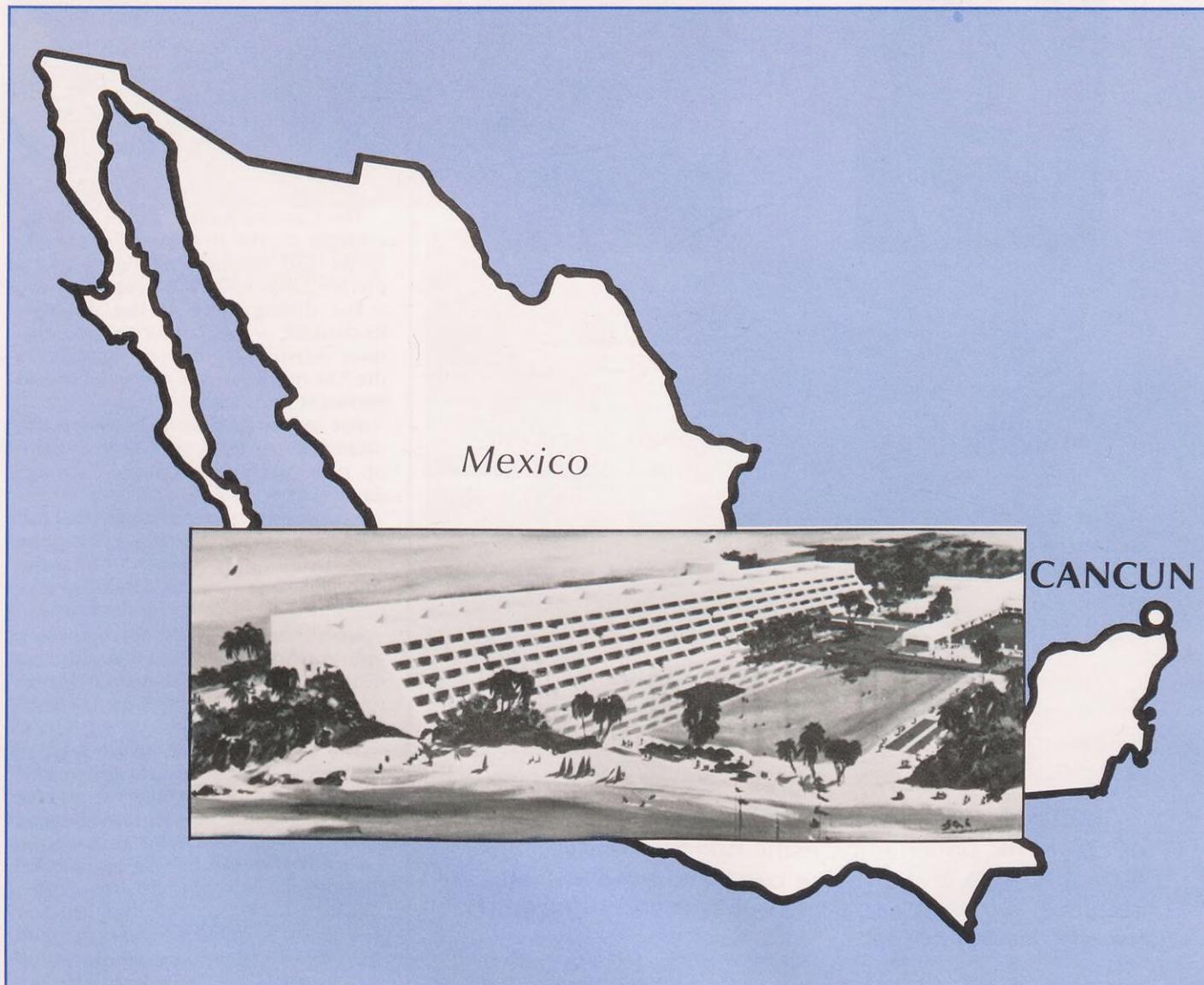


# Front!



July 1975

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines



## Camino Real Cancun Opens This Month . . .

Cancun, a lush and lovely tropical island off the tip of Mexico's Yucatan Peninsula is the site of one of the world's newest and most magnificent resorts.

This month, Western International prepares to welcome the world to Cancun with the opening of its newest hotel . . . CAMINO REAL, CANCUN.

For hotel guests, their Camino Real stay offers a double treat. Outside — magnificent beaches, boating, fishing, surfing and scuba diving. Inside — all the luxuries and services expected of a world-class resort hotel, but with the Western International difference. (See inside front cover.)



*"There is always a better way!"*

That was the focal theme that inspired the recent, and very successful Accounting Division Conference.

But pertinent as it was to the accounting group's objectives, it is a theme that is as equally applicable to any other group — or individual — within our company. It certainly applies to the area of corporate administration.

Our company's commitment is to a planned growth, the continuing development of personnel professionalism and the maintenance of highest quality standards in our product and services.

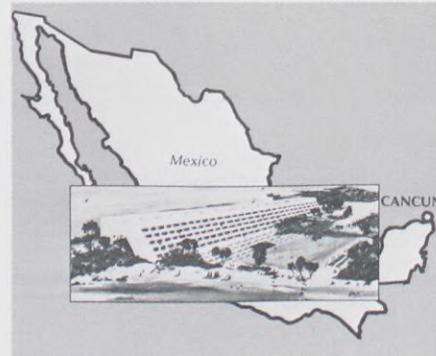
To uphold this commitment, particularly in this era of economic uncertainty, rising operations costs, energy shortages and growing competition in the marketplace, our search to find "better ways" is imperative and constant.

It is a search that involves each one of us, to our personal betterment as well as that of our company.

Your "better way" ideas are encouraged. Tell us about them. We are listening.

LYNN P. HIMMELMAN  
Chairman

HARRY MULLIKIN  
President



The Camino Real, Cancun is located right on the beach and every one of its 250 rooms and suites has a private lanai with a Caribbean view.

For dining there is the Azulejos Restaurant — with indoor and outdoor service — dinner dancing in the Las Burbujas fun room, or snacks served at poolside.

For relaxing beverages there are three bars — the Lobby Bar, a swim-up pool bar and a unique "roving" bar.

And for guest recreation, there is a freshwater pool, a saltwater lagoon and two tennis courts. All water sports equipment needed is supplied by the hotel.

Nearby is an 18-hole championship golf course, and within easy driving distance are the fascinating Mayan ruins of Tulum, Chichen Itza, Uxmal and other archaeological sites.

The Camino Real is fully equipped to handle meetings of up to 400 persons. Located a third of a mile from the hotel site is the Mexican government's Cancun Convention Center, which can handle up to 1,500 persons.

## Front!

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

GABE FONSECA ..... Editor  
PAT CAREY ..... Associate Editor  
2000 Fifth Avenue, Seattle, WA. 98121

LITHO IN U.S.A.



(Above) Bayshore Inn before remodel.  
(Right) The "new" Bayshore Inn . . . glass sliders, balconies, and an expanded view.

"We have added one foot of room space depth, but gained many, many times more than that in spaciousness!"

Arthur Oades, general manager of the Bayshore Inn, gestured towards the newly installed window-wall across the room as he spoke.

Exposed beyond the balconied, floor-to-ceiling window sliders, was a spectacular panorama of mountains, the inlet waters, and the North Vancouver cityscape.

Oades went on to detail the exciting renovations recently completed on the hotel's main building.

The project had been undertaken to remodel the rooms and exterior look of this section, in accordance with the new tower addition.

The former half-sill windows in the guest rooms have been removed and replaced with full-length glass sliders opening onto balcony railings. Removal of the thick-walled sills has also extended guest rooms by almost a foot.

Room interiors have been refurbished to include vinyl wall coverings, the latest bathroom plumbing improvements, and new furnishings.

Some remodeling of public room areas has also been included in the renovation project. The Captain Vancouver lounge — once difficult to locate — has added a new and obvious lobby entrance. Nearing completion are decor changes in the Terrace Grill that includes new lighting fixtures, mirrored backwalls and a delightful "garden" of hanging plants.

What's new at the Bayshore Inn? In essence, an almost entirely new and even more attractive resort hotel.



**A few changes . . .  
but what  
a difference!**

### **Don't overlook the obvious, hotel committee advises**

"The results of the survey were a real surprise to most of us!"

This from Tom Harwell, front office manager at the Houston Oaks and chairman of the recently formed hotel Energy Committee.

One of the first moves made by the Committee was to take a survey of the hotel to pinpoint areas where corrective action could be taken to cut down on energy waste.

"For instance, we found numerous areas that we were continually overlooking where we could conserve on lighting," Tom reported. "Hotel parking and driveways, hallway lighting, and lighting in storage rooms were some of the most obvious areas that we had taken for granted."

As a follow-up, the Houston Oaks Energy Committee established a pe-

riodic hotel inspection program to check all possible areas that might involve wasted energy.

The initial inspection involved leaking refrigerator gaskets, improperly functioning faucets and some air conditioners not set at proper levels. Repairs and adjustments immediately followed.

One of the most important activities of the Committee, according to Harwell, is in its continuing efforts to communicate energy conservation awareness to hotel employees.

This has included Committee member meetings with the various department groups, the posting of energy conservation posters and wearing lapel button energy conservation awareness reminders.

The lapel buttons also serve as a conservation reminder to hotel guests, and further reinforces the room decals that invite guest awareness of the hotel's energy conscious efforts.

## Accounting Conference

# Group seeks 'better ways' to meet 'toughest challenges'



General sessions . . . "varied," "informative", "profitable".



Discussion group session . . . finding a "better way".

Welcoming the largest delegate registration in its history, the Western International Hotels Accounting Conference posted a journal entry describing the 1975 session as "varied," "informative" and "profitable!"

Supporting the Conference theme: "There is Always a Better Way!", the program was geared to active discussions on expanded responsibilities of the hotel controllers, new concepts in financial management, the growing utilization of computer capabilities within hotel operations, credit management and departmental productivity.

C.R. Lindquist, WIH senior vice president-operations, welcomed the delegates to the Seattle session, hosted this year by the Washington Plaza. Noting that 1975 poses some of the toughest challenges the company has faced in several years, Lindquist re-

emphasized the role the controller must play as part of the hotel management team in new efforts to manage costs, improve productivity, and provide even more assistance to the operating departments. He also assured the delegates that Western International Hotels will continue its commitment to planned growth, and commented on the hotels that will open this year, in 1976 and in 1977.

In his opening remarks the following morning, W.D. Ellis, WIH controller and assistant treasurer, reported that five new hotel controllers and seven assistant controllers were appointed in 1974, and that those appointments resulted in thirty-one changes in assignments for controllers and assistant controllers. And, as an indication of future opportunities, Ellis noted that seventeen assignment changes have been made in the first five months of 1975.

As in previous years, a major portion of the program was allocated to discussion groups, focusing on operational concerns and new developments in accounting concepts and systems.

A highlight of the Conference was the "President's rap session" as Harry Mullikin fielded questions on a wide variety of subjects. During the question-and-answer session, Mullikin again emphasized the need to maintain the high WIH standards of quality service and quality product as he cautioned the controllers against decisions to defer needed expenditures because of the current economic conditions. He was emphatic in stating that the company will continue to assure its guests of the highest standards of product and service, and warned against "short term" thinking, commenting that decisions must be made against long range needs of the hotels, spanning ten, twenty, and thirty year periods.

The closing session saw the Conference return to the popular "Roundtable" feature introduced at the 1974 meeting. For more than two hours the delegates had a chance to discuss a variety of subjects, ranging from new credit card verification systems to departmental training programs.

During the course of the Conference special presentations were made by John Calvert, senior vice president-finance and legal . . . Ms. Cherie Ohlson, equal employment manager . . . Ron LaRue, director of advertising and public relations . . . Dick Blewett, manager of management development and Bob Wood, assistant treasurer.

### Financial Services Division appointments

Effective as of June 1, Russ Laase, formerly administrative assistant-treasurer's office, has assumed the responsibility of director-Profit Planning for WIH.

Russ joined WIH in 1969 as an accountant, and subsequently held the positions of office manager, assistant chief accountant, assistant controller and was appointed to his administrative assistant position in 1973.

Replacing Laase as administrative assistant-treasurer's office is Andy Allen, who recently joined WIH as a senior accountant. For the three years prior to joining the company, Allen had been a member of the audit staff of Peat, Marwick, Mitchell & Co., and is a member of the American Institute of Certified Public Accountants.



## Gordon Bass retires . . . and looks back with pride

**T**he year was 1931. The severe worldwide depression that marked the era was well underway.

In the Pacific Northwest, a localized hotel management company, Western Hotels Inc., was struggling through the first year of its founding.

Jobs were hard to come by. But the ambitious and personable young man, recently arrived in Seattle from Columbus, Ohio, was lucky. He got the job he was after . . . as a desk clerk at Western's Benjamin Franklin hotel. The manager who hired him was Troy Himmelman, father of our present WIH Chairman, L.P. Himmelman.

That young man was Gordon Bass.

On May 30 of this year, when Bass retired from the company, he could look back with a great deal of pride and personal satisfaction on his 44-year hospitality industry career. Certainly he, and the company he served so well, had come a mighty long way since his early desk clerking days.

That small regional firm has expanded its operations worldwide and has become a recognized leader in the hotel industry. Along the way, it fittingly changed its name to Western International Hotels. And keeping pace with the company's growth was Bass's own developing career that ultimately achieved for him the post of vice-chairman of the Board.

From his initial start at the Benjamin Franklin — now part of the Washington Plaza — Bass became assistant manager of the Multnomah hotel in Portland, Oregon in 1935.

In 1939 he left Western to manage the Spokane Club in Spokane, Washington, and later became manager of the Spokane Hotel.

In 1945, Bass returned to the company and the Multnomah as associate manager, then general manager, and was named a WIH vice president in 1951. From 1953 to 1956, he managed Spokane's Davenport hotel. He transferred to the Seattle corporate offices in 1956, where he became vice president in charge of advertising and sales. In 1964, he was appointed executive vice president-operations. In 1971 he was named president of WIH, and, two years later, appointed to vice-chairman of the Board.

The last 20 years or so of Bass's corporate office career were among the most significant in Western International's development history. The company was embarking on a path that has ultimately led it to today's international prominence. Largely responsible for its directional guidance was Edward E. Carlson, now chairman and chief officer of UAL, Inc., L.P. Himmelman, chairman of WIH, and Gordon Bass.

Gregarious and outgoing, Bass, through the years, probably got to know more employees throughout the company on a personal basis than almost any other individual in the organization. His enjoyment of people — all kinds of people in all walks of life — has always been sincere and genuine.

On his visits to the various properties as a corporate officer, he was noted for his habit of making the rounds of the hotel, greeting and visiting with staff members, before he ever set foot in the executive office.

A good listener, he also enjoyed giving advice whenever an employee approached him with career — or even personal — problems.

As Dorothy Stauffer, Bass's secretary and longtime acquaintance laughingly commented recently, "Some-

times I've felt Mr. Bass never quite decided whether he wanted to be an executive of the company or Ann Landers. As it turned out, he was both!"

Although officially retired, Bass has recently taken office space to administer certain business affairs. By coincidence, that office is located at the Benjamin Franklin — the hotel that launched his WIH career. He confides, however, that his plans are to spend a great deal less time in an office atmosphere, and a great deal more of it on board his sailboat, Phantom II.

## on the move

**ROBERT A. ALLEN**, formerly senior accountant at WIH Executive Offices, now administrative assistant to the treasurer at WIH Executive Offices.

**WALDO BRUN**, formerly executive chef at Houston Oaks, now executive chef at Peachtree Plaza.

**HANS ENGLER**, formerly executive sous chef at Winnipeg Inn, now executive sous chef at South Coast Plaza.

**TERRENCE HUGHES**, formerly data processing manager at Crown Center, now data processing manager at Peachtree Plaza.

**DAVID KARCHER**, formerly sales manager at Century Plaza, now sales manager at Peachtree Plaza.

**RUSS LAASE**, formerly administrative assistant to treasurer at WIH Executive Offices, now director of profit planning at WIH Executive Offices.

**JOHN MANDERFELD**, formerly beverage manager at St. Francis, now assistant director of food & beverage at South Coast Plaza.

**JACK PEAT**, formerly sales manager at Bayshore Inn, now sales manager at Century Plaza.

**KENNETH POE**, formerly convention manager at Century Plaza, now director convention services at Peachtree Plaza.

**JAMES SARRO**, formerly accounting trainee at WIH accounting services division, now assistant controller at South Coast Plaza.

**DIETER SCHUETTE**, formerly catering director at Houston Oaks, now director of catering at Peachtree Plaza.

**GEORGE VARKEVISSER**, formerly waiter at Bonaventure, now Carvery manager at Edmonton Plaza.

### Apprenticeship Careers Launched

**Chicago** — First CONTINENTAL PLAZA members of the WIH Culinary Apprenticeship Program sign contracts inaugurating their three-year apprentice training in all areas of food preparation. Seated from left are: Chris Shoenberger, Jeff Miller and Fred Venturoini. Hotel staff members witnessing the occasion (standing from left): Jack Skinner, food & beverage director; Michael Clavelin, executive chef; and Mike Kalyk, executive assistant manager. **1**



### Now, Get Out 'n Sell!

**Houston** — This is the third group of HOUSTON OAKS employees to complete Phase I of the WIH Sales Training course within the past few months. Earning their course completion certificates and representing various hotel departments are, from left: (back row) Dave Christiansen, Ray Kintner and Art Beaulier; (front row) John Erickson, Carmen Wells, and Dave Williams. Not pictured, but also completing the sales course were Clay Garrison and Nancy Noack. **2**



### The Wine Experts

**Montreal** — Jacques Bourgeois (left) BONAVENTURE F&B director, presents course completion certificates to three department graduates of the third WIH Wine Education Course. The new wine experts — Henri LaGarde, Ulla Mangel and Claude Ladouceur. **3**

### Toasting Their Tenth

**Seattle** — The tenth anniversary of their 2000 Fifth Avenue Building address was cause for a champagne celebration recently for WESTERN SERVICE & SUPPLY employees. Toasting the occasion was this group of "old timers" (from left), Madeline Clark, Chuck Hicks, Rose Shaffer, John Jones and Leif Wikan. **4**

### Hey, Look Us Over!

**Seattle** — The OLYMPIC bellmen are really looking sharp these days with the recent changeover to a new style of uniform. Pictured from left are Bellman Leo Heinz; Gene Thissen, senior assistant manager; Mack Stack, superintendent of guest services; Bellman Vern Lauderdale (in old style uniform); and Bellman Roger Eisenbeisz. **5**

### Racers' Hosted

**Edmonton** — Doorman, Bill Gibbons welcomes Peter Ferguson, Canadian racing driver, to the EDMONTON PLAZA as he arrived in his "Samsonite Special." The Samsonite racing team will be staying at all six WIH hotels in Canada during their cross-country schedule of speedway racing competition performances. **6**

### Le Jardin 'Blooms' at Crown Center

**Kansas City** — A romantic waterfall. A blooming sunlit garden. That's the setting for the CROWN CENTER's newest restaurant, Le Jardin, an intimate sidewalk cafe located at the base of the hotel's indoor waterfall on the garden terrace level. Pictured is Le Jardin Waitress Denise Newman with Crown Center Executive Assistant Manager Randy Guthrie. **7**

### Ohhh . . . My Aching Feet!

**Honolulu** — Still able to kick up their heels (but barely!) after walking 20 miles for the March of Dimes Walk-A-Thon, are these tired but triumphant ILIKAI staffers. From left: Doreen Kalama (Ilikai Flowers); Val Satin, guest activities director; Dave Hawley, front office manager; and Anita Ricketts, head pool attendant. Over 100 Ilikai employees participated in the event which had been coordinated by the Hawaii Hotel Association. **8**



# photo news



6



7

8





## Anniversary Honors 'Pioneers'

**COPENHAGEN** — The second anniversary of the HOTEL SCANDINAVIA, COPENHAGEN was celebrated in late April with an employee Awards Party. The 113 employee "old timers" in attendance were presented with "Pioneer Certificates" in appreciation of their two years of service. Receiving her certification (left), in the hotel's corporate sales manager, Madeleine de Mare Ousen. Also pictured is Director of Personnel Aksel Christiansen, Operations Vice President Dwight Call, and Hotel Scandinavia General Manager Phil Hughes.



## Handicapped Children Hosted

**JOHANNESBURG** — It was a day to remember for some 200 handicapped children treated to an "outing" recently by the CARLTON management and staff. The day-long festivities, held in the hotel's ballroom, included games, cartoons, live entertainment, and a huge buffet presided over by an enormous Mickey Mouse confection, created by the hotel's pastry shop. Above, Carlton lounge entertainer and puppeteer Jerry Hartnett demonstrates one of his marionette characters to a fascinated audience.

Now . . . making the difference WIH style at the recently opened  
**HOTEL SCANDINAVIA, OSLO.**



**IN THE KITCHENS . . .** Eivind Solvang, cook; Johann Zinsli, executive sous chef; and Ernst Weber, sous chef.



**AT THE FRONT DESK . . .** Werner Pfeifer, receptionist; Solveig Hestholm, folio typist; Don Massagli, senior assistant manager; and receptionists Liv Rekdal and Sissel Aylward.



**AT THE SCANORAMA ROOFTOP BAR . . .** Gunnar Eriksrud, bar waiter.

## Beverage manager gives his 'recipe' for making a 'good bartender'

**T**here is a hell of a lot more to making it as a good bartender than just mixing drinks."

In support of his statement, Mike Pyndkowski, Winnipeg Inn beverage manager, listed a few of the qualities that he felt go into making a "good bartender."

"To begin with," said Mike, "a truly professional bartender must be a jack of all trades but master of one — bartending!

"He must be a diplomat, a psychologist, and a businessman, all rolled into one. He must be a good conversationalist and be fairly knowledgeable on a variety of subjects. He's got to have a good memory . . . able to remember his "regulars" on sight, as well as the ingredient recipes of a good number of beverages. Of course, he must know the techniques of his trade and be an expert at mixing drinks.

"He must have a good basic knowledge of all the various alcoholic beverages, their similarities and differences, distilling and manufacturing processes, their uses and brand variations. He must be familiar with proper glassware use and garnishes, and must keep up with current drink fads, in addition to knowing how to prepare all the old standards.

"Above all, he must be a friendly and congenial host and able to get along well with his fellow workers as well as his patrons. And, he must be a super salesman for his hotel."

Warming to his last point, Mike elaborated, "One of the first places a male check-in guest will visit is the hotel bar. He wants to relax for a few moments and unwind after his travels.

"If he is impressed with his experience at the bar, very likely it will leave him with a good impression of the hotel . . . of course, the opposite could be just as true!"

Creating a good impression at the bar, according to Mike, is a lot of little things. It includes friendly, courteous service, beverages properly mixed and attractively served, and exhibiting tact and discretion in relations with patrons.

It also means such things as never refusing to mix a drink because it's unfamiliar to you, or being knowledgeable enough about your hotel, or your city, so that you can satisfactorily answer such inquiries as where to dine, shop and sightsee.

These are all qualities and techniques Mike has learned (" . . . and I'm still learning!") during his relatively short hotel career at the Winnipeg Inn. A career, Mike confesses, that he just happened upon by chance.

"This was in 1970 when the Winnipeg Inn was about to open and in need of personnel," Mike explained. "I was bored with my government desk job and decided to apply for whatever opening might be available at the hotel. They needed a bar porter, and as soon as I found out what that was, I was it! It was a lot different and harder than my old desk job, but I really liked it."

He continued, "I had a good on-the-job instructor. He was Larry Vermeersch (now beverage manager at the Edmonton Plaza) and I guess I was a good learner. Four weeks later when they had an opening for bartender, I got the job. It was an exciting challenge!"

Mike continued to be a "good learner" and determinedly applied himself to his training development. For the next few years he worked all hotel bar areas and also served banquets.

In August of last year, he was promoted to his present position as beverage supervisor for the Winnipeg Inn.

Normal routine for the bartending staff — the Winnipeg Inn employs 14 full-time bartenders and almost as many part-time banquet bartenders — begins with a pick-up of shift cash flow. (Proper dress uniform and a thoroughly well-groomed appearance are "musts.")

The first few minutes behind the bar are spent in "setting up." Beverage stocks are replaced as needed, new supplies of ice are brought in. Fruit garnishes are checked for freshness and supply.

Throughout their shift, barmen are



responsible for the clean and orderly maintenance of the bar area, bar equipment, and for washing barware after use.

In addition to directly serving those patrons seated at the bar, the bartender must prepare all orders for lounge guests, served by the waiter or waitress staff.

"During really busy periods, things can get pretty hectic," Mike acknowledged, "but a good bartender always keeps his cool. Regardless of how rushed he is, he takes the time to properly prepare each order. He never forgets his role as a congenial and considerate host, nor becomes abrupt or impatient with patrons or staff members.

"As I said earlier," Mike repeated, "making it as a good bartender is a lot more than just mixing and serving drinks. Equally important is the effort that is made to create a totally satisfying experience for the guests, and one that will encourage their return.

"A sharp, professional bartending staff can be one of the hotel's greatest assets, both in terms of creating goodwill and in contributing to profits."

As he proudly pointed out, "Almost 40% of the Winnipeg Inn's food and beverage gross revenue comes from the beverage department!"

## celebrities



**MEXICO CITY** — Antonio Gadez, world famed Spanish dancer, shares a smile with ALAMEDA Public Relations Director Gianella Soto Quinard. Gadez was a guest of the hotel during his recent performances in Mexico City's Palace of Fine Arts Theatre.



**SEATTLE** — "Mr. Frick" (Werner Groebli), veteran comedy star of the Ice Follies, celebrated his 60th birthday during the show's engagement in Seattle, and while a guest of the WASHINGTON PLAZA. Presenting Groebli with a surprise birthday cake, which he had decorated with an icing sketch of the ice-skating comic is the hotel's Pastry Chef Heinz Zeller.

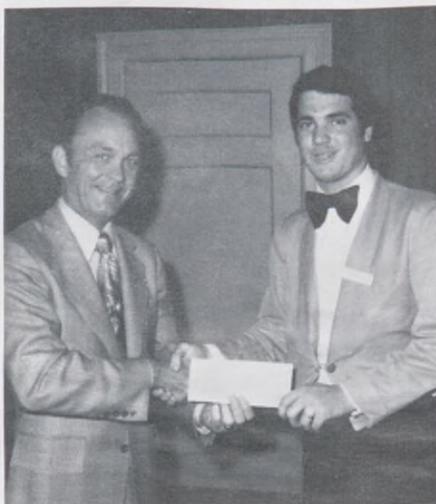


**PITTSBURGH** — A recent Pittsburgh Convention Bureau reception at the CARLTON HOUSE honored Pittsburgh Steeler Linebacker Jack Ham (right). With Ham — and keeping their eyes on the ball — are General Manager Bob Hawes (center), and Director of Sales Don Mellon (left).



**SEATTLE** — "Slick" Watts, sparkplug of the Seattle Super Sonics basketball team, offers his compliments to SPACE NEEDLE Executive Chef Cornelis Sint-Nicolaas following a recent "Salute to the Sonics" luncheon hosted by the restaurant.

## Bruce Pierce Scholarship award winners . . . in person!



Last month's issue of Front! reported on the two winning recipients of the 1975 Bruce Pierce Scholarship Awards, but, because of a press deadline, was unable to carry pictorial coverage of the winners.

Now . . . here they are!

Winner Edward Fizdale, part-time busboy with Victor's restaurant at the St. Francis, is pictured, left, receiving his \$500 scholarship check and the congratulations of the hotel's Vice President and General Manager Bill Quinn.

Right photo, winner Michael Estrada, banquet supervisor at the Crown Center, receives his award and well wishes from Marilyn George, director of personnel.



**Anchorage-Westward's  
'Bellman with a  
magic touch'**



Henry Boigle

**H**enry Boigle is the Anchorage-Westward's bellman with a magic touch.

Bug-eyed youngster hotel guests who have had Henry pluck a Lifesaver candy out of their ears are convinced of it.

So are the more sophisticated airline stewardesses who invariably react, first with startled surprise, then with great amusement as Henry "discovers" a piece of candy hidden under their uniform collars.

For the past 15 years the friendly, fun-loving bellman has been delighting hotel guests of all ages with his sleight-of-hand "magic."

It's the children that are Henry's favorite, however.

"You should see their eyes light up when I do my little tricks of magic," says Henry. "That's what gives me pleasure . . . the joy in their eyes."

His "little tricks of magic" and special attention he devotes to children are also pleasing to the parents. Henry will often receive letters expressing their appreciation following their hotel stay. Sometimes, these letters will be written by the children, themselves, and it is these that Henry treasures most.

Not surprisingly, Henry is well liked by his fellow Anchorage-Westward staffers, including those members of his own department who know him best. A hard worker, he can most always be counted on to cover in case of an emergency.

It is his friendly, cooperative attitude, in fact, that was among the qualifications that won him an earlier Thurston-Dupar Award for his hotel.

Outside hotel duty hours, Henry has long been involved in some "magic" of another sort. It is the practical and creative "magic" of the home builder.

Over the past 14 years, he and his wife, Regina, have built 13 houses by themselves. He even puts in his own electricity and is now learning how to install plumbing.

Henry admits that it is not because of his earnings that he continues with his bellman position. He does it, he explains, because he likes people, his job, and the hotel . . . and because of the personal pleasure he gets in entertaining young hotel guests with his little tricks of magic.



Grace Ng

**Hotel Toronto's  
'Lady from  
Hong Kong'**

**H**er fellow employees at the Miramar in Hong Kong will be pleased to know that Grace Ng is alive and well and living in Toronto.

Not only that, but she is still "in the family," working as guest services hostess at the newly opened Hotel Toronto.

While she is excited about her newly adopted country, the challenges of her new position, and the exciting Hotel Toronto, Grace admits she deeply misses the Miramar. After all, her 22 years association with the Hong Kong hotel can't be that lightly dismissed.

It was in 1953 when Grace joined the Miramar staff as chief switchboard operator. As the hotel continued to expand in its facilities, so did Grace's career growth. Among the various positions she held were public relations officer and most recently, assistant manager.

Within the last few years, however, Grace's family began emigrating to Canada and the Toronto area. When she realized recently that she was the last remaining member left in Hong Kong, she decided — somewhat reluctantly — to follow her family's lead and she, too, emigrated to Canada last March.

"I was also persuaded by the fact that Western International was building a hotel in Toronto," says Grace. "Before I left Hong Kong I was determined to get a job there, even if it was as a dishwasher."

Fortunately, the hotel's management found her a position more suited to her talents. As guest services hostess, one of Grace's first responsibilities was to train a crew of hostess guides who are now conducting visitor hotel tours.

Operating from her lobby office, Grace's guest contact duties are to provide general information and to make guest sightseeing and other tour arrangements.

As a newcomer to the area, herself, Grace has been spending most of her free time playing the tourist role, as she "discovers" the city on her own. She has also completed a city familiarization course, sponsored by the Toronto Tourist and Convention Bureau.

"One thing in my favor," Grace smiled, "since I am new to the area, I am able to see the city through a first time visitor's eyes. I can really relate with guests who come to me for sightseeing help."

For these guests in particular, the Miramar's loss is definitely the Hotel Toronto's gain.



Your hotel correspondent is Martha Sheppard. Call Martha on extension 300 and give her your input for Front!

Anchorage-Westward, **Candy Hulk**. Bayshore Inn, **Barbara Danuke**. Benson, **Nelvia Turner**. Bonaventure, **Leona Dureau**. Camino Real, Mazatlan, **Lupita Galan**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, San Salvador, **Mabel Acosta**. Carlton House, **Arlene Prunchak**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Larkin**. Edmonton Plaza, **Karen Dupas**. Hotel Scandinavia, Copenhagen, **Aksel Christiansen**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Martha Sheppard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Sue Brush**. South Coast Plaza, **Scottie Layer**. St. Francis, **Charles Conine**. Shangri-la, **Gwenda Loong**. Space Needle Restaurant, **John Poquette**. The Plaza, **Janet Luoma**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Maggie Clark**. WIH de Guatemala, **Mary Lina Ruiz-Ciani**. WIH Executive Office, **Dorothy Stauffer**. WIH Credit and Acctg., **Karen Husby**.

THINK . . . PRACTICE  
ENERGY CONSERVATION

HELP  
"Kill-a-watt"  
OR TWO.

## inn basket news line...

**AD AGENCIES LOVE THE PLAZA** — Because of its unique character and posh elegance, The Plaza is a favorite setting of New York advertising agencies for photographing commercials. Plugging their own products as well as The Plaza, recently were: Benson & Hedges, with a TV commercial filmed at the Oyster Bar; a print ad for a Polish vodka, shot in the Palm Court and the Edwardian Room; a print ad for IBM shot in the Oak Room; plus a number of hotel location shots for various local and regional products.

\*\*\*

**IT'S A GIRL!** — The Crown Center was the first WIH property to staff room service waitresses (common among many European hotels), and now the newly opened Hotel Toronto is following suit. In spite of an occasional "Oh my gosh — it's a girl!" initial reaction, Crown Center guest acceptance of women in this traditionally male position is one of approval.

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**AH&MA vs. THE ENERGY PROBLEM** — Eighteen engineering and operations executives of 15 major corporations agreed recently to shape a new, expanded energy management program for the lodging industry, by pooling the results of their studies and experience. This was a major achievement of the second meeting of the American Hotel & Motel Association (AH&MA) Energy Task Force, organized by the Association's Industry Advisory Council. In developing their new program, the group decided to form four special sub-committees with the following respective functions:

**Energy Information Center** — to develop and disseminate data to property members . . . and oversee the development of an Energy Conservation Manual.

**Education** — to develop short and long-range programs of study for all levels on innkeeping industry employees.

**State Regulatory Agencies** — to monitor actions of state public service commissions . . . and assure that public utilities in each state accord to the industry fair and reasonable treatment.

**Energy Audit** — to oversee the keeping of records on the industry's usage of energy by public accounting firms so that voluntary reports to the government on hotel/motel energy usage and savings may be prepared regularly. (AMERICAN HOTEL & MOTEL ASSOCIATION NEWS)

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**DON'T LOOK NOW, BUT . . .** — An article in MIXED NATIONS, the employee publication of the Hotel Scandinavia, Copenhagen, reports that some "souvenir hunter" has now gone just a little bit too far. Missing from the lobby area are ten chairs and a table! While this may seem incredible, the article went on to detail the devious techniques used by professional hotel thieves including forged permission slips for the "removal" of fixtures and furnishings. The article concluded with a strong caution that applies to all of us, "Don't take anything for granted, and report anything that looks suspicious to your supervisor — immediately!"

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**A TAP OF THE GAVEL TO** — David Shinn, director of security for the Ilikai, and recently elected president of the Hawaii Hotel Security Association . . . and to Sue Brush, Olympic public relations director, elected president of the Seattle Advertising Federation II, and selected as an associate member of the Public Relations Society of America.

