



Food & Beverage Conference Objectives Stress Sales And Cost Controls

THE THEME of the annual Food and Beverage Conference, held at the Bayshore Inn in early June, was "Selling Towards Profits."

Its two main objectives were particularly challenging ones, but "right on" with current economic trends. They were to seek out methods for increasing Division sales, and to reduce operational costs without undue sacrifice to quality standards.

The emphasis on cost reduction and control had established the "tone" of the Conference from the very outset. WIH Chairman, **Lynn P. Himmelman**, in his opening address at the Chairman's Dinner, stressed a group awareness towards cost consciousness in their agenda proceedings. It was an everpresent consideration that would keep reappearing throughout the Conference agenda.

ATTENDING the Conference were some 50 Food & Beverage delegates of WIH properties in the United States, Canada, and one representative each from the Dusit Thani in Bangkok and the Guatemala Biltmore. They included Executive Chefs, F&B Managers, Room Managers, Purchasing Agents, and Catering Managers among others. Also attending were members of the WIH Food & Beverage Division and WIH Executive Offices.

GENERAL SESSION FORMAT

WIH Vice President, **Joe B. Callihan**, and WIH Food & Beverage Director, **Bernard Awenenti** as Conference Chairman, lead the group in a general session format.

The Conference agenda began with a Food and Beverage Division report and panel presentation by **Awenenti**; **Jack Elliott**, Research Director; **Gretchen Mathers**, F&B Division Administrative Assistant and **Fred Putnam** WIH Beverage Supervisor.

SOMETIME previous to the Conference dates, topic discussion questions had been assigned to groups of prospective attendees. Their conclusions had been (Continued on Page 6)

New Hotel Planned For Detroit Suburb

IN EARLY June, **L. P. Himmelman**, Chairman and Chief Executive Officer of WIH, jointly announced with **Richard W. Frey**, President of Shopping Centers, Inc., the construction of a proposed 350-room hotel in Southfield, Michigan, a suburb of Detroit.

The hotel will be located on a nine-acre site adjacent to the Northland Shopping Center, one of the world's largest.

The hotel is to be designed as a resort complex providing such recreational facilities as a swimming pool, tennis courts, putting greens, a health club and gardens. It is presently planned that the hotel facilities will be constructed in a perimeter building surrounding the gardens and recreational facilities.

The hotel will provide extensive convention and meeting facilities with a main ballroom of 8,000 square feet and smaller meeting rooms to handle groups from 25 to 250 persons. Public facilities will include a specialty restaurant, a coffee shop and an entertainment room.

MINORU YAMASAKI, the architect who designed the Century Plaza Hotel in Los Angeles, will design the building. The planned opening date for the as yet unnamed hotel is scheduled for Spring, 1974.

In making the announcement, **Himmelman** commented, "It is our intention to create an attractive garden-resort area in the midst of this busy city. We are very aware of the increasing need for these types of green havens for travelers as well as resident users of the hotel. This will be a genuine effort to fill that need as well as provide all the amenities of a full-service hotel."

Major Appointments For Dwight Call, Jack Vaughn



Dwight Call



Jack Vaughn

DWIGHT CALL, WIH Vice President and General Manager of the Continental Plaza, will assume new responsibilities later this summer with WIH Headquarters offices in Seattle. He will serve as Project Director for new hotels under construction and serve as area Vice President for the Continental Plaza.

JACK VAUGHN, presently Manager of the Continental Plaza, has been appointed the new General Manager of that property.

Dwight Call began his career with Western in 1956 with the Multnomah Hotel in Portland, Oregon. From 1958 to 1963 he held management positions with the Mayfair Hotel in Los Angeles and Edmond Meany and Benjamin Franklin hotels in Seattle.

HIS first General Manager appointment was with the Calgary Inn in 1963. In 1966 he was named General Manager of the Benson, and in 1968 he was transferred to the Continental Plaza as General Manager of that property. Call was named a Corporate Vice President in January 1970.

Jack Vaughn's career with Western began with the Benson as Cashier in 1959. Subsequent promotions raised him to the position of the hotel's Executive Assistant before his transfer to the Carefree Inn in 1965 also as Executive Assistant. He was named Director of Rooms Division at the Century Plaza in 1966 and in 1967 was transferred to the Continental Plaza as Executive Assistant. In 1970 Vaughn was named Manager of the Continental Plaza.

front!

A monthly publication for the employees of

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Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

Al Rennie, formerly Front Office Manager at the Winnipeg Inn, has been appointed that property's Director of Sales . . . new appointments at the Antlers Plaza include: **Henry Steffen** from Sous Chef to Executive Sous Chef; **Earl Holt** promoted to Sous Chef - Main Kitchen and **Ben Chavez** to Sous Chef - London Grill; **Jack Miller**, former Sales Manager, has been named Director of Sales; **Larry Saward**, formerly Front Office Manager, is appointed Denver Sales Manager; new Front Office Manager is **Dave Bosworth**, formerly Assistant Manager; **Dave George**, Picadilly Bar Manager, assumes additional responsibilities as Catering Sales Manager . . . at the Bonaventure these promotions: **Jean LeTourneau** from Management Trainee to F&B Controller; **George Taza** from Le Castillion Waiter to Captain; and **George Torrani** from F&B Controller to Assistant Manager, Front Office . . .

Transfers

Joseph Babka, formerly Assistant Controller at the Continental Plaza, is transferred to the Anchorage-Westward in the same position . . . **Karl Ederle**, formerly Executive Chef at the Sir Francis Drake, is named Sous Chef at the St. Francis . . . **William Nuhn** is named Sales Manager for the Crown Center Hotel under construction in Kansas City from Director of Sales at the Antlers Plaza . . . **John Rollins**, formerly Sales Manager for the Sir Francis Drake, is named Sales Manager for the Olympic . . . named Executive Chef at the Cosmopolitan is **Rene Mouttet**, formerly Executive Sous Chef at the St. Francis . . . former Director of Sales for the Calgary Inn, **Sandy Irwin**, is named to the position for the Winnipeg Inn . . .

New

Joining the staff of the St. Francis as National Sales Director is **William Lawrence** . . . new to the staff of the Antlers Plaza as Sales Secretary is **Mrs. Ronnie Dew** . . . **Gerard Chironi** is named Room Service Assistant Manager at the Bonaventure . . .



Executive Offices Report:

This is the age of travel, and during these summer months, in particular, it is the season of The Tourist.

Tour groups, vacationers, and other pleasure travelers have always been an important part of our guest market . . . and not only for our resort properties.

For the organized tour group, the choice of hotel accommodations is normally pre-selected by the tour operator as based on certain standards. It is the individual tour guest or vacationer, however, who makes the ultimate judgement of this choice.

Stated simply, it is a judgement based primarily on whether the pleasure traveling guest has had a "good time." While having a "good time" may mean different things to different people, there are some basic contributing factors.

High on the list is the satisfaction of the guest's expectations . . . in the condition of his room accommodations; in his hotel dining experiences; in the quality of service received; and, most important, in the attitude and friendliness of the hotel's staff.

Perhaps more directly than you may think, the guest's judgement of his hotel stay is influenced by our actions and attitudes. An atmosphere of warmth and friendliness; a professionalism of manner; a sincerely helpful attitude — these are among the essential ingredients contributing towards the guest's "good time" expectations.

Now, and during the heavy travel season ahead, let us all show our tour and vacationing guests a really "good time" . . . Western International style! Show them what "people make the difference" is all about!

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Correspondents

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

Anchorage-Westward, Winston Cook; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Camino Real-Salvador, Ana Elena Steiner; Century Plaza, Charlene Chabin and Jean Klappert; Continental Plaza, Audri Adams; Cosmopolitan, Arcele Schiermeyer; Houston Oaks, Pat Sells; The Ilikai, Roberta Watson; Imperial Inn, Russ Revoy; The Miramar, Edward Y. Hsu; Miyako, S. F., Kristina Templeman, Northern, Con Carter; Olympic, Fran Vitulli; Palace, Y. Yoka; St. Francis, Space Needle Restaurant, Sandy Rogers; Washington Plaza, Connie Wilson; Winnipeg Inn, Al Rennie; WIH de Guatemala, Rita de Rubio; WIH Executive Office, Tanya Johnson and Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gelus.

Clean Carts Claim Carnation Corsages



HOUSEKEEPING supervisor, Joy Vitulli, pins carnation corsages on recent "Carnation Day" winners, hotel maids Clara Coleman and Rosalie Geornieff.

A GUEST coming upon a maid wearing a carnation corsage at the Olympic might find it surprising but not unusual.

And if this guest was at all observant, he might also note that her supply cart looked particularly neat and well-organized.

What he may not realize is that the two have a direct correlation.

It is all part of the Olympic's highly successful "Carnation Day" Housekeeping staff program which has been in effect since last summer.

At that time, **Hanne Dittler**, Olympic Executive Housekeeper and WIH Housekeeping Consultant, gathered her supervisory staff together to supply ideas to help motivate the staff to maintain more neatly arranged carts at all times.

THE "Carnation Day" program was the result, and the then Olympic Assistant Housekeeper, **Marti Reinhart**, was put in charge of its promotion. It was her responsibility to judge the carts each day and award the corsages to the winners during the monthly "Carnation Day" ceremonies.

Marti was very enthused with the idea and stimulated this same enthusiasm among the staff with wall posters, pep talks and advise on how their carts should look for judging.

At the same time, Marti was also responsible for keeping records of the cost of cleaning supplies. Realizing that several of the supplies could be used more efficiently, she incorporated the efficient use of cleaning supplies as part of the qualifying standards for winning a corsage.

With Marti's transfer to the Houston Oaks earlier this year, present House-

keeper Trainee-Supervisor, **Elizabeth Moscardini** has taken over the project with equal fervor. She has added one more qualification, a pleasant attitude, as a part of the award judging standards.

WINNERS names and cart numbers are posted each month in the Housekeeping Department. The qualifying winners enjoy this recognition and take a special pride in wearing their corsage on "Carnation Day."

The program has proved such a success that Marti was asked to give a special presentation on its operation at the most recent WIH Executive Housekeepers Workshop last Fall.

And Congratulations To:

... **RENATE SEYBOLD**, Executive Housekeeper for the Washington Plaza, for being the subject of a major feature article in the May, 1971 issue of THE EXECUTIVE HOUSEKEEPER.

THE EXECUTIVE HOUSEKEEPER is the official publication of the National Executive Housekeeper's Association (NEHA) and is distributed nationally throughout the United States.

The article portrays Renate's career background in the housekeeping field up to her present position. Much of the story emphasis is placed on the operations and philosophies of her present administrative responsibilities at the Washington Plaza. It further points up the career opportunities that are open to women in the housekeeping field, particularly with WIH which has been recognized for its leadership in on-the-job training programs.

The article also puts in a good word or two for the Washington Plaza itself, describing it in one instance as "... one of the finest and most luxurious hotels on the West Coast."

More Awards and Accolades

THE 1971 edition of the MOBIL TRAVEL GUIDE honors the Century Plaza Hotel with yet another Five-star rank (its' highest) listing. Four-star awards ("outstanding—worth a special trip") have been bestowed upon the Continental Plaza, the Antlers Plaza and the Camino Real Juarez hotels.

AT the annual National Restaurant Association convention in Chicago, some WIH menus came in for top awards in the

Life Guardettes Liven Swimming Pool Scene



CEREMONIES celebrating the opening of the Bayshore Inn's new outdoor swimming pool in late May included a charity swim race, a large press party and a mini swim-wear fashion show.

The major attraction, however, was the introduction of four very attractive life guardettes (shown above with Bayshore Inn General Manager, **Warren Anderson**), who will be on hand to keep an eye on swimmers during the summer season. (Presumably, non-swimmers will be kept as equally busy keeping an eye on the guardettes!)

THE new 64-foot diameter circular pool replaced the old kidney-shaped pool which had become inadequate for the guests of the expanded hotel. It is connected to the hotel building by two easily accessible walkways. For sunbathers there are two deck projections, and the pool itself is equipped with two diving boards.

And once his attention was diverted from the guardettes, Anderson added these further superlatives, "Our new pool is one of the largest in the Province and one of the best hotel swimming pools anywhere!"

group's "Menu Idea Exchange" competition. The Washington Plaza received Gold Award certificates in both the "American Menu" and "Children's Menu" categories. The Continental Plaza also received two Gold Award certificates—one for the Consort's "Wine and Beverage List" and the other for the "Room Service Menu" and a Silver Award certificate for its' Consort "Dessert Menu."

MARVIN CHAMBERLAIN... From Busboy To Budget Director

THE Western Hotels company had been established less than three years, when WIH Budget Director, Marvin Chamberlain, joined the family in 1933.

This year, during the Annual Awards Banquet for WIH and Western Service offices, Marv was awarded his 35-year pin. (If your mental calculations have come up with three missing years somewhere in there, it's because Marv left the Company to work in the Portland shipyards for those three years during World War II.)

Chamberlain began his Western career at the then company-operated Multnomah Hotel in Portland as a busboy in the cafeteria. It was not long thereafter that he was promoted to a waiter in the hotel's main dining room, the Gold Room.

With the repeal of prohibition in 1933, the hotel's re-opened Tavern began to do a booming business and Marv found himself behind the bar as a full-time bartender.

AFTER a few years of "drawing suds." Marv decided that he wasn't getting anywhere, or that the permanent life of a bartender wasn't exactly his cup of brew. On his off-hours, therefore, he volunteered to help out in the storeroom working with the hotel's purchasing agent. This on-the-job experience paid off in 1937 when the purchasing agent left and he moved into the position to fill the vacancy.

NIGHT CLASSES

Then came the war years of the early 40's and the call for manpower both in the military and on the home front. Marv left his hotel position and went to work in the Portland shipyards until the war's end in 1945.

During this time he also decided to develop his interest in accounting and attend regular night-class courses on these subjects at Multnomah College. After leaving the shipyards in 1945, he had acquired sufficient accounting knowledge to be rehired at the Multnomah as the hotel's Auditor while continuing with his night classes in Accounting training.

MARV remained with the Multnomah as Auditor until 1958, when he was transferred to the Olympic as the Hotel's Financial Manager. During his stay at the Portland hotel he was an active member of several outside organizations. This in-



cluded the Portland Jr. Chamber of Commerce, the Internal Auditor's Association (serving as President of the local Chapter for a term), and the National Office Manager's Association (where he had worked up through the offices to the position of Vice President just before his transfer to Seattle.)

THURSTON-DUPAR WINNER

A major highlight, and one of the most personally gratifying moments of Marvin's career with Western International Hotels, was in his Thurston-Dupar Inspirational Award recognition in 1960. He was the Award's second recipient. The program had been established the previous year. As part of his Award prize, Marvin and his wife, Harriet, were given a two-week, all-expense-paid vacation to Mexico City.

In 1964, Marv joined the WIH Executive Offices staff with his appointment as Assistant Controller under Frank Reid. Three years later, in 1967, he was named to his present position with the Company as Budget Director.

Marvin is a member of the WIH Operations Committee and his budgetary reports to that committee are essential contributions in their analysis of the company's financial status and trends.

SATISFYING CAREER

In five more years Marvin will have reached the mandatory retirement age.

Looking back over his 35 years of devoted service to the company Marvin admits his career has offered its' share of satisfying and exciting moments. He has watched and participated in the company's development from a small Northwest hotel group to an international organization with a world wide reputation.

"I've met and worked with many fine people in this business and I continue to enjoy my job." Then with a twinkle in his eye, and a broad smile, he added, "... but when retirement comes, I'll be ready for it!"

cluded the Portland Jr. Chamber of Commerce, the Internal Auditor's Association (serving as President of the local Chapter for a term), and the National Office Manager's Association (where he had worked up through the offices to the position of Vice



CENTURY PLAZA — A most deserving winner of this year's "Supplier of the Year" Award at the Century Plaza was Mrs. Carolyn Bishop, Business Service Representative for Pacific Telephone. Hotel General Manager, Dan McClaskey, is shown above presenting Mrs. Bishop with her appreciation award, a silver tea service. McClaskey lauded Mrs. Bishop for her, "Extraordinary patience, diligence... and competent, courteous service over the years."

NEWS PICTORIAL



NORTHERN — Con Carter, Assistant Manager of the Northern Hotel (right), bills himself as the "world's shortest man." To prove it, he poses above with an average height (8 foot, 2 inch) guest of the Hotel, Mr. Henry Hite. (That's a nice looking coat you're wearing, Con, but don't you think if you took in the sleeves just a little it might be more appropriate to your (5 foot, 7 inch) height?)



BAYSHORE INN — A top award for the design of its Wine and Beverage List was recently presented to the hotel's Bayside Room by the Canadian Restaurant Association. The Bayside List was selected from more than 100 entries in its category submitted by clubs, restaurants and hotels across Canada. Presentation of the Gold Medal Award plaque was made to Bayshore Food and Beverage Manager, Peter Egner (left), by Mr. Primo Villaneuva, President of the Greater Vancouver, and New Westminster Restaurant Association.



GEORGIA — Pretty Louise Roberge of Quebec City and Canada's only woman Formula Ford driver was a recent guest at the Georgia Hotel. Louise, 27, and the mother of three was in Vancouver to enter her Contessa Slims car in a local event. Wishing her luck was Georgia General Manager, Bob McCauley (left) and Catering Manager, Hermann Schaad.



COSMOPLITAN — Hats off to the Champs! Results of their recent U. S. Savings Bond drive placed the Cosmopolitan first among the nation's hotels for highest percentage of employee purchases with an 84.5% participation! With team captains above are General Manager Bob Wilhelm (entreme right) and drive Chairman, Virgil Kidwell (fourth from right).



OLYMPIC — Hotel Superintendent of Services, Matt Stack, chomps down on a thermometer as he gets his finger pricked for a blood classification sample. The Seattle properties and offices have recently inaugurated a mobile blood bank visit donation schedule for the convenience and benefit of employees.



WINNIPEG INN — Now you can get there . . . underground! An underground tunnel now connects the Winnipeg Inn with a major shopping concourse, the Richardson office building, a public garage, and the Grain Exchange Building. During the opening ceremonies, free coffee was served to attending guests by the Hotel's Cafe Lombard Waitresses.

F & B CONFERENCE

(Continued from Page 1)

compiled in printed form by the appointed leaders for each group and distributed to the conference members for general session discussion. Many of the topic questions were directly related towards the increasing sales and cost reduction Conference objectives. These group panel reports were presented at scheduled intervals throughout the program agenda.

INDIVIDUAL PRESENTATIONS

During each of the three working-day sessions, WIH executives and other management people made presentations to the group on widely ranging topics of pertinent interest.

ON THE first day, WIH Vice President **Joseph Mogush**, reviewed the group's role in labor relations; **Peter Blyth**, Olympic Resident Manager, presented a marketing plan concept for catering, and **Gordon Schneider**, WIH Director of Personnel Education, enlightened the audience on the subject of personnel "Evaluation Appraisal."

Highlighting the second day's session was a panel presentation on "Quality Control Procedures"; a kitchen facility planning report by **Russ Nickel**, Vice President of Western Service and Supply; and slide presentations on two of Western's newest properties — the Winnipeg Inn (by **Dino Georgalas**) and the Houston Oaks (by **Waldo Brun** and **Carlo Morelli**). Senior Vice President, **C. R. Lindquist** gave a brief but thorough instruction on how to analyze the profit and loss statement.

Executive Vice President, **Harry Mullikin**, presented the outstanding, "People Make the Difference" slide talk, and later spoke on the growth and opportunities projected for Western International. It was an encouraging projection that predicted continued healthy growth and expansion of opportunity for the Company and its employees.

THE FINAL full-day program agenda began with a slide-talk presentation by Space Needle General Manager, **George Johnson**, on the development of that restaurant's very successful employee training program.

OUTSIDE VIEW POINTS

The Conference delegates were additionally treated to some outside viewpoint presentations of unusual interest.

One of these was a panel discussion involving **Miss Madeline Schneider**, West Coast Editor of *INSTITUTIONS* maga-

Bartender Wins Award With 'Morning Kiss'



BARTENDER Don Taylor, (center) receives his silver cocktail shaker award from Antlers Plaza General Manager, Larry May (right) assisted by Executive Assistant Manager, Michael Kranz (left).

DONALD TAYLOR, Antlers Plaza Bartender did it with a kiss—and a "Morning Kiss" at that!

"Morning Kiss," was the name of his original drink concoction that won him the "Most Outstanding Drink Recipe" Award in this year's WIH hotel competition.

Taylor's achievement was announced during the Awards Luncheon at the recent Food & Beverage Conference at the Bayshore Inn. Though not present at the time to receive it, he was presented with

the traditional engraved silver cocktail shaker and Award certificate.

DON has been a Bartender at the Antlers Plaza Piccadilly Bar for almost a year and a half. The bartending profession is fairly new to him and quite a departure from his former occupation in sales and public relations work, which he had been occupied with for 17 years previous.

"A couple of years or so ago, I decided I'd like to go into bartending," says Don, "so I went to a bartending school in Denver. After I graduated I became a full-time Bartender at the Antlers. I haven't regretted a moment of it."

"I developed this drink about a year ago as a sort of morning 'pick-up,' and it became very popular with both men and women guests." Then he added, "For a long time it had no name, so when I decided to enter it in the competition, I asked for suggestions from Mike Kranz (Executive Assistant Manager) and he gets the credit for naming it 'Morning Kiss.'"

Don and his wife, Lillian have three daughters, 17-year-old twins, Linda and Laura, and 7-year-old Lisa.



ABOUT a month prior to the Annual Food & Beverage Conference, a pre-selected drink recipe from each competing hotel is submitted to the Seattle F&B offices. A judging panel then tests each entry, scoring according to taste, appearance and drink name, to determine the "Most Outstanding Drink Recipe" winner. Three members of this year's judging panel are pictured above as they perform the not unpleasant task of carefully evaluating the entries.

zine and Professor **Phillip Bloomstein** of the Department of Sociology at the University of Washington. Miss Schneider reported on a survey she had taken of restaurant patronage, and Bloomstein gave his views on today's youth market — their standards and taste preferences — in relation to restaurant dining.

DR. ROYAL GARFF of the University of Utah Speech Department, stimulated his audience with a highly enthusiastic and inspirational talk entitled "Selling the Way the Guest Likes it."

Garff stressed the growing necessity for management to become better "communicators", particularly with his guests and employees in listening to and understanding their needs.

The day following the formal Conference agenda provided the delegates with a bonus field trip. These were tours of the British Columbia Packers plant, one of the largest in the Pacific Northwest, and of a major commissary feeding operation, servicing 140 outlets in the Vancouver area.

'Silver Spoon' and 'Golden Chalice' Awards Highlight F&B Confab

A TRADITIONAL highlight of the annual Food & Beverage Conference is the "Silver Spoon - Golden Chalice Awards" luncheon. Hosting this year's affair was the Georgia Hotel and the award presentations were made by **Gordon Bass**, President of WIH, and **Joe B. Callihan**, WIH Vice President.

The Silver Spoon certificates are presented for outstanding food menus, in various categories as submitted to the juried competition by WIH properties.

Golden Chalice Awards are presented in recognition for the "Most Outstanding Beverage Promotion," and "Most outstanding Beverage List" categories also as submitted for the juried competition. Golden Chalice awards are in the form of "traveling" trophies upon which is mounted each year a suitably engraved plaque honoring the current winner.

The criteria for judging the Silver Spoon awards are: (1) **Menu Appearance**; (2) **Originality in Layout**; (3) **Variety of Content and Description of Items**; and (4) (a new category this year); **Suggestive Selling Power**. Menu judging is evaluated according to a pre-established point system by an outside jury panel selected from the professional community. These people, to a great extent, are connected with the Food and Beverage Industry.

THE award competition and the winner(s) in each of the categories for 1971 are as follows:

SILVER SPOON AWARDS

Breakfast Menu - The Terrace Grill of the **Bayshore Inn**; Coffee Shop, Dining Room Luncheon or Dinner Menu - The Cafe Pavilion of the **Dusit Thani**; Specialty Room Luncheon Menu - The Lion's Bar of the **Houston Oaks**; Specialty Room

Dinner Menu - (two winners) The London Grill of the **Benson** and the Golden Peacock of the **Shangri-La**; Room Service Menu - The **Houston Oaks**; Children's Menu - The **Dusit Thani**.

GOLDEN CHALICE AWARDS

The Most Outstanding Beverage List

- The Owls Nest Restaurant of the **Calgary Inn**; The Most Outstanding Beverage Promotion - The **Space Needle Restaurant's** "Torch," a uniquely presented specialty drink served in a glass container with a bulb light in its' base to enhance the warm pink glow of the beverage.



WIH President, Gordon Bass, congratulates Executive Chef, Beat Richei of the Dusit Thani for the hotel's Silver Spoon Award.



Executive Chef Everett Miller and F&B Director, Peter Egner of the Bayshore Inn—and the Conference host hotel—receive their Silver Spoon Award certificate from Gordon Bass.



The Houston Oaks was a proud winner of two Silver Spoon Awards. From left above is Waldo Brun, Houston Oaks Executive Chef; Gordon Bass, WIH President; Carlo Morelli, Houston Oaks Catering Manager; and WIH Vice President, Joe Callihan.



"The Most Outstanding Beverage List" Golden Chalice Award Trophy went to the Calgary Inn. Receiving for the Calgary Inn were (left) Dino Georgalas, former F&B Director of the Calgary Inn and now F&B Director for the Winnipeg Inn; and (right) Dino Vondjidis, present F&B Director of the Calgary Inn. Presenting the Award is Gordon Bass and Joe Callihan.



"The Most Outstanding Beverage Promotion" Golden Chalice Award was presented to the Space Needle Restaurant. Accepting is (left) Bob Harvey, Restaurant Manager, and (right) George Johnson, Space Needle General Manager. Again, Mr. Bass and Mr. Callihan made the presentation.

FRONT! INTERNATIONAL



PUERTO VALLARTA — One of the most popular recreational activities enjoyed by Camino Real guests at Puerto Vallarta is the "donkey polo" events scheduled every Sunday afternoon. Each participating guest is presented with a huge sombrero, a burro, and—to give the game a spirited start—a straight shot of tequila! The opposing teams play on the sandy beaches fronting the hotel, and though few goals are made and the rules constantly broken, everyone has a great time.



ACAPULCO — Francisco Morales, General Manager of the Caleta Hotel, was recently appointed President of the Acapulco Hotel & Motel Association. Morales is pictured above left during the group's inauguration dinner with Agustin Olachea, head of the Mexican Government Tourism Department.



WIH OFFICES — Recent visitors to WIH offices in Seattle were Hitoshi Serizawa, Sales Promotion Manager (right) and Assistant Sales Promotion Manager, Y. Katagiri (left) of the Prince Hotels. They are shown above as they prepared to give a slide presentation on the WIH affiliated Tokyo Prince and the Takanawa Prince Hotels to a Marketing Division audience.



HONG KONG — The Miramar's classical dancers are in great demand for publicizing Hong Kong abroad. Recently three members of the company were selected to give performances during a two-week long Hong Kong promotion in Stockholm, Sweden. Above, the girls are being briefed before their departure by hotel executives from left: Edward Y. Hsu, Publicity Manager; Albert Tanwidjaja, Assistant Manager; Rudy Choy, Manager and C. W. Young, General Manager. The dancers are: Connie Chan King-Chun, Lee Kam-Hung and Cheung Fung-Lin.



CARACAS — A "Mexican Week" promotion at the Hotel Avila in Caracas helped stimulate Venezuelans to travel to Mexico and particularly to visit WIH de Mexico properties. According to Jean Marc Blouet, General Manager of the Avila, the program involved the cooperation of Aeronaves de Mexico airlines, Venezuelan International Airways and WIH de Mexico properties. Three cooks were brought in from the Mexican properties to help prepare the authentic Mexican foods that were featured during the week-long promotion. The three are pictured above with the Avila's Chef, Francisco Crisanti (center). From left: Pedro Cazares Fronseca, Camino Real Mexico City; Crisanti; Joel Mendoza, Banquet Chef of the Alameda and Agustin Arteaga Hernandez (kneeling) also of the Camino Real.



SINGAPORE — Though opened only since mid-April, the Shangri-La hotel has already celebrated its first Employee Awards function. Receiving their five-year pin awards above are Hans-Wolfgang Fillinger, Executive Chef and Hermann Gammeter, Director of Food & Beverage for the Shangri-La. Making the presentation at right is Bill Ellis, Vice President and General Manager of the hotel.

New Manager For Alameda

PABLO MAES, formerly Executive Assistant Manager of the Camino Real Mazatlan, has been named General Manager of the Hotel Alameda in Mexico City effective as of June 1.

Maes appointment was announced by Alfred Freudenthaler, Vice President for WIH de Mexico.

Brockman-Carlson Award Presented Maintenance Manager is First Winner



LUIS CHACON, Maintenance Manager of the Virrey de Mendoza (right) receives his Brockmann-Carlson Award from **Jose Brockmann**, President of WIH de Mexico. **Rodolfo Casparius**, WIH de Mexico Vice President (center) smiles his congratulations.

THE FIRST Annual Brockmann-Carlson Inspiration Award was presented to **Luis Chacon Cortes**, Maintenance Manager of the Virrey de Mendoza Hotel in Morelia, Mexico.

Chacon received a cash award of eight-thousand pesos (\$640) and a commemorative plaque.

The Award, which is patterned after the WIH Thurston-Dupar Award, will be presented annually to a selected employee of the WIH de Mexico properties. It takes its' name from **Mr. Jose Brockmann**, President of WIH de Mexico, and **Mr. Edward E. Carlson**, former Chairman of the Board of Western International Hotels. Both are founders of the WIH de Mexico company.

THE winning candidate is selected on the basis of outstanding contributions in civic and community affairs and particularly, in extra service efforts towards hotel guests. Each associated hotel operation selects a candidate from within its organization, and the final winner is selected by a four-man jury. The panel judges for this first award were: **Isidoro de Orta**, Manager of the Ritz; **Roberto Sanchez**, Controller of the Ritz; **Roman Zapata**, Resident Manager of the Mexico City Camino Real, and **Francisco del Valle**, Personnel Manager of the Mexico City Camino Real.

The Brockmann-Carlson Award program was proposed by **Alfred Freudenthaler**, Vice President, WIH de Mexico, during the Annual Managers meeting for the Mexican properties in 1969. The proposal was enthusiastically received by the group and adopted.

CHACON joined the staff of the Virrey de Mendoza in 1940 when he was 18 years old. He started as a Steward, but his interest and talents in mechanics and electricity, further developed by correspondence courses on these subjects, led to his placement as head of the hotel's Maintenance Department.

Luis Chacon has been cited on several occasions for extra services rendered to guests of the hotel and for his cooperative spirit among his fellow employees. He is married and has seven children. Three of them have inherited their father's aptitude for mechanics.

IN accepting the Award, Luis expressed this message of personal philosophy: "Each of us is pursuing a goal we have set for ourselves and are following a path towards it. Alone, this is difficult. We should forget narrow interests which do not get us anywhere and help each other, working as a group towards our aims and final success."



Shangri-La Front Desk Girls . . . "Verve, smiles, charm galore."

The 'Sweet Young Things' of Shangri-La, Ah!

WHERE can you find the prettiest girls in Singapore?

According to one recent guest at the Shangri-La, to find them one need go no further than the front desk of the Hotel!

In fact this guest—a delegate attending the IATA Cargo Conference at the hotel—was so dazzled by the charm and beauty of the Shangri-La's Front Office "Shangri-lovelies" that he wrote this poem in their praises:

The prettiest girls in Singapore
With verve and smiles and charm galore
Are those sweet young things, Ah!
Behind the desk at the Shangri-La.

Pixies and little devils all in a row,
They make it very hard for me to go
Unless, of course, I can leave in haste
With several of them in my suitcase.

Each one in a very special way
Made this a most pleasant stay
And I will surely take with me
The fondest memories across the sea.

Yes, you bet the prettiest girls
That can put your mind all awlirl
Are those sweet young things, Ah!
Behind the desk at the Shangri-La.

I have been pampered by some
And by others doted upon.
Now I wipe a tear from my eye
Because the time has come say good bye

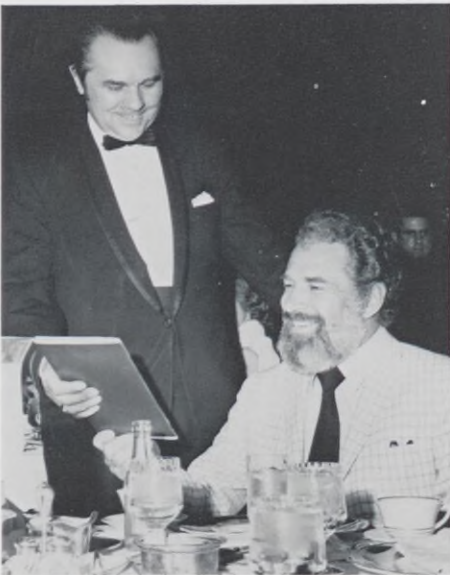
Celebrity Visits



At the Northern, Sabastian Cabot of movie and TV fame, chats with Wine Steward, Ibrahim Olmeztoprak, at the Golden Bell Restaurant.



At the Bayshore Inn, Bellman, Larry Wong, assists Western entertainment star, Roy Rogers with his luggage as he enters the hotel.



At the Continental Plaza, Bob Carroll, the current lead in the stage production, "Fiddler On The Roof," receives a room menu from Consort Captain, Heinz Hartwig. It was like "old home week" for Carroll who at one time appeared at the Consort as the Room's featured singer.

Sports Scene



BOB NIEDERHAUSER, left, Manager of Trader Vic's restaurant at the Cosmopolitan is credited for originating the idea for the popular First Annual Invitational Golf Tournament held in Denver this spring. Between Niederhauser and Steve Jung, Trader Vic's Beverage Manager, is the Menehune trophy which was awarded the first place winners, and is kept on permanent display at the restaurant.



DOLLY KAISER, right, Cashier at the Winnipeg Inn's Cafe Lombard presents hotel General Manager, Arthur Oades, a trophy won by the hotel's mixed bowling team, "The Cantina Jacks." The trophy was donated by the bowling lanes management to the hotel team champs.



MIKE BOWES, left, Executive Assistant Manager of the Georgia, presents an engraved mug to the B.C. Lions top Canadian All-Star, Jim Young, who defeated 26 other invited entrants in the hotel Georgia's first annual table hockey tournament. Young was named "King of the Table" and received a \$100 check award which was donated to a charity as well as the mug.

Award Winners



HOUSTON OAKS — For his "nothing is impossible in satisfying a guest request" attitude, Valet Manager, Melvin Lipp wins the hotel's first Employee of the Month Award. Lipp was also cited by General Manager, Jim Kent for his initiative, always pleasant attitude and "eye for cost controls".



ANTLERS PLAZA — Margaret Savells, Chief Telephone Operator, receives congratulations and an Award plaque as the hotel's Thurston-Dupar winner. Smiling his approval and waiting to add his congratulations is General Manager, Larry May.



OLYMPIC — Joe Noma, Lobby Porter for the Olympic, is the hotel's winning candidate for this year's Thurston-Dupar Award. His award was presented during the hotel's Annual Awards Banquet by L. P. Himmelman, WIH Chairman and Chief Executive Officer. Above, Joe is caught by the cameraman as he expresses his appreciation of the award honor to his fellow employees.



As summer business starts rolling at the Antlers Plaza, Duane Swecker, Manager of the Cafe Plaza (left), checks supplies with Room Service Waiter, John Wesley.



A charming new addition to the Space Needle staff is Purchasing Agent Assistant, Barbara Hunter.



Hard-working Catering Manager of the Anchorage-Westward, Berry Lok, records another function sale for Anchorage's busiest and most popular hotel.



The FRONT! camera interrupts this conversational foursome during the cocktail reception that preceded the Annual Awards Banquet for WIH offices and Western Service and Supply people in mid-May. From left is Sylvia Berg, WIH Reservations Supervisor; Sylvia Saltwick, Design Coordinator, Virginia Rhoton, Marketing Division Administrative Assistant, and Evelyn Merritt, Assistant Secretary, Finance, Legal and Development Division.



And at the Miyako Hotel's Awards affair, another attractive foursome acknowledges the camera's presence with friendly smiles. From left: Marina Baquiran, Garden Bar Waitress; Mr. Yoho Emi, Vice President of Kintetsu Enterprises, America (Owners of the Miyako); Reiko Boyd, Garden Bar Waitress; and Jerry Wolsborn, F&B Director.



Local winners in a national orange juice sales contest for which they received hair dryers as prizes are the Washington Plaza Beef Room waitresses, Verna Kaler, Jan Mullins and Rachael Finazzo.

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PHOTO ALBUM
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(Right) Fairly recent additions to the Calgary Inn staff are Carol Nadeau, Reservations Supervisor and Donna Belcher, Key Punch Operator.



Maybe Bonaventure Manager, Fernand Roberge's joke sounds funnier in French or maybe it's his delivery, but whatever, it apparently cracked up hotel Bartender, Maurice Garneau.



★★★★ Inn Basket ★★★★★

HANGUP—A recent guest at the Houston Oaks Hotel, intrigued with the metal trouser hangers in his room closet, wrote Western Service and Supply offices in Seattle for the supply source.

It was forwarded to Western Service Purchasing Agent, Leigh MacArthur. Over the years MacArthur has received several such requests from guests wanting to know the sources of items of particular interest they have encountered in WIH guest rooms. For the most part, these guests are interested in adapting the particular item for home use.

Noteworthy of this particular request, however, was the writer's delightfully candid postscript with which he closed his letter.

It read, "I had a screwdriver with me—but I restrained myself from using it!"

In his reply, MacArthur commended the writer for his restraint and in appreciation sent him one of the trouser hangers with his compliments.

★★★★

SECRETARIAL JET SET — The Interline executives secretarial group of Washington, D.C. ordinarily meets locally for their monthly luncheons, but recently one of their members who is with Pan Am, came up with a really different change-of-pace idea. As the selected program chairman for the meeting she whisked the entire group off to Guatemala for cocktails and dinner at Western's Guatemala-Biltmore Hotel. (Which probably goes to prove that people will travel to any length for a good dinner at a WIH hotel.)

★★★★

INN NEWS IS IN — Our best wishes for a long publishing life to two new in-hotel employee publications. They are the Winnipeg Inn's INN-FORMER, and the Bayshore Inn's INN-SIDER. Both publications offer their readers a communications plus in their bright and breezy news-writing style. Congratulations to the hard-working editor's and their contributing staff members.

ANOTHER OPENING — On the heels of their rousing dinner-theatre success, "Don't Drink The Water," the Olympic's Georgian Room follows up with another theatrical hit, "Lovers and Other Strangers." Billed as a "quartet of hilarious and sophisticated comedies," the weekend attractions have been packing 'em in during its' current five-week run. Good show!

★★★★

AFTERGAS — This report from Al Fryman, Manager of the Olympic Hotel garage: On top of our gasoline pumps is a small rotating advertising display depicting dirty exhaust "before" and clean exhaust "after" using that particular brand of gasoline with its' new additive. Recently, this nice lady customer drove up to the pumps, and after studying the sign for a moment, firmly announced, "I'll take some of that 'after' gas, please!"

★★★★

TOPPING OFF — The 37-foot girder swung into place on the 32-floor of the St. Francis Hotel tower as the invited guests and reporters watched. The occasion marked the completion of the tower's structural work and the celebration of "topping off" ceremonies on Wednesday, June 2. From this top-floor restaurant and cocktail lounge, guests will enjoy a 360-degree view of San Francisco and the surrounding area when the 600-room addition is completed in the Fall.

★★★★

ANNIVERSARY — While it seems like it's been such a short while since we joined WIH as FRONT! Editor, our first invitation to an Awards Banquet reminded us that five years have already zapped by. Thanks to all the great people in our Western family that we have had the privilege of meeting, knowing and working with, it's been five of the finest! A very special thanks for the tremendous help received from our busy correspondents in the field. To all our readers we hope we've served you well these five years in bringing you the family news and views each month through the pages of FRONT!

Health Notes

Varicose Veins

IF you spend most of your time on your feet or on your seat, you may be developing varicose veins.

The Heart Association reports that varicose veins are most commonly a problem among those who must spend long hours standing or sitting. Early warning signs are a feeling of heaviness in the legs, swollen ankles, tenderness or itching along veins, or pains and cramps in the legs.

Tight clothing — particularly round garters and panty-girdles — aggravate the condition. So does excessive weight.

Veins have tiny cup-like valves along the inside walls. These valves open as the blood flows upward toward the heart and close to prevent its dropping backward toward the feet. Varicose veins develop when the valves or the vein walls become weakened. A tendency toward weakness seems to be inherited. Prolonged standing or sitting further aggravates the condition.

THE Heart Association suggests these preventive precautions.

(1) If yours is a desk job, elevate your feet now and then, propping them up on a drawer or wastebasket.

(2) When travelling, stop for exercise breaks. This is particularly important for those whose jobs involve daily driving.

(3) At home, elevate your feet while reading or watching TV.

(4) Swimming or walking in deep water is helpful because this exerts pressure on the outside of the veins, forcing the blood flow upwards.

(5) If your physician approves, try elevating the foot of your bed, raising it on six-inch blocks. (This is not advisable for some people. Ask your doctor first.)

(6) Elastic supports and stockings may be necessary as varicose veins become more severe. These should be properly fitted so that the maximum pressure is at the foot.

The Heart Association warns that varicose veins should not be neglected. They advise you to seek medical advice when you begin to note those early warning signs mentioned above.