

# Front!

July, 1980

WESTERN INTERNATIONAL HOTELS



***Bienvenido!  
Galeria Plaza***  
*(Story, page 3)*

## On the move

### Let your smile 'speak out'

A feature article in this issue of FRONT! reports on our company's marketing expansion efforts into Europe and other parts of the world.

Many of the new guests visiting our hotels as a result of these efforts will be coming from cities and countries where Western International is not represented. Their knowledge of us may be limited to the extent that our name and reputation has gone before us.

These international guests call for some very special hospitality efforts on our part.

Some of our hotels have implemented special services for international travelers. They include such things as multi-lingual directories and room service menus, foreign currency exchange service and concierge service.

But there is something more that we can all do.

Just as a tender-loving-care attitude can do a lot for a traveler from a neighboring community, it can mean even more to someone who is thousands of miles from home and may be undergoing the stress of an unfamiliar culture or struggling with a "foreign" language.

True, language differences can make communications with these guests very difficult. But don't let that stump us.

After all, what spoken language says "welcome" more warmly and hospitably than that of a friendly smile — yours.



**Harry Mullikin**  
President and  
Chief Executive Officer

*Harry Mullikin*

**Werner Meier** from director of food & beverage, *Philippine Plaza*, to director of food & beverage, *Shangri-La/Hong Kong*.

**Walfried Hans Sumeri** from director of security, *The Olympic*, to director of security, *Washington Plaza*.

**Charles Sarre** from director of restaurants, *Detroit Plaza Hotel*, to assistant director of food & beverage, *Peachtree Plaza*.

**Joseph McGinnis** from assistant laundry manager, *Galeria Plaza* to laundry manager, *The Arizona Biltmore*.

**Vlastimil Lebeda** from executive chef, *The Ilikai*, to executive chef, *Continental Plaza*.

**William Lucas** from senior assistant manager, *Washington Plaza* to senior assistant manager, *Hotel St. Francis*.

**Patrick Reynolds** from pastry chef, *Detroit Plaza Hotel* to pastry chef, *Continental Plaza*.



COVER: Beginning August 1, WIH will offer a new hospitality address in Mexico City — The Galeria Plaza hotel, Hamburgo 195, Zona Rosa.

## Front!

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

**Gabe Fonseca, Editor**  
Carol Suess, Associate Editor

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## Management changes

The following changes in management were announced in June: Chris Marker, managing director for the *Detroit Plaza Hotel*, has been elected a vice president for Western International with responsibilities for the personnel function for the company. Jerry Gunderman continues as director of personnel.

Kim Chappell, general manager of *The Ilikai*, replaces Marker as managing director of the *Detroit Plaza Hotel*.

Tom Gurtner, general manager of the *Wailea Beach Hotel*, is named general manager of *The Ilikai*.

Volker Ulrich, executive assistant manager of the *Wailea Beach Hotel*, has been appointed general manager for that property.

Peter Blyth, director of food and beverage for Western International, has been named a project officer for the company and also serves as an area vice president.

Jacques Bourgeois, director of food and beverage at the *Hotel St. Francis* has been appointed director of food and beverage for Western International.

Lee Jenks, managing director of *The Olympic*, is named managing director of the *Los Angeles Bonaventure*. Jenks succeeds Larry May who has resigned from the company to return to Boise, Idaho, where he has gone into private business.

Hartmut Ballin, executive assistant manager at *The Olympic* has been named manager of that property. The new executive assistant manager at *The Olympic* is Lorene Walter, formerly the hotel's senior assistant manager.

## Phased opening for Galeria Plaza



Artist's rendering of the Galeria Plaza.

Beginning August 1, Western International's newest hotel, the Galeria Plaza in Mexico City, will be welcoming its first guests.

However, there won't be much fanfare. Not yet.

Festivities celebrating the official Grand Opening of the new property will take place some time later when all guest floors are completed.

Meanwhile, these initial guests will find cause for personal celebration as they experience the many delights of this stunning deluxe hotel.

Each of the 430 handsomely-decorated and luxuriously-furnished rooms and suites offers a number of special amenities including cablevision from the U.S. and a well-stocked bar and refrigerator.

All rooms have city views with an immediate outlook on the surrounding Zona Rosa, the elegant shopping and restaurant area of Mexico City in which the hotel is located.

But there is hardly a need to dine and drink out. The Galeria Plaza offers a varied choice of seven restaurant and lounge outlets.

For the ultimate in fine dining, there is the gourmet French restaurant, Ile de France, with its adjoining piano bar.

Other food and beverage choices include: the Restaurant Plaza, a 24-hour international cafe; the Cafe Plaza;

the Snack Bar at the rooftop swimming pool; Le Chic, a swinging disco-club, and the Lobby Bar.

Meeting facilities for up to 550 persons include the Lancaster and Galeria rooms. For outdoor social functions, there is a poolside Fiesta Area.

And for the traveling business person, the hotel's Executive Penthouse facility offers secretarial and translation services, Telex, a Dow-Jones terminal and private business offices.

Located in the lower level shopping arcade are several retail outlets and service agencies. A health club for hotel patrons is situated adjacent to the hotel's swimming pool.

The Galeria Plaza is located about five minutes from Chapultepec Park (and its sister hotel, Camino Real, Mexico City), and about ten minutes from the downtown area (and its other sister hotel, The Alameda). The Benito Juarez International Airport is approximately a 25-minute drive from the hotel.

Winston Wlodawsky is the manager of the Galeria Plaza. The hotel is operated by the Western International Hotels Company in Mexico.

## Photo news



### 'Welcome, Mr. President'

SEATTLE — U.S. President Jimmy Carter is welcomed to *The Olympic* by hotel manager, Hartmut Ballin, during his early June visit to Seattle to speak to the U.S. Conference of Mayors meeting at the hotel. Adding their welcome are Lee Jenks (center), former managing director of the hotel and now managing director of the *Los Angeles Bonaventure*, and Lorene Walter (left), executive assistant manager. Other VIP'S visiting The Olympic to address the conference included former California governor Ronald Reagan, and congressman John Anderson.



### Library remodeled

SAN FRANCISCO — The *Hotel St. Francis* employee cafeteria, the Library, has gone "uptown" following a complete renovation that's given the room a classy, new look. Included in the facelift was the addition of new furniture, carpeting, a forest-scene wallcover graphic and repainting. It may all be psychological, but one pleased employee was heard to comment after the Library opened, "Even the food tastes better."



### Sells Singapore to Swiss

SINGAPORE — Seven employees of the *Shangri-La Hotel* were among the participants in a three-week Singapore Food Festival promotion at the Hotel Zurich in Switzerland recently. The event was mainly sponsored by the Singapore Tourist Board to attract European visitors to the Republic.

The seven food and beverage staff members who cooked, demonstrated and served Singapore cuisine "Shangri-La style" at the Swiss food fair, were (from left): Mohamed Amin Bin Osman, Tham Kwong Fatt, Mary Teo, Eric Foo, Amy Toh, Tham Chen Choy and David Toh.



### Fountain blessed

HONOLULU — The new waterfall fountain recently installed in the main entry to *The Ilikai* receives the blessing of Reverend Abraham Akaka (center) at dedication ceremonies attended by Kim Chappell, general manager (left), and John Hollendar, senior assistant manager. The waterfall fountain, backdropped by lush tropical plantings, adds a romantic "old Hawaii" touch of welcome to arriving guests of this resort property.

### Loser

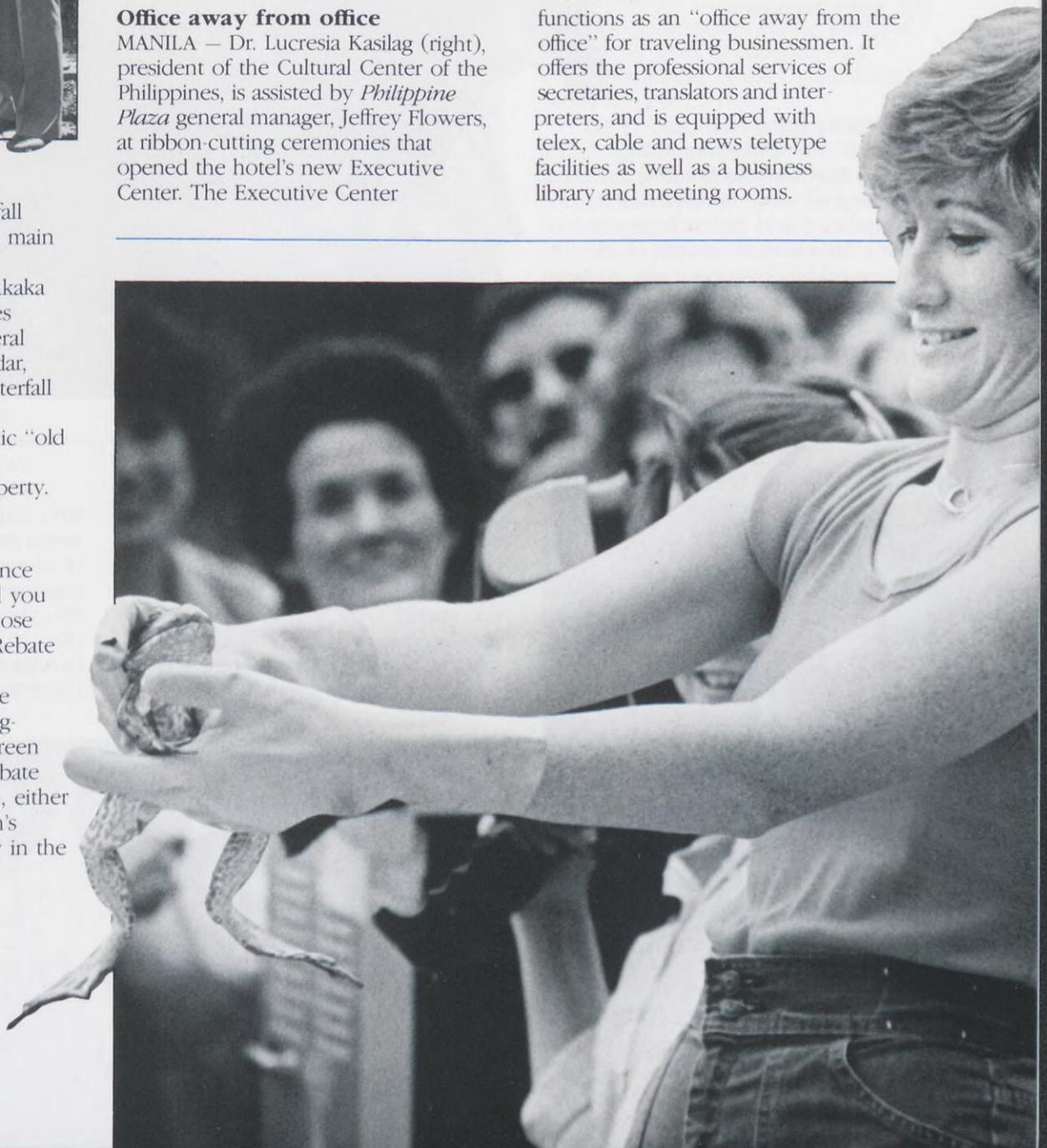
TULSA — "You'll never be a prince if I have to kiss you, but I'll call you one if you win the contest." Those were the ground rules set for "Rebate II," the frog entered by Vera Holloway, chief accountant at the *Williams Plaza*, in this year's frog-jumping contest held on The Green fronting the hotel. Alas, poor Rebate II. He never made it as a prince, either by the magic of a pretty maiden's kiss or by doing it the hard way in the jumping contest.



### Office away from office

MANILA — Dr. Lucretia Kasilag (right), president of the Cultural Center of the Philippines, is assisted by *Philippine Plaza* general manager, Jeffrey Flowers, at ribbon-cutting ceremonies that opened the hotel's new Executive Center. The Executive Center

functions as an "office away from the office" for traveling businessmen. It offers the professional services of secretaries, translators and interpreters, and is equipped with telex, cable and news teletype facilities as well as a business library and meeting rooms.



## Photo news

### Upstaged

PORTLAND — The opening ceremonies for the new Portland Marriott hotel were somewhat “upstaged” with the arrival of Paul Himmelman, general manager of *The Benson*, in a horsedrawn carriage. The carriage, a European wagonette, suggested the classic European-style service and decor image of The Benson. Himmelman (left) was driven to the event by wagonette owner, Dr. Gil Bartell, and the pair was attended by “footman” Cord Hill, hotel doorperson.



### Moving upward

SEATTLE — Construction on the *Western International Building* is beginning to move upward as the placement of steel girders begins to outline the lower framework of the WIH world headquarters tower. At right is the United Airlines Building and at left is the 2000 5th Avenue Building, both currently housing WIH offices.



### Top energy savers

SEATTLE — When the report came out listing the energy consumption of all properties for 1979, the *Washington Plaza* headed the list as the number one energy saver with an actual energy use decrease of 16.7 percent. Much of that cut was due to an awareness effort on the part of the hotel's employees,

with major credit going to the energy-saving practices, including installations of energy-saving equipment by the engineering staff pictured here: (from left), Paul Mollan, building superintendent, and engineers Ken Mead, Milt Byorkland, Rick Letson, Nathan Saunders, Harry Westrup, Roy Wenstone.



### 'New perspectives' underlie Personnel Conference agenda

**T**here wasn't the traditional meeting banner to proclaim it. But the agenda for the four-day Personnel Conference, held at the *Hotel St. Francis* in early June, consistently focused on a strong underlying theme.

That theme, as Jerry Gunderman, WIH director of personnel, noted in his remarks to the group, was "new perspectives." Specifically, Gunderman emphasized, "new perspectives in professional personnel management."

Presentations that introduced these new perspectives for attendee evaluation ranged from a behavioral approach to a labor relations discussion group session, to an outside authority's "how to's" of selling the respective hotel management teams on the role and contribution of the personnel department.

Other discussion group sessions, as well as general session presentations, gave further perspective in identifying areas where Personnel has the opportunity for expanding its base of involvement, assistance and contribution to the total hotel operation.

"Tips for the First-Time Supervisor," a training techniques presentation by Dick Blewett, manager of management development, gave fresh perspective for in-hotel training. The presentation was the premier showing of the first in a series of "packaged" in-hotel training programs being produced by the corporate personnel office.

Attendance at this year's conference was the largest ever and most widely represented. Among the 40 attendees were the directors of personnel from WIH hotels in seven countries.

Also attending and participating in the program were 1980 Personnel Committee members including general managers Jim Mogush of the Galeria Plaza and Randy Guthrie of the South Coast Plaza, as well as Dwight Call, senior vice president/staff services.

### 'Managing' is key Accounting Conference message.



*Accounting Conference lunch break ... an opportunity to socialize and exchange ideas.*

**F**or the first time in WIH history, *The Mayflower* hosted a company conference, welcoming more than 60 delegates to the 1980 Accounting Conference.

The conference theme, "Managing the 80's" set the tone as the program zeroed in on the controller's management role. Program features were designed to provide a refresher on basic management skills as well as updates on major developments within Western International Hotels.

A conference highlight was a day-and-a-half seminar on "Managing the Accounting Function," presented by Dr. Gerald Searfoss of the University of Utah.

The conference program was liberally sprinkled with outside speakers. The opening dinner was addressed by William McCormick, president of the card division of the American Express Company. Al McDermott, legislative advocate for the AH&MA, was a luncheon guest, speaking about key legislative developments and proposals of interest to the lodging industry. Bill Newman, WIH vice president/hotel

sales and marketing, briefed the conference on Western's international marketing activities in Europe and the Pacific Rim. An honored guest and luncheon speaker was Jeanne Westphal, assistant secretary of commerce for tourism and head of the United States Travel Service (USTS).

Bill D. Ellis, WIH vice president and controller and conference chairman, noted the format had been a real departure from earlier conferences. Some 35 of the attendees played key roles as "Task Force" members, discussion group moderators, session chairpersons and hosts.

Ellis remarked, "We are very, very pleased with the involvement of the group and the contributions each attendee made."

He noted a new feature, the "Idea Board" generated some twelve pages of summary covering new ideas and accounting department management systems that will be sent to the hotels in the form of a post-conference mailing.

Mayflower Hotel controller, Leon McCrimmon, served as conference host.



*Personnel Conference meeting session ... a time to absorb some new perspectives.*

# Marketing plants WIH banner in some new world markets

**Item:** Staff growth forces London Regional Office move to larger quarters. Move includes addition of bi-lingual sales manager to concentrate on European market potential.

**Item:** Tri-lingual (English, German, French) WIH hotel (rack) folders distributed to major travel agencies throughout the United Kingdom, West Germany and France.

**Item:** Tokyo Regional Office adds new sales manager. Needed to service fast-growing Asia/Pacific Rim markets and assist in business development for Korea hotels.

**I**nternational" is the company's middle name. As these items indicate, it also defines the company's exciting new marketing focus.

The aggressive pursuit of business in the international marketplace was the top-billed action topic of the Marketing Conference agenda last February.

As the attendees heard it, "... we must adjust our marketing perspectives and our approaches to marketing strategy to include the total world as our real marketplace."

That "adjusted" marketing perspective is now off and running.

Major thrust of this international marketing strategy is currently directed toward what the Division labels as its European Marketing Plan. The target countries are the United Kingdom, West Germany and France.

Since 1972, WIH has maintained a regional sales office in London. While it mainly services the United Kingdom, to some extent it also services the markets of other European countries. Among them, France and West Germany. Over the last few years, the business potential of both of these countries — especially West Germany — has grown tremendously.

Of the German market potential, Bruce McKibbin, senior vice president, marketing, comments:

"There is a large, affluent segment of the German population that does a lot of traveling to our destination centers. This includes Northern Europe, South Africa and the Pacific Rim countries as well as North America.

"Also, because of the currently favorable currency exchange, cities throughout the U.S. and elsewhere in North America are becoming as popular destinations for the German pleasure traveler as they are for the business traveler. The U.S., Canada and Mexico have become real travel bargains for European travelers."

*Four-page brochure for use in Germany.*

As a major effort to service the German market, a WIH reservations operation was established in Frankfurt in early May. The operation, a facility of Europe's Steigenberger Hotel Company, is equipped to handle telephone and Telex reservations business from throughout West Germany for our company.

A primary objective of the European Marketing Plan strategy is the promotion of Western International name familiarity, particularly to travel agents.

Earlier this year, Ken Kitchin, WIH public relations manager, undertook the assignment of establishing a corporate identity "beachhead" in northern Europe.

In his travels, Kitchin distributed WIH press kits promoting the company and its operations to the editors of key travel agent publications in the United Kingdom, West Germany and France.

The successful venture continues to pay off. Several published articles projecting the WIH name and its family of hotels to the thousands of travel agent readers of these publications resulted.

But "who" is just part of the story. As important is "where to buy" us once you know who we are.

The information — the WIH reservations number to call in London and in Frankfurt — is boldly featured in corporate ads now appearing in the most widely-circulated travel trade publications of both the United Kingdom and West Germany.

Reprints of these ads are being sent to travel agents of both countries as one of the pieces of a five-part direct mail WIH "awareness" program.

While Europe is marketing's main thrust, there is also a lot happening in the Asia/Pacific Rim of the expanding WIH world marketplace.

Beefing up the Tokyo Regional Sales Office — which, incidentally, celebrates its tenth anniversary this month — with the addition of a new sales manager, is a case in point.

Then, Ron LaRue, director of advertising and public relations, met recently with the management of WIH hotels and affiliated hotels in the area to produce a joint advertising and promotional program. The combined property promotion is aimed at the vast market audience potential that stretches from Korea to Australia.

Program emphasis is on a strong advertising program schedule placed in the area's leading travel trade publications. As in Europe, a large portion of hotel reservations are made through travel agencies.

A key Marketing Division goal, according to McKibbin, is eventual world-wide extension of WESTRON reservations capabilities. The service is currently limited to Canada, the U.S. and Mexico.

"Unfortunately," says McKibbin, "at this time, costs for expanding the WESTRON system overseas are almost prohibitive."

"But," he adds, "we're investigating every possibility — things like satellite transmission, for instance — and we're confident that we will find just the solution to fit our needs."

"Speaking of the WESTRON system," McKibbin observes, "we tend to think of it as just a quick, convenient way for making hotel reservations. Actually, it's a lot more than that. It's a very sophisticated tool of extensive application to the hotels and the company. Right now, for instance, WESTRON is used to keep complex hotel inventories, to transmit reservations changes and cancellations and as a communications link for administrative messages."

McKibbin went on to indicate that further system efficiencies are on the way.

System enhancements, under the supervision of Harvey Cannova, director of WESTRON, are now being designed by George Williams, WESTRON planning manager.

Included are guest history and group lead programs. Both programs, when adopted, will greatly benefit the operations efficiency of the company's marketing function. They will provide an instant source of important marketing information.



*McKibbin... the total world is Western International's real marketplace.*

Williams is a recent transfer to the Marketing Division offices. While no specific date has been established, there are also plans for the transfer of Cannova to the Seattle offices from his Central Reservations Offices location in Omaha sometime during the next several months.

These two staff additions are part of an expansion and reorganization process recently undertaken by the Marketing Division. They are changes that, to some extent, have been influenced by the Division's broadened marketing perspectives. Also influencing these changes are Western International's ambitious plans for hotel expansion over the next few years.

Another recent addition to the staff, in the position of vice president/hotel sales and marketing, is Ulrich Schwartz. Schwartz formerly served as vice president/marketing for Mexico.

Subsequently, there has been a three way split in hotel assignment responsibilities among the three marketing vice presidents — Schwartz, Dave Evans and Bill Newman.

And, while McKibbin continues with his responsibility for the WIH properties in the Far East, Jim Weiss, manager/travel industry sales, has been assigned the responsibility for the WIH affiliated properties in the Far East.

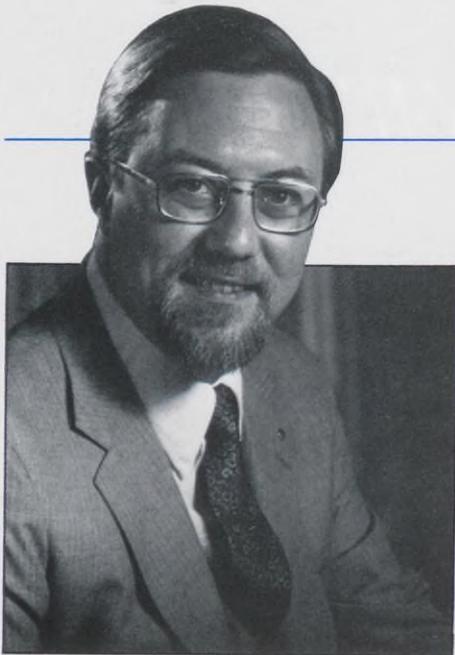
Western International's growth plans for the 80's are probably the most exciting of its 50-year history. Certainly the Marketing Division is well on the move to help make those exciting growth plans happen.

**WIR MÖCHTEN  
SIE MIT DER WELT DER  
WESTERN INTERNATIONAL  
HOTELS BEKANNT MACHEN.**

**SIE ERREICHEN DIE WELT DER  
WESTERN INTERNATIONAL HOTELS  
MIT EINER EINZIGEN  
NUMMER.**

**(0611) 215 747**  
(TELEX Frankfurt. 414697)

## People



### Peppler named Corporate Communications Manager

**C**harles Peppler has been appointed manager, corporate communications for Western International Hotels.

Peppler, formerly public information specialist for the Public Affairs Office of the U.S. Department of Health, Education and Welfare in Seattle's Region 10, brings to the company a diversified background in governmental and educational institution communications. This includes previous experience as a community college instructor, freelance writer and as information specialist for the U.S. Army at Fort Hood in Texas, and at several posts in the Republic of Korea.

In his new position, Peppler assumes internal corporate communications responsibilities relating to employees and hotel management, as well as to industry associates and government agencies.

Under his direct supervision are the positions of internal publications manager and communications projects coordinator. Peppler reports to Dwight Call, senior vice president/staff services.



### Second spot

WASHINGTON D.C.— After an opening game loss, *The Mayflower's* softball team went on to subsequent victories to place in a three-way tie for second spot in the Washington Hotel Softball League. Team members

pictured here include: Leon Dozier, Henry Talley, Tiney Fedler, McKenna Simmons, Jon Carres, Bill Hobbs, Jerry Wolsborn, Steve Price, Ron Calloway, Jay Wildgren, Louis Holly, Tom Rachlin, Joe Briglia, and Ken Orr. Coach for the 16-game season was Leon McCrimmon.

### Just ask Jimmy

JOHANNESBURG — Guests of the *Carlton Hotel* who want to make theatre reservations, reservations with one of the hotel's restaurants, or who want to know where to shop or where to sight-see in Johannesburg, "just ask Jimmy." Jimmy is Jimmy Padiachie, who was recently appointed to manage the hotel's new lobby concierge service. Though new to his concierge role, Padiachie is a familiar face at the Carlton Hotel, having started with the hotel when it opened in 1972. He retired in 1979 but was persuaded to return when the concierge post was established.



### Award of Merit team

HOUSTON — A heart attack victim — a guest attending a banquet at the *Houston Oaks* — pulled through "very nicely" thanks to the quick-action life-saving efforts of Doug Hales (center), executive assistant manager, and Bob Karch (right) senior assistant manager. Both had had training in CPR, which was applied to the guest until professional medical assistance arrived on the scene. The pair were presented with President's Award of Merit recognition plaques by Pat O'Brien (left) Houston Oaks general manager.





For Kay Pendergrast, a scholarship check for \$1,000 presented by CEO, Harry Mullikin.

## World looks considerably brighter to scholarship recipient

A few years ago, life looked pretty bleak for Kay Pendergrast. She had dropped out of high school to get married. Now she found herself separated from her husband, with two children to help support. Worse, she also found herself untrained in job market skills, except for some previous experience as a retail clerk.

"It was then that I made the decision to take charge and change the direction of my life," she says. "I was determined to do something to prepare myself for a career that would be both personally challenging and satisfying."

With that decision, life began to look brighter almost immediately.

Pendergrast requested to be tested for a special training program sponsored by the Washington State Employment Service. She scored so well that she was placed in a career accounting program at a Seattle business college.

Her progress was rapid. So rapid, in fact, that she became qualified to advance to a business administration course of study.

Her business accounting skills opened new job opportunity paths that lead her to the position of payroll

clerk with the *WIH Financial Services Division* last November.

With a clear sense of career direction going for her, Pendergrast then decided to reach a little higher — to go for a degree in business administration. However, she lacked the funds to pay for the night school courses she planned to take to reach that goal.

The answer to that financial problem came in early June when Pendergrast was notified that her application for the Bruce Pierce Memorial Scholarship Award was the judging committee's unanimous choice for the 1980 award. Her prize, a check for \$1,000.

Today, the world looks considerably brighter for Pendergrast. Not only has she found the means to finance her career education goals, but she is also happily remarried.

The Bruce Pierce Memorial Scholarship Award was established in 1964 to stimulate higher academic achievement. It was founded in memory of Bruce Pierce, former *WIH* vice president.

Previously the Award had been made available to any *WIH* employee applicant but, beginning this year, it has been restricted to employees, or children of employees, of the corporate offices, Western Service and Supply, the regional sales offices and the central reservations office.

The change was made when it was decided to broaden the program by having each hotel fund its own scholarship programs.

## Resident 'pickpocket' awarded

SEOUL — Lee Kyu Soon (second from right) has, on occasion, been jokingly referred to as the *Chosun Hotel's* "resident pickpocket." That stems from her position as receiving clerk in the hotel's laundry and dry cleaners where her responsibilities include removing contents left in the pockets of clothing to be drycleaned. Routinely checking the pockets of a pair of pants recently, Lee was surprised to pull out a wad of bills amounting to \$300. The find was immediately reported and returned to the guest. For her honesty, as well as for nine years of loyal service to the Chosun Hotel, Lee was named the hotel's Employee of the Month and was presented with recognition honors by the hotel's managing director, Lou Martinelli (right) and the congratulations of Han Chang Soo (second from left) laundry manager, and Kim Man Kyo (left) housekeeping manager.



# Inn basket

**Counting Diamonds** – Word comes from the American Automobile Association (AAA) that Western International received more Five Diamond award ratings than any other hotel company. Further, WIH scored the highest percentage of top-rated properties (5 and 4 Diamond) of all hotel companies rated. With the Five Diamond winners reported in the May issue of FRONT!, here's the promised follow-up of Four Diamond AAA Award winners – a whopping 22 in all:

*Peachtree Plaza, Continental Plaza, Detroit Plaza Hotel, Michigan Inn, Wailea Beach Hotel, The Ilikai, Galeria Plaza, Crown Center Hotel, Los Angeles Bonaventure, The Plaza, The Arizona Biltmore, The Benson, Hotel St. Francis, The Olympic, Washington Plaza, Calgary Inn, Hotel Toronto, The Baysshore, Winnipeg Inn, and the Camino Real hotels in Cancun, Guadalajara and Puerto Vallarta.*

**Who's counting stars?** – *The Hotel St. Francis.* We noted in the May issue of FRONT! that 13 WIH hotels were presented with Mobil Four Star ratings. Correct. However, only 12 hotel names were listed in the article. Missing was the Hotel St. Francis. They counted. And called. And now we're setting the record straight.

**Back (L)ash** – And, speaking of setting the record straight, the Mt. St. Helens volcanic eruption in Washington State evidently caused some people around the country to believe that the city of Seattle had disappeared under a blanket of ash, or some such. Actually, not so. In fact, even throughout the worst of it, it would have been difficult to find even the merest trace of ash dust mingled with the pristine purity of the ozone in that part of the Pacific Northwest. And, the only "blanket" hovering over the city was a rain cloud or two (well, maybe more). Anyway, as a backlash response to this outlander (and outlandish) misconception, the three Seattle properties – the

*Washington Plaza, The Olympic, and the Space Needle Restaurant* – recently combined efforts in producing a direct mail piece which was sent to some 5,000 travel agents assuring them that indeed "Seattle was open for business as usual" and that the ash-free welcome mat was out to all visitors.

**Super Savers** – The 1980 U.S. Savings Bond drive is over and for the second year in a row, the *Hotel St. Francis* chalked up the company record for savings bonds enrollments – 184 new enrollees. St. Francis folk can take a bow for the super-saver super effort with an encore for Pam Messer of the hotel's personnel department who coordinated this year's record-breaking campaign.

**Wine push** – Let's hear it with a round of olé's for the *Hotel Alameda*. The Mexico City hotel was the record-breaking winner in the semi-annual WIH Wine Selling Contest as sponsored by the WIH F&B Division. As first place champs, the hotel's El 17 restaurant racked up an amazing 271 percent increase in wine sales – the highest increase ever recorded in the contest's history. This most recent company-wide contest was the Division's 29th.

**'Hey, dad . . . that's O.K.!** – The often voiced "what do you do in the office all day" family question prompted "An Evening With Western Service & Supply" for the company's employees and their families recently. The inside-story occasion began with a reception and buffet dinner at the *Washington Plaza* followed by a tour of the WS&S office at the 2000 5th Avenue Building to see where dad, mom, husband or wife worked. Families also had the chance to meet each other and place faces with names heard at home. The success of the get-together was probably best expressed by one of the touring teen-agers who, following the office tour, turned to his father and allowed, "Hey Dad, that was really O.K."

## The Benson-ites



FRONT!  
correspondent for  
The Benson is Gayle  
Larson. You can  
contact Gayle with  
news for FRONT! at

the sales office, extension 247. (All other WIH people, submit items to your local correspondent listed below.)

*HOTEL ALAMEDA, Fermin Trucios.  
THE BAYSHORE, Gordon Stewart.  
THE BENSON, Gayle Larson.  
HOTEL BONAVENTURE, Antoine Khoury.  
CALGARY INN, Michelle Wall.  
CAMINO REAL, CANCUN, Jose Tamayo.  
CAMINO REAL, GUADALAJARA, Carlos Reyes.  
CAMINO REAL, GUATEMALA, Raul Riviera.  
CAMINO REAL, IXTAPA, William Godfrey.  
CAMINO REAL, MAZATLAN, Lupita Torres.  
CAMINO REAL, PUERTO VALLARTA,  
Eduardo de Lima.  
CAMINO REAL, SALTILLO, Enrique Meyer.  
CAMINO REAL, SAN SALVADOR, Ana Maria Vides.  
CARLTON HOUSE, Patricia Squires.  
CENTURY PLAZA, Lindsay Geyer.  
CHERRY CREEK TOWNHOUSE, Linda Dirkson.  
CHOSUN HOTEL, Nancy Langston.  
CONTINENTAL PLAZA, Audri Adams.  
CROWN CENTER HOTEL, Becky Gapp.  
DETROIT PLAZA HOTEL, Mozelle Boyd.  
EDMONTON PLAZA, Joanne Cass.  
GALERIA PLAZA, Esther Feinerman.  
HOUSTON OAKS, Lindy Valintin.  
HOTEL CAMINO REAL, S.A., Francisco del Cueto.  
HOTEL SCANDINAVIA, COPENHAGEN,  
Dorthe Thing.  
HOTEL SCANDINAVIA, OSLO, Liv Herud.  
HOTEL TORONTO, Debbie Ellis.  
THE ILIKAI, Valery Satin.  
LAS BRISAS, Derek Gore.  
LOS ANGELES BONAVENTURE, Mary Jordan.  
MAUNA KEA BEACH HOTEL, Stella Akana.  
THE MAYFLOWER, Joe Brighia.  
MICHIGAN INN, Bill Arthur.  
MIYAKO HOTEL, Kerstin Bertram.  
THE OLYMPIC, Katie Berg.  
PEACHTREE PLAZA, Carolyn Bryson.  
PHILIPPINE PLAZA, Chiqui Ang.  
PRINCE HOTELS, Vickie Mauritsen.  
SHANGRI-LA HOTEL, Jane Seet.  
SOUTH COAST PLAZA HOTEL, Judy Perry.  
THE SPACE NEEDLE RESTAURANT,  
Nancy Watson.  
HOTEL ST. FRANCIS, Katie Meyer.  
THE ARIZONA BILTMORE, Anne Mello.  
THE PLAZA, Suzi Forbes.  
WAILEA BEACH HOTEL, Valery Satin.  
WASHINGTON PLAZA, Sue Brush.  
WILLIAMS PLAZA, Al Wrinkle.  
WINNIPEG INN, Penny Brookes.  
WIH EXECUTIVE OFFICES, Dorothy Stauffer.  
WIH FINANCIAL SERVICES, Bob Graves.  
WIH RESERVATIONS CENTER, Andy Gyure.  
WS&S, Nancy Neuman.*