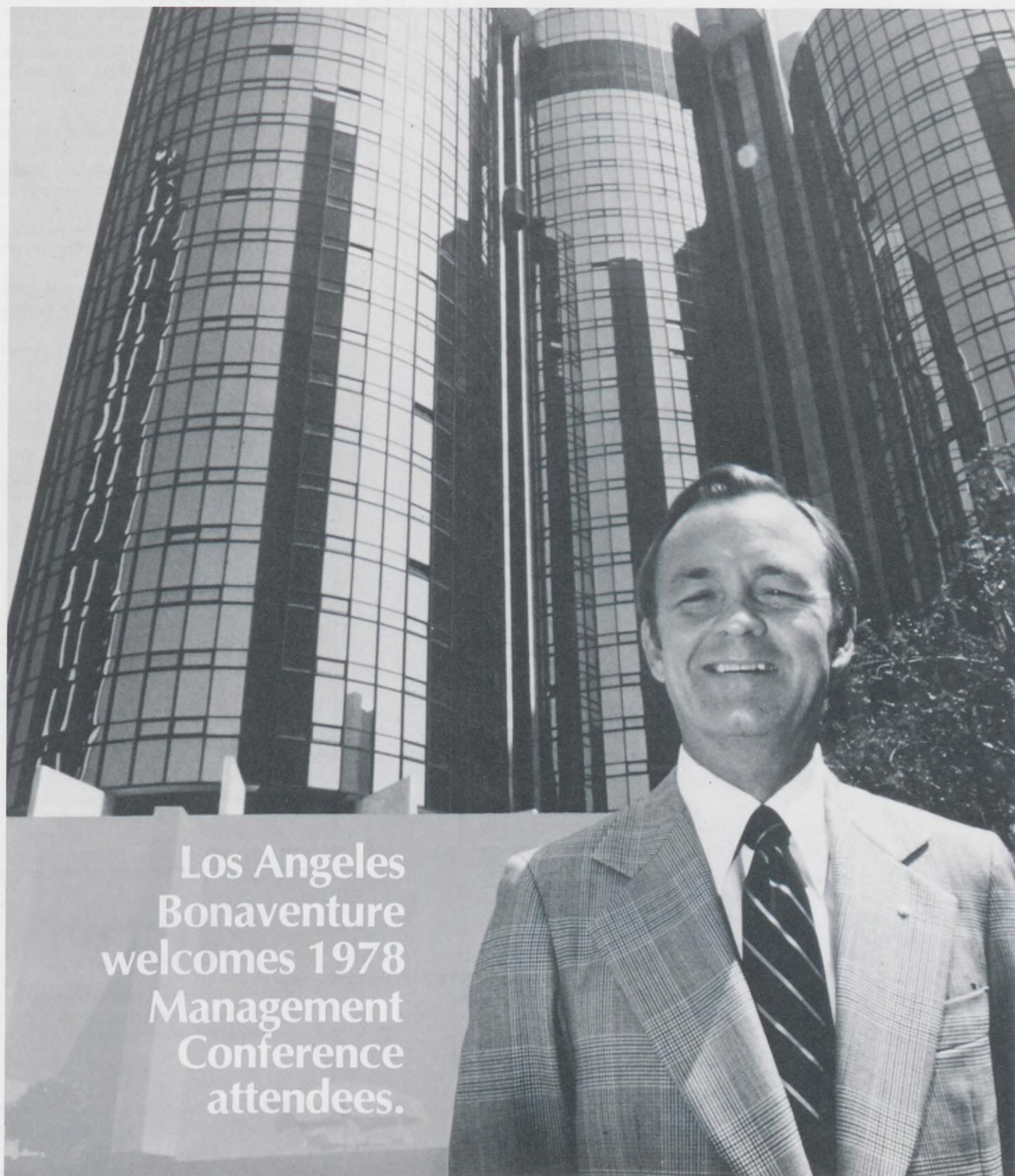


Front!



January, 1978

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



Los Angeles
Bonaventure
welcomes 1978
Management
Conference
attendees.



What will 1978 bring?

The new year—a year of accomplishment for Western International Hotels.

Last month in this column, we announced that 1977 was the best year in the history of our company.

What will 1978 bring?

This year will be a year of continued prosperity, growth, and human achievement for our company.

This prediction is based on economic forecasts, market analysis, and you—each one of you.

Together, we have established a winning team, and you are an important member of this team. This past year was a year of achievement for WIH, and we can all take great pride in our leadership and recognition within the business community.

As a team member, you share in the recognition of our accomplishments. The knowledge of our reputation as the best hotel management company in the industry, as well as our unlimited potential, will encourage us as we continue to achieve the goals we have set for 1978.

HARRY MULLIKIN
President and Chief Executive Officer

on the move

NAVEEN AHUJA from executive assistant manager Winnipeg Inn to executive assistant manager Calgary Inn.

LARRY ALEXANDER from front office manager St. Francis to director of rooms Peachtree Plaza.

SCOTT ANDERSON from front office manager South Coast Plaza to senior assistant manager The Arizona Biltmore.

RICHARD BOUSTEAD from senior assistant manager Edmonton Plaza to executive assistant manager Winnipeg Inn.

JEFFREY CERRETA from accounting trainee Peachtree Plaza to senior accountant The Arizona Biltmore.

ANDRE LANZ from assistant controller Calgary Inn to assistant controller Hotel Toronto.

WALDEMAR MARBACH from room service manager Hotel Toronto to room service manager Galleria Plaza.

DANNY MCGEE from culinary apprentice Century Plaza to saucier/culinary Galleria Plaza.

ANTHONY MEEK from sales manager Crown Center to sales manager The Arizona Biltmore.

BRADLEY MILLER from chief steward Space Needle to assistant executive steward Washington Plaza.

MARK REED from assistant steward Olympic Hotel to assistant executive steward Crown Center.

KARL REISECK from director of food & beverage Shangri-La to director of food & beverage Houston Oaks.

JAMES SEVERIN from fry cook Space Needle to broiler cook Washington Plaza.

DEBORAH STURZA from chief accountant Space Needle to accountant WIH Marketing Corporation.

JAMES SWANSON from internal audit WIH Financial Services Division to assistant controller Olympic Hotel.

JAMES THOMPSON from assistant front office manager Los Angeles Bonaventure to sales manager Crown Center.

MICHAEL TIERNEY from assistant executive steward The Plaza to supervisor/property maintenance Galleria Plaza.

Front!

A monthly publication by and for employees of
Western International Hotels

GABEFONSECA Editor
2000 Fifth Ave. Bldg., Seattle, WA 98121

LITHO IN U.S.A.

OUR COVER

The dramatic Los Angeles Bonaventure, "the centerpiece of the new downtown Los Angeles," is the site for this year's Management Conference.

As vice president and managing director of the host hotel, William Quinn (pictured) welcomes hotel manager attendees from throughout our Western International Hotel's world as well as management members of the Seattle corporate offices.

The 1978 conference—convening from January 8 to 12—selects as its theme, "The Management Challenge: R.O.I." (Return On Investment.)

Conference highlights will be reported in next month's issue of Front! (Cover photo courtesy of LODGING HOSPITALITY magazine.)

Miramar, Dusit Thani no longer associated with WIH

December 31, 1977, marked a termination of the marketing relationship agreement that had existed between WIH and the Dusit Thani in Bangkok and the Miramar in Hong Kong.

Announcement of the affiliation termination was made by President and Chief Executive Officer Harry Mullikin who noted, "Over the years we have enjoyed a warm and working relationship with these two fine properties." While the formal relationship has been severed, Mullikin asked that WIH members continue to recommend both hotels as such opportunities arise.

Shifts in supervisory responsibilities

The following reassignments in supervisory responsibilities were announced through WIH executive offices in early December:

Senior Vice President Joe Mogush has assumed the responsibility for the Century Plaza while Vice President Ralph Van Noy assumed the operations vice president responsibilities for The Plaza.

Arthur Oades, former general manager of the Bayshore Inn, was named general manager of the Calgary Inn. Named as the new general manager of the Bayshore Inn was former Calgary Inn general manager, Denis Forristal.

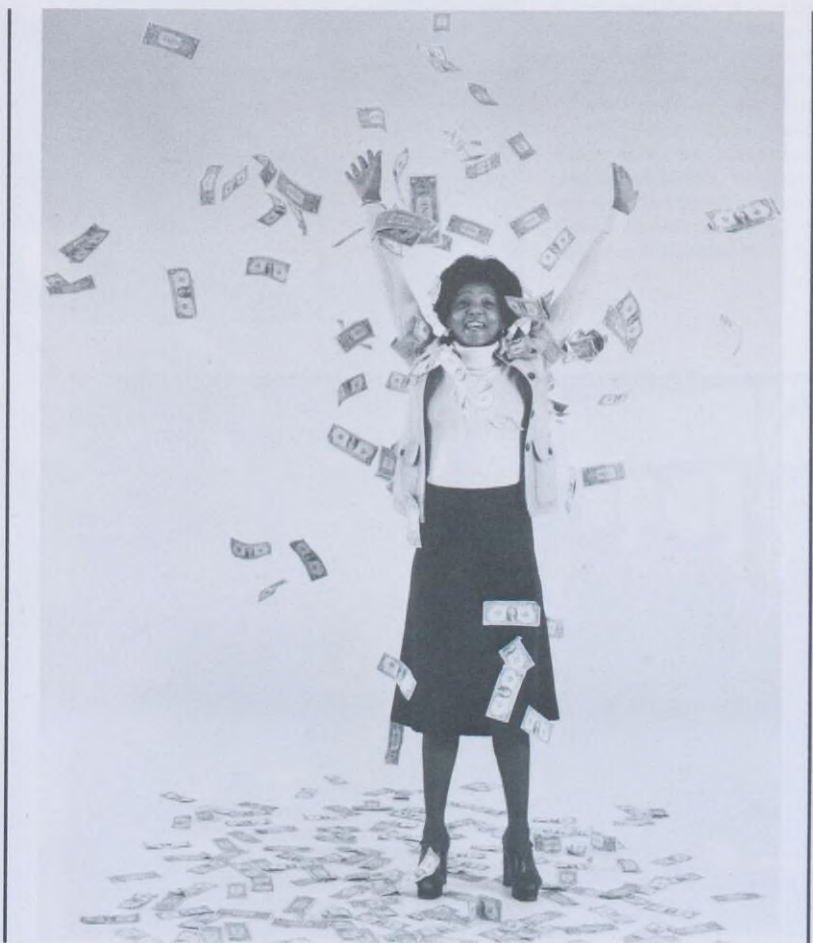
Spot check shows high interest in employee contest

Front!



Special Hotel Employee Contest Issue

WESTERN INTERNATIONAL HOTELS
Partners in Travel with United Airlines



COUNT YOUR WINNINGS! • CUENTE SUS GANANCIAS! • COMPTEZ CE QUE VOUS GAGNEZ
See inside ...

A spot check of a few hotels just as this issue of Front! went to press indicated an enthusiastic employee interest in Western International's "Know Your Business Guest" contest.

Hotel personnel offices reported a brisk business in contest form requests. (Most employees had received their entry forms, found in their December issues of Front!)

As one personnel director commented, "I think one big reason for contest interest is that the chances for the prize money look pretty good—it's especially needed right after the expenses of the holidays!"

If you have not yet received your "Know Your Business Guest" contest

entry form (form cover pictured above), ask for one at your personnel office.

You still have until Tuesday, January 31, to return your completed entry back to your personnel office.

All hotel staff members are eligible to compete except hotel general managers, members of a hotel's executive committee, sales personnel (except for sales people working exclusively in a hotel's catering department) and directors of advertising and public relations.

You can be one of the three prize-money winners. But you must have your entry submitted on or before Tuesday, January 31. Enter now!

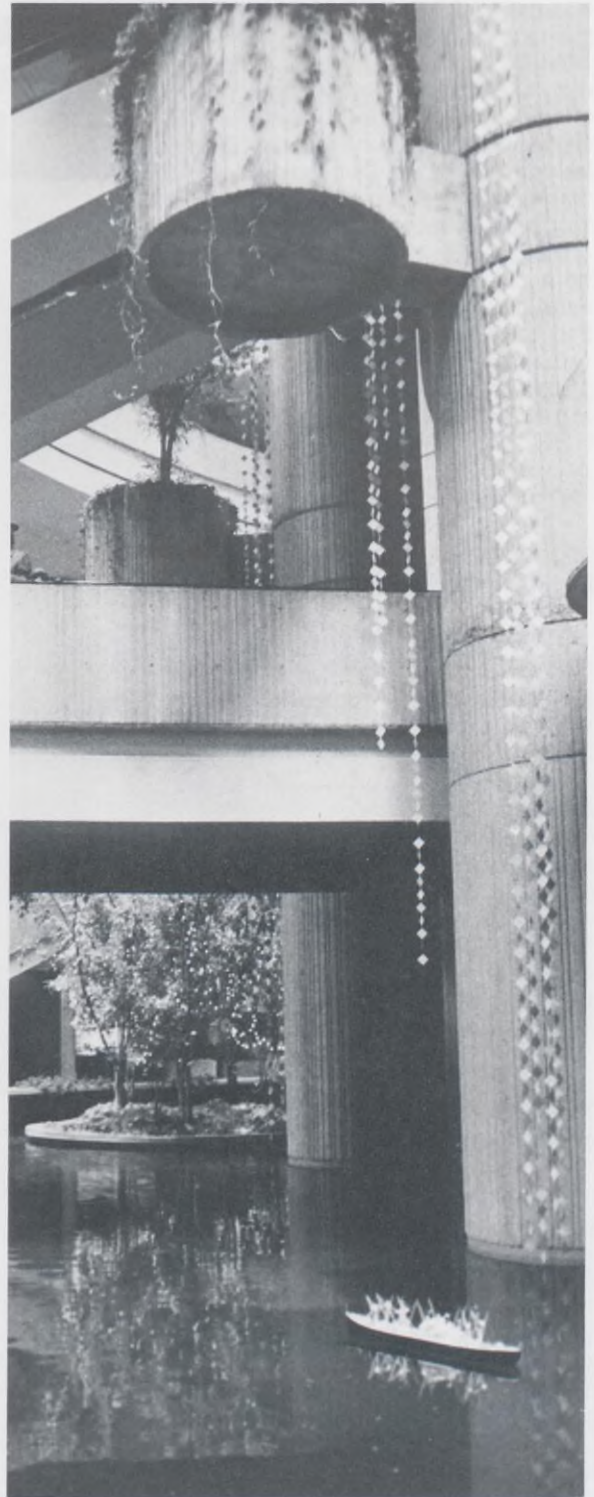
'McBirthday' cake

Chicago - A party celebrating the 75th birthday of Ray Kroc, founder of the McDonald's (hamburger) Corporation at the CONTINENTAL PLAZA, featured this five-foot high birthday cake which was spiked with 75 sparklers and topped with a 2 1/2-foot birthday card inscribed in icing with the signatures of attending guests. Ready to roll out the super cake are Assistant Catering Director Ted Lialios (left) and Catering Director Bill Hawkins.



Signing in

Houston - The first three "official" guests to sign in at the GALLERIA PLAZA as television and news cameras covered the event were (from left): Gerald D. Hines of the Gerald D. Hines Interests, Harry Mullikin, and Louie Welch, president of the Houston Chamber of Commerce. The occasion followed the ribbon-cutting ceremony opening the new hotel on November 16.



Small ships

Detroit - The Michigan Miniature Mariners, a group of hobbyists who build scale-model boats from scratch, "cruised" the half-acre reflecting pool at the DETROIT PLAZA with their "small ships" in early December. The model craft—as the one pictured at lower right—were controlled by radio signal. The meticulously detailed models exhibited ranged in value from \$90. to \$15,000.



Farewell host

Washington D.C. - George DeKornfeld (right), general manager of the MAYFLOWER, recently hosted the farewell United States reception for members of the International Golden Keys Association of Head Porters (Association Internationale de la Cle d'Or), the exclusive fraternity of concierges of which he is a member. The visitors, from some of Europe's most distinguished hotels, were in the U.S. for a week's visit of top hotels on the East Coast including the Mayflower.



Say 'aloha'

Wailea - Lined up for an aloha greeting to the rest of the WIH family, is the staff of the WAILEA BEACH HOTEL with managing director of the Ilikai and Wailea Beach Hotel, Bill Hulett (fourth from left). The crew (from left), Douglas Murata, director of personnel; Bill McCreary, executive assistant manager; Thomas Gurtner, general manager; Hulett; Sandy Carvalho, executive secretary; Peter Quattrone, controller; Stephen Lee, director of F&B; George Coates, senior assistant manager. The under-construction, 500-room resort hotel on the island of Maui, is scheduled to open this summer.



On location

Phoenix - An intensive awareness campaign in the Phoenix area promoting THE ARIZONA BILTMORE featured a number of television spots on local stations. The theme—"The Arizona Biltmore is your resort too." Ann Kalman (right), the hotel's advertising and public relations director, offered advisory assistance during the on-location shooting.

Return on investment is key to F&B Conference

A greater focus on the WIH Culinary Apprenticeship Program to include a 50 percent increase in trainee participation . . .

New insights in negotiating and pricing techniques for better merchandising our catering facilities . . .

The application of superior room service quality standards within all our hotels as an immediate objective . . .

These were among the major discussion topics that highlighted the 1977 Food & Beverage Conference held at the Bayshore Inn in late November.

Attending were executive chefs and directors of food & beverage from throughout our hotel world as well as F&B Division and program participating corporate office members.

Theme of the conference, and key to most of the program presentations and discussion group sessions, was "Back to Basics equals Return on Investment."

The return-on-investment concept as a total WIH objective, and as it specifically applies to the F&B Division, was detailed by Senior Vice President and Treasurer Bob Jenks.

Guest speaker Lynn Dykstra, director of the National (U.S.) Culinary Apprenticeship Program, outlined federal government efforts to establish a nationally recognized apprenticeship program for the industry. An encouraging note was a program objective to provide financial assistance to culinary trainees for classroom education in supplementing their on-the-job training.

Another guest speaker, Joan Black Bakos, editor of RESTAURANT BUSINESS magazine, offered some revealing insights on the increasing competitiveness within the food service industry, particularly from fast-food outlets.

Ms. Bakos' remarks were made during the Awards Luncheon which was held during the final day of the three-day conference.



Winner of the Chef Keller Award, Richard Auer of the Bayshore Inn (left), with T. Peter Blyth.



Victor Hofmann (right), Century Plaza F&B director, accepts a Golden Chalice Award from Blyth.



Bill Stafford (right), Washington Plaza F&B director, receives the hotel's Silver Spoon Award certificate.



Ulla Mark (left), F&B director for the Hotel Scandinavia, Oslo, accepts the second place Chef Keller Award on behalf of hotel winner Eivind Dalvang.

F&B awards - the winners

T. Peter Blyth, vice president Food & Beverage Division, presented the following recognition awards during the F&B Conference Awards Luncheon at the Bayshore Inn:

Golden Chalice Awards:

To John Murray, Olympic bartender, a certificate and silver trophy for his winning Outstanding Drink Recipe, "Seattle Sunshine".

To the Granada restaurant at the Century Plaza and the Golden Peacock at the Shangri-La, Outstanding Wine List certificates and plaques.

Silver Spoon Awards:

Outstanding Food Menu certificates to these category winners: Fine Dining/Dinner-El Camichin, Alameda; Fine Dining/Lunch - Delmonico's, Galleria Plaza; Coffee Shop/Breakfast - Coffee Garden, Detroit Plaza; Coffee Shop/Lunch and Dinner - Coffee Garden, Crown Center; Brunch Menu - Space Needle; Special Menu - "Eggs-hibition," Washington Plaza.

Chef Keller Awards:

First place award: an engraved copper skillet, gold medallion and certificate to Richard Auer of the Bayshore Inn.

Second place award: a set of Time-Life cookbooks, a silver medallion and certificate to Eivind Dalvang of the Hotel Scandinavia, Oslo. Third place: an engraved chef's knife, bronze medallion and certificate to Emil Bigler of the Peachtree Plaza. This year's competition specified either a fish or vegetable dish. All three winning entrants had submitted original fish dish recipes.

Blyth also presented Executive Chef Stefan Zanker of the Edmonton Plaza with a WIH Academy of Master Chefs medallion welcoming him as the newest member of Western International's most distinguished culinary group. The Academy of Master Chefs, founded in 1963, honors executive chefs with at least five years of service in that capacity with WIH.



Washington State University students evaluate Silver Spoon menu competition entries.

Golden Chalice/Silver Spoon Awards Who are the 'decision makers'?

One of the anticipated highlights of the annual Food & Beverage Conference is the Awards Luncheon.

Presented are the Silver Spoon Awards for outstanding food menus of various categories, and the Golden Chalice Awards for the two categories of Outstanding Wine List and Outstanding Drink Recipe.

Who are the "decision makers"—the judges charged with choosing the champions for these award recognitions?

Hotel winner entries of the Golden Chalice Drink Recipe competition are sent to Seattle where a panel of men and women, both in-company and non-hotel people, do the judging.

Judging for the Silver Spoon Awards has varied from year to year. Panel participants have included both in-company and external members as well as a mixture of both.

Here is the behind-the-scene story on the decision makers who judged the most recent (1977) Silver Spoon and Golden Chalice competition entries.

Silver Spoon

Earlier this year, Erik Erlandsen, WIH assistant director of Food & Beverage, contacted Thomas Sepic, assistant professor of Washington State University's Seattle Center for Hotel & Restaurant Administration, with the suggestion that a panel of the school's students judge this year's Silver Spoon competition entries.

That suggestion was met with immediate and enthusiastic approval.

Thirteen students, each a member of the Sigma Iota Honorary Society of Innkeepers, volunteered to take on the task of critically evaluating the 80-plus food and wine list menu entries from throughout our hotel world.

The student judges spent over five hours comparing the characteristics of each menu and evaluating them according to such criteria as menu content, readability, and originality and creativity of design and presentation.

Comprising the 13-member judging panel were: Cathy Sears (Olympic part-time employee), Frank Rodriguez (Washington Plaza part-time employee), Bernard Fried, Christopher Rieke, Jesse Rivera, Jay Walsh, Vicki Leonard, Jenny Ng, Larry Waters, Paul Thomas, Stan Yockey, Connie Schneider and Arnold Foss.

At project conclusion, Professor Sepic said his "students found that judging menus was a lot tougher than they had thought. But they thoroughly enjoyed the challenge and found the exercise a valuable learning experience."

He added, "Several students commented on the need for more interaction (like this) with the hospitality industry so that students can get to know how industry thinks and what is expected in actual operations."

Golden Chalice

By the time Fred Putnam, WIH beverage supervisor, starts putting together a judging panel, he will have received each hotel's winning drink recipe entry.

Earlier, each hotel had judged its local entries in the Food & Beverage Division's Annual Original Drink Recipe competition before forwarding its single winning entry on to Seattle.

Now it was the responsibility of Putnam's judging panel to choose that one outstanding beverage recipe from these entries to receive the company-wide Golden Chalice best drink award.

That's no easy task.

Says Putnam, "Ever since the Golden Chalice Award contest originated in 1966, the competition has grown increasingly keener. The recipes more creative. And the number of entries have steadily increased." (Any hotel F&B employee is eligible to enter the competition.)

He continued, "This year we came close to receiving 300 entries company-wide. However, we judge only the winners from each hotel. Can you imagine how it would be to judge all 300 entries?"

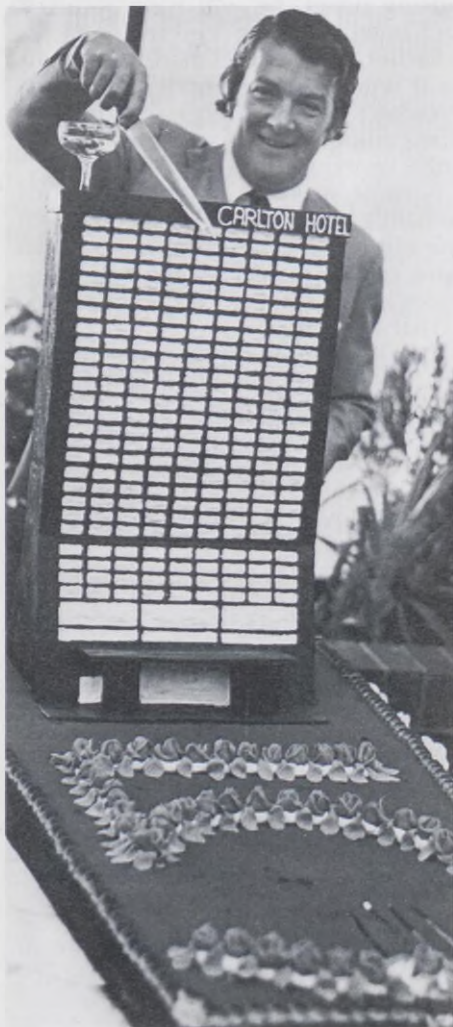
As it is, the final judging in Seattle is done over a three-day period. Half the entry recipes are judged on one day, and half the next. From each day's judging, the three top winners are selected for the final day's judging of the six winners to determine the top entry.

Judges comprise a mixed-bag of non-hotel people, and staff members of the Olympic, Washington Plaza, Space Needle and corporate office. (Putnam is not allowed to vote.)

Each drink entry is prepared to exacting instructions as specified by the entrant, and judges are required to grade each drink—according to a numbering system—on taste, appearance and name.



Golden Chalice judging panel members (from left): Joseph Falcetto, manager of the Olympic's Golden Lion, and Herb Belanger, Seattle Times columnist.



Slice of five

Johannesburg - The fifth birthday anniversary of the CARLTON was celebrated in "sweet style" in early October with this outsized birthday cake replica of the hotel created by the hotel's pastry chef, Uris Lang. Ready to slice into the top floor, and salute the occasion with a glass of champagne, is Gordon Waddell, executive director of Anglo American Corporation and chairman of Carlton Hotels Ltd.



Garden Wing topped

Singapore - On November 7, about 100 invited guests helped celebrate topping-off ceremonies for the SHANGRI-LA's 165-room Garden Wing addition. The direct participants in performing the symbolic gesture were (from left): Haom Chen, director of Paul

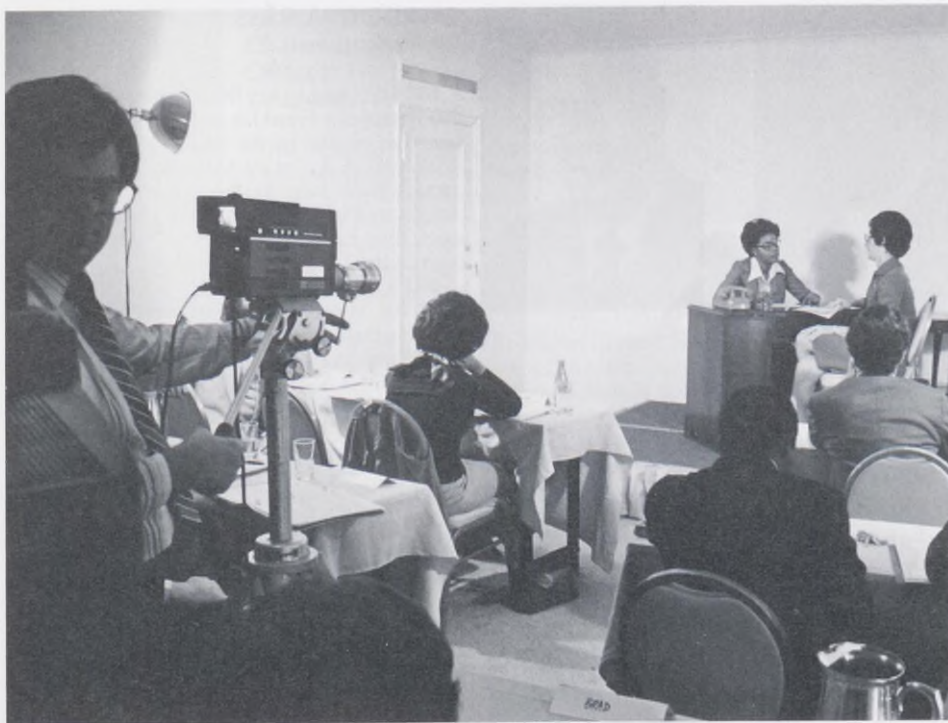
Y Construction Company; Larry Magnan, general manager of the Shangri-La; and Chao Tse Ann, Garden Wing architect. The stunning structure designed on an energy-saving open atrium concept, is expected to be completed by mid-1978.



Friendly rivals

Oslo - The first tennis tournament of the HOTEL SCANDINAVIA, Oslo's employee Sportsclub, held in mid-October, pitted friendly rivals Assistant

Front Office Manager Francisco Sabater (left) and Head Cashier Jose Castro. After the game, Champion Castro and Sabater agreed to a return match.



Dick Blewett (left) checks the monitor as he video-tapes Mayflower staffers (on stage) Frances Stevenson interviewing an "applicant" portrayed by Pat Hunsaker.

WIH introduces interviewing workshop

A new "how-to" program designed for those hotel people who interview applicants and make the final employment decisions was recently developed by the WIH Personnel Division.

The program, Employment Interviewing Workshop, was introduced at the Mayflower in mid-November. It involved the participation of 29 hotel people, virtually the Mayflower's entire management team, who were assigned to attend either morning or afternoon sessions during the four-day presentation.

Both groups were kept busy analyzing tape recorded interviews, reviewing bogus applicants, learning about proper interviewer preparation and maintaining rapport with applicants.

The final day was devoted to videotaped interviews conducted by attendees portraying both applicants and interviewers. A playback of the tapes was analyzed as an additional learning experience.

WIH Manager of Management Development Dick Blewett, who was responsible for creating the workshop, conducted the Mayflower pilot session, assisted by the hotel's Director of Personnel Susan Levine, Executive Assistant Manager Steve Harper, and Senior Assistant Manager Brad Jencks.

Mayflower General Manager George DeKornfeld, who witnessed the entire workshop, expressed his enthusiastic support of the workshop objectives and presented graduation certificates to the attendees.

Blewett explained that the workshop was developed as a result of many hotel requests for such a training program and is available for presentation to any requesting property.

First workshop for F&B Operating Analysts

In late November, 11 Food & Beverage operations analysts from both U.S. and Canadian properties met at the Olympic for the first WIH workshop designed specifically for this group.

The regional two-day workshop, conducted by Josef Huber, WIH Food & Beverage Cost Control Supervisor, provided attendees with an in-depth review of the principles of food and beverage control.

In his workshop opening remarks, T. Peter Blyth, vice president/Food & Beverage, reminded the group that, "the Food & Beverage operations analyst holds the key to the profitable management of our Food & Beverage departments."

Based on the recently published F&B cost control manual, classroom sessions followed such diverse topics as purchasing specifications, production forecasting, pricing techniques, labor standards and productivity.

Additional regional workshops are proposed for other areas during 1978.



Joe Huber (right) instructs workshop attendee Keith Gundlefinger on an assignment exercise.

Since Front! last featured a presentation on our company's Board of Directors—in September, 1975—there have been a number of changes in its membership. Further, the number of directors has grown from 12 to 15.

Comprising the present Board are officers of Western International Hotels, our parent company UAL, Inc., and our partner in travel United Airlines, as well as prominent members of the business community.

The Board meets every two months to transact business in its role as director of company policy and in decisions relating to management activities. The elections of company officers, for instance, must receive their review and approval as do any major expenditures.

MEET THE W.I.H. BOARD OF DIRECTORS



GORDON M. BASS
Retired

Mr. Bass began his hotel career in 1931 at the Benjamin Franklin in Seattle. Five years later he moved to the Multnomah Hotel in Portland, as Assistant Manager. Subsequent moves took him to the Spokane Hotel, a return to the Multnomah as General Manager, then back to Spokane as General Manager of the Davenport Hotel.

In 1951 Mr. Bass was named a Vice President for Western International Hotels. He was elected to Executive Vice President in 1964 and to President in 1971. In 1973 he was named Vice Chairman of the Board, WIH, and retired from the company in June, 1975.

He has been on the WIH Board since April 1976.



REXFORD E. BRUNO
Senior Vice President-Administration
and Finance
UAL, Inc.

Mr. Bruno joined the UAL, Inc. subsidiary, United Airlines, in 1940.

In 1952 he was elected Comptroller and six years later he also became Assistant Secretary of the Corporation. He was elected Vice President and Treasurer in 1961 and Vice President-Finance in 1967. In 1970 he assumed the position of Senior Vice President-Finance and he was also elected to United's Board of Directors.

Mr. Bruno holds directorships in a number of organizations and is a Past President of the Chicago Chapter of the Financial Executives Institute of America, the Airline Finance and Accounting Conference and the University of Illinois Commerce Alumni Association.

Mr. Bruno has been on the WIH Board since April, 1977.



JOHN STEWART CALVERT
Executive Vice President-Properties
and Finance
Western International Hotels

Mr. Calvert joined Western International Hotel's corporate office staff in 1969 as Assistant Vice President.

In 1971 he was named Vice President and Secretary, and in 1973 he gained the title of Senior Vice President and Secretary. He was named to his present post as Executive Vice President (Properties and Finance) in 1976.

Mr. Calvert is a member of a number of WIH committees, holds the title of Chief Financial Officer, and is Chairman, Finance and Properties Investment Committee of the Board of Directors. He is a member of the Washington Athletic Club Board of Governors and the Junior Achievement Board of Directors.

He has been a WIH Board member since 1975.



EDWARD E. CARLSON
Chairman and Chief Executive Officer
UAL, Inc.

Mr. Carlson began his hotel career in 1928, working part time while attending the University of Washington.

He was elected a Vice President in 1947, Executive Vice President in 1953, President and Chief Executive Officer in 1960, and Chairman and Chief Executive Officer in 1969.

In 1970 Mr. Carlson participated in negotiations which were climaxed by a merger of Western International Hotels and UAL, Inc. and was elected to UAL's Board of Directors. In December 1970, he was elected to President and Chief Executive Officer of both UAL, Inc., and its subsidiary, United Airlines, and was elected Chairman of UAL, Inc. in January, 1975.

Mr. Carlson has been on the WIH Board since 1957.



JOSEPH R. CURTIS
Vice Chairman of the Board
Seafirst Corp., and Seattle-First National Bank

Mr. Curtis, a graduate of the University of Southern California with a Masters Degree in Business Administration, began his banking career in Southern California in 1946.

He joined the staff of the Seattle-First National Bank in 1969 as Executive Vice President.

Mr. Curtis currently holds the positions of Manager, World Banking Group and Corporate Treasurer in addition to his Vice Chairman of the Board and Director responsibilities for Seafirst Corporation and Seattle-First National Bank. He also serves as a trustee for a number of organizations and as a Seattle University Regent.

He has been a WIH Board member since 1976.



ANDREW M. DE VOURSNEY
Group Vice President-Finance and Planning
United Airlines

Mr. de Voursney joined United Airlines in 1940 as a researcher and analyst.

In 1948 he became Assistant to the Vice President-Finance and also served as Assistant Corporation Secretary. He was elected Treasurer in 1950, Vice President and Treasurer in 1958, Executive Vice President-Administration in 1961, Senior Vice President-Economic Planning in 1962, and Senior Vice President-Corporate Planning in 1971. In 1974, in addition to heading Corporate Planning, Mr. de Voursney assumed responsibility for the Finance Division, Corporate Controller and Auditor functions of the company.

He has been on the WIH Board since April, 1976.



RICHARD J. FERRIS
President and Chief Executive Officer
United Airlines

Mr. Ferris, former hotel executive with Western International Hotels, was elected President of United Airlines in 1974.

In April, 1976, he acquired the additional title of President and Chief Executive Officer of United Airlines.

He began his career with WIH in 1962, following his graduation from Cornell University School of Hotel Administration, as a Staff Planner for WIH offices and Restaurant Manager at the Olympic. In 1964 Mr. Ferris was transferred to New York as assistant to the General Manager of the Savoy Plaza. Subsequently, he served as F&B Manager at the Anchorage-Westward and as General Manager of both the Continental Plaza and the Carlton hotels. He joined United in 1971 as President of its Food Services Division, and in 1974 was named Group Vice President-Marketing Services for the airline. Mr. Ferris has been a WIH Board member since 1976.



L. P. HIMMELMAN
Chairman of the Executive Committee
WIH Board of Directors

Mr. Himmelman, a graduate of Cornell University with a B.S. in Hotel Administration, began his hotel career at the Multnomah Hotel in Portland, in 1933.

Mr. Himmelman was named Vice President of Western International Hotels in 1951, Executive Vice President in 1964 and President in 1969. In 1971 he was elected Chairman and Chief Executive Officer of the company. In 1975 he was appointed Chairman of the Executive Committee of the WIH Board of Directors and also serves as a Director of UAL, Inc. and United Airlines and holds directorships in several other businesses and civic organizations.

Mr. Himmelman is an owner of the Seattle Seahawks and Seattle Sounders professional sports teams and serves as President of the Chaine Des Rotisseries-Seattle Chapter.

He was named to the WIH Board in 1961.



C. R. LINDQUIST
Executive Vice President-Hotel Management
Western International Hotels

Mr. Lindquist joined Western International as Manager of the Westward Hotel in Anchorage in 1941.

Subsequently, he managed several WIH properties including the Multnomah in Portland and the Benjamin Franklin and Olympic hotels in Seattle. In 1964 Mr. Lindquist was appointed to the position of Vice President. He was appointed Senior Vice President in 1969 and Executive Vice President-Hotel Management Division in 1976.

He is a member of several WIH committees and is Chairman of the Operations Committee. Active in a number of civic and trade organizations, Mr. Lindquist was Founder and Past President of the Greater Portland Convention Association and is currently President of the Seattle Hotel Association.

He has been on the WIH Board since April, 1977.



HUGH A. MARTIN
 President
 Western Construction & Engineering
 Research Ltd.

Mr. Martin is one of the two founders of the Marwell Construction Co. Ltd. which, since its beginnings in 1937, has expanded into one of the largest international engineering-construction and dredging companies.

Mr. Martin serves as a Board Chairman of the Canadian Dredge and Dock Co. Ltd., and PeBen Oil Field Service Ltd., and as a Director of five other Canadian corporations. He is a patron of Lester B. Pearson College of the Pacific and United World Colleges (Canada) Inc., and serves on the Board of Governors for the Western Institute for the Deaf.

Mr. Martin is a Director of WIH corporations in Canada. He has been a WIH Board member since July, 1969.



W. J. PENNINGTON
 President
 The Seattle Times

Mr. Pennington joined the staff of The Seattle Times in 1951. He held various executive positions and in 1967 was named to his present post as President.

A graduate of the University of Washington, where he majored in accounting and received a Bachelor of Arts Degree, Mr. Pennington worked for a number of years as a C.P.A. with the Seattle offices of Touche, Ross & Co. before joining The Times.

He is a member of and has held office in numerous civic, corporate and professional organizations. Mr. Pennington has been the recipient of several community recognition and professional awards largely for achievements in the field of accounting.

He has been on the WIH Board since April, 1976.



HARRY MULLIKIN
 President and Chief Executive Officer
 Western International Hotels

Mr. Mullikin started with Western International Hotels at the age of 14 as an elevator operator at the Cascadian in Wenatchee, Washington. His executive career began in Seattle, and subsequently he became Resident Manager of the Davenport in Spokane, and later, General Manager of the Olympic.

He was named Assistant Vice President and Director of Food & Beverage for Western International Hotels in 1957. In 1963 he was named Vice President/Managing Director of the Century Plaza. He was elected to Senior Vice President in 1969, Executive Vice President in 1971 and President in December 1973.

In April, 1977, Mr. Mullikin was elected to his present position as President and Chief Executive Officer for Western International Hotels.

He has been a Board member since 1961.



NICHOLAS R. PETRY
 President
 Petry-Vappi Construction Company

Mr. Petry is President of Petry-Vappi Construction Company of Denver, Colorado, and has directed the firm's operation for 28 years.

He also serves as managing partner of N.E. Petry Construction Company, President of Mill Iron Ranches - Colorado and Wyoming, and President of the Western Stock Show Association.

Mr. Petry is Past President of the Denver Board of Water Commissioners, the Denver Rotary Club and the Denver Alumni Association of the University of Colorado, and has served as a Director of a number of organizations including United Airlines.

He joined the WIH Board in July, 1976.



BRUCE A. NORDSTROM
 Co-Chairman of the Board
 Nordstrom Inc.

Mr. Nordstrom is Co-Chairman of the Board of Nordstrom Inc., a Seattle-based chain of fashion specialty stores.

He began his career as a stock boy with Nordstrom, then moved on to shoe salesman, Department Manager, Store Manager and Merchandise Manager of the Women's Shoe Division, an area for which he continues to be responsible. He has also served as a Vice President and President of the company.

Mr. Nordstrom graduated from the University of Washington with a Bachelor of Arts Degree in Economics. He holds office in a number of civic and community organizations that includes the position of Trustee and Vice President of the Downtown Seattle Development Association.

Mr. Nordstrom has been on the WIH Board since April, 1977.



JAME H. WIBORG
 President
 Univar Corporation

Mr. Wiborg has pursued a distinguished business career in the Puget Sound area that has included the position of Securities Analyst, Founder and President of Western Plastics Corporation (presently Chairman of the Board and Director), Executive Vice President of Washington Steel Products, management consultant, President and Chief Executive Officer of United Pacific Corporation and, his current position, President and Director for Univar Corporation.

Mr. Wiborg is a graduate Cum Laude of the University of Washington where he acquired a Bachelor of Arts Degree in industrial management.

He has been a member of the WIH Board since April, 1977.



Royalty

Honolulu - Every year, for their Aloha Week celebration, Ilikai staffers vote for their Aloha Week Court to "rule" over the festivities. Newest members of that "royal succession" were Queen Doreen Vierra of the hotel's accounting department and King Joe Spencer of the front office staff.



Mixers

Seattle - Responsible for mixing the hotel entry drink recipes submitted in the Golden Chalice Award competition for judging finals in Seattle (see related story on page 7), were "mixology" experts Bob Sessler, assistant beverage supervisor (left), and Bob Baker, beverage supervisor, both of the Olympic.



Retirement

Seattle - A large group of well-wishing fellow employees gathered at a party to celebrate the retirement of WS&S Print Shop Assistant Manager Chet Doud recently, and presented him with this appreciation gift—a handsome wall barometer.



Showing

Houston - Employees of the newly-opened Galleria Plaza were invited to a special luncheon at the hotel's Galleria Ballroom, recently, that included a showing of the corporate film, "Great Destinations. Great Hotels." Among the diners was this table of kitchen staff members, (from left): Richard Gentzel, Jerry Owens, Steve Caruana, Tim Peterson, Danny McGee, Fausto Curiel and Richard Palmer.

Songwriter's 'love song' to Las Brisas

Mason Mallory is the director of sales promotion for Western Airlines in Los Angeles.

He is also a very talented songwriter who has been specializing in musical salutes to Western Airlines destination cities such as San Francisco, Los Angeles and Phoenix.

While in Acapulco recently, also a Western Airlines destination city, Mason was inspired to write yet another musical salute. But this time he narrowed his subject down to one very

special place in this special resort city—the world-famed Las Brisas hotel.

The song's title, "You'll want to linger longer at Las Brisas", expresses not only Mason's personal sentiments but also those of probably anyone who has ever been a guest of this delightful resort property.

Here is Mason Mallory's "love song" to Las Brisas—the words and the music:

You'll Want to Linger Longer at Las Brisas

Chord progressions: C6, Eb dim, Dm7, G7, F6, G7, G7+, CMaj.7, C6, C6, Eb dim., Dm7, G7, F6, G7, C6, Gm7, C7, C7+, Fmaj7, F6, F# dim, C6, Cmaj7, C6, Am7, D7, Dm7, G7, C6, Eb dim, Dm7, G7, F6, G7, F6, Fm6, C6.

Lyrics:
 You'll want to ling - er long - er at Las Bri - sas — You'll fall in
 You'll want to ling - er long - er at Las Bri - sas — Where skies of
 love a - bove our A - ca - pul - co Bay — In Mex - i -
 blue sur - round your view of all the bay — For those who
 co where breez - es blow you say Las Bri - sas — It is the
 know the place to go is to Las Bri - sas — Be - neath the
 near - est place to heav - en peo - ple say — High on a hill there is a
 stars the soft gui - tars so gent - ly play — A pri - vate pool...your own ca
 thrill in ev - 'ry mo - ment — Fan - tas - tic views and love - ly flow - ers ev - 'ry
 si - ta...Bel - la Vis - ta — The at - mous - phere is so ro - man - tic...so a
 day — You'll want to ling - er long - er at Las Bri - sas —
 lone — You'll want to ling - er long - er at Las Bri - sas —
 — Where you will find such peace of mind you'll want to stay. —
 — Where you'll dis - cov - er you have found your sec - ond home. —

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'Clappers' awarded for corporate film showings

Presentation of the WIH "Most Imaginative Exhibitor" awards in a company-wide competition for showing the corporate film, "Great Destinations. Great Hotels." was made in mid-December.

Winner in the hotel category was the Williams Plaza. The currently under-construction property had presented over 100 film showings to groups that ranged from its own staff members to member gatherings of large national associations.

The Houston Regional Sales Office was the winner in the regional sales office competition category.

Winners in both categories were presented with "clapper" awards. (A clapper is a wooden device used by film studios to identify film takes.)

An overall tally of the eight-month competition among hotels and sales offices resulted in 425 showings to almost 25,000 viewers of the 14-minute film.

Says Ron LaRue, corporate director of advertising and public relations, "We're extremely pleased by the effort taken by so many of our people to show the film. This, in addition to public service television showings to an estimated three million viewers, has given us some terrific exposure and, I'm sure, has gained many new friends for Western International."

LaRue adds, "Even though the competition is over, I hope all hotels and regional sales offices will keep showing the film wherever and whenever possible."

Any employee can check out the film for group showings by contacting the person in his or her hotel or regional sales office responsible for it.

LaRue also pointed out that the all-properties trailer, which accompanies the film, has been updated and copies are being provided to hotels and sales offices this month.



Marie Kriss, Houston office regional director of sales, accepts a "clapper" award and congratulations from (left) Bob Chamberlin, director of regional sales and reservations, and (right) Bruce McKibbin, senior vice president.

celebrities



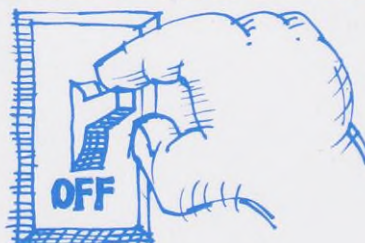
Popular television personality Marie Osmond receives a surprise birthday cake from The Plaza's pastry chef Gale O'Malley (center) and Banquet Captain Michael Lambrianakos. Marie was at The Plaza to attend a press conference introducing her affiliation with a new line of cosmetics.



Canadian Prime Minister Pierre Elliott Trudeau (left) paid a visit to Edmonton in early November and checked into his favorite hotel in that city, the Edmonton Plaza. With Trudeau is the hotel's general manager, Peter Smith.



After five months in the stormy seas on his yacht Williwau, completing his historic voyage through the Northwest Passage, the one thing on Willy de Roos' mind was the luxury of breakfast in bed at a fine hotel. His dream came true at the Bayshore Inn, heightened by the excellent service of Waiter Katsuo Ono.



energy = money
savings = savings

Winter Outside Lighting

As these winter nights get longer, outside lights—for safety's sake as well as for crime prevention—are left on longer.

In fact, it's very easy to completely forget about turning off lights during daylight hours particularly if you are away from home during the day.

As a result, a lot of unneeded lighting energy is wasted.

This waste could be eliminated by operating your outside lighting through a time clock which automatically switches lights on and off at pre-set times.

You can also use a photo-electric control system which automatically turns lights on or off according to the degree of outside light.

Or, if you don't wish to invest in a control device, form the habit of remembering to "click-off" every morning when you "take-off".

Refrigeration Tips

There are a number of small but significant items that can cause your refrigerator to operate less efficiently, thus consuming more energy for the same amount of cooling. Here are three tips to help you get maximum efficiency from your refrigeration:

Frost build-up: Frost acts as an insulation causing your refrigerator motor to work much harder and use more energy to maintain a required temperature. Frost build-up should be removed from refrigerators and freezers as soon as it gets to be 1/4-inch thick.

Condenser cleaning: The back of your refrigerator has a vented condenser unit which ejects heat from within the refrigerator, allowing it to keep cool. But if these condensing coils are dusty or greasy they can't operate efficiently because of the dirt insulating effect. A frequent cleaning and vacuuming of this unit will keep the system operating at top efficiency.

Door seal: Keep both contact surfaces of the magnetic door seal clean. This practice will not only assure you of a tighter seal, but the seal will last longer when well maintained.

If these three items are periodically checked, your home's refrigeration units should operate efficiently and you'll keep your energy consumption costs down.

1977 W.I.H. NEWS HIGHLIGHTS

A review of some of the top news highlights and major personnel appointments as reported in Front! during the past twelve months. (NOTE: Items are listed according to month they occurred and not necessarily by Front! reporting issue.)

JANUARY - Emma Babers, Houston Oaks room attendant, is named WIH Thurston-Dupar winner. Senior Vice President Joe Mogush is recipient of first Carlson-Himmelman Award. St. Francis receives first WIH Safety Award. Peachtree Plaza hosts annual Management Conference. Mayflower hosts inaugural party for President Carter.

FEBRUARY - Book on company's history, "The Story of Western International Hotels", is published.

MARCH - Detroit Plaza opens. Thomas Gurtner named general manager of Wailea Beach Hotel. Los Angeles Bonaventure celebrates official grand opening.

APRIL - Harry Mullikin elected president and chief executive officer for company by WIH Board. Anchorage-Westward sold. Los Angeles Bonaventure hosts annual Rooms Division Conference.

MAY - Peggy O'Leary, personnel secretary at Hotel Toronto, and Bob Wann, London Grill captain at the Benson are Bruce Pierce Scholarship Award recipients. Crown Center wins INSTITUTIONS magazine's "IVY" Award.

JUNE - WIH Employee Energy Conservation Poster contest gets underway. Peachtree Plaza hosts annual Accounting Conference. First of two regional Engineering Workshops is held at Washington Plaza. Century Plaza hosts annual Personnel Conference.

JULY - Second regional Engineering Workshop held at Continental Plaza. Paul Himmelman named general manager of Benson.

AUGUST - Washington Plaza hosts first WIH Public Relations Seminar. Reservations managers/supervisors from U.S., Canada and Mexico attend three-day workshop at Crown Center.

SEPTEMBER - The Arizona Biltmore joins WIH family. Washington Plaza is host to annual Management Seminar. Hotel management appointments include: Jim Mogush to Galleria Plaza, Cecil Ravenswood to The Arizona Biltmore, Howard Kemball to Winnipeg Inn, Bernard Awenenti to Bonaventure. At corporate offices, Robert Jenks is named senior vice president and treasurer and William D. Ellis is named vice president and controller. WIH Employee Energy Conservation Poster contest winners announced. Hotel Toronto, Michigan Inn and Detroit Plaza jointly host annual Marketing Conference.

OCTOBER - Olympic is host hotel for annual AH&MA Convention. Don Brown, Washington Plaza superintendent of services, wins AH&MA "Bellman of the Year" Award. New appointments in hotel management include: Larry May to Peachtree Plaza, Jack Gaines to Continental Plaza, Pat Burton to Carlton, Peter Smith to Edmonton Plaza. Patrick Collins is appointed WIH director of energy management and engineering. Williams Plaza tops off.

NOVEMBER - Galleria Plaza opens. Toronto Reservations Center hits its first 1,000 reservation calls-a-day mark. Alicia Galvan, Camino Real, Tampico, director of housekeeping, wins 1977 Brockmann-Carlson Award. Bayshore Inn hosts annual F&B Conference. Olympic hosts first workshop for F&B operations analysts of U.S. and Canada hotels.

DECEMBER - Hotel management appointments include: Arthur Oades to Calgary Inn, Denis Forristal to Bayshore Inn. WIH terminates marketing agreement with Dusit Thani and Miramar hotels. President and Chief Executive Officer Harry Mullikin announces 1977 as "best year in the history of our company."