

Front!



March, 1978

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



**This is
what the
Peachtree Plaza's
Toni DeNyse
found in her
in-basket.**

see page 3.

Guest satisfaction - it's a top priority



Congratulations to top placing Toni DeNyse of the Peachtree Plaza and runners-up Trevor Kendall of the Space Needle and Alberta Chartier of the Detroit Plaza, for their winning entries in the "Know Our Business Guest" contest.

And to all of you who entered the competition, my thanks and appreciation for your effort.

In my remarks included with the entry forms, I expressed a hope that all of you would enter the competition for your personal awareness benefit as well as for the opportunity of winning one of the cash prizes. The more each of us becomes personally aware of the needs of our guests, the better we are able to serve and satisfy these needs.

According to the actual survey results (see story page 9), among the highest rated guest needs or preferences were two that directly involve each one of us. They are "overall cleanliness", which was rated number one, and "friendliness/attitude", which was rated number five.

On both subjects, I believe most of our guests would award WIH high marks. But to keep earning these high marks with our present guests—and in winning new guests—we must continue to concentrate our efforts in satisfying these needs.

Guest satisfaction is vital to our business and we are delighted that you have shown the awareness, involvement and follow-through that is necessary in making their stay at a Western International Hotel as pleasurable as possible.

A handwritten signature in cursive script that reads "Harry Mullikin".

HARRY MULLIKIN
President and Chief Executive Officer

on the move

CHRISTOPHER BAUM from sales manager Mayflower to national sales manager Washington Plaza.

MARK BOYDSTON from convention services Peachtree Plaza to director of convention services Century Plaza.

MICHEL CLAVELIN from executive chef Philippine Plaza to executive chef Williams Plaza.

THOMAS CORTABITARTE from senior assistant manager Continental Plaza to executive assistant manager Crown Center.

RICHARD JONES from F, F & E coordinator Galleria Plaza to F, F & E coordinator Williams Plaza.

JACK KNUDTSEN from senior assistant manager Los Angeles Bonaventure to executive assistant manager Washington Plaza.

WILLIAM MYLES from sales manager national accounts to sales manager Washington, D.C. Regional Sales Office.

GREGG NELSON from assistant manager Ilikai to reservations manager Wailea Beach Hotel.

LARRY TAYLOR from employee relations manager Detroit Plaza to senior assistant manager Continental Plaza.

HIDEAKI UMESHITA from assistant director reception service St. Francis to assistant manager Miyako.

Front!

A monthly publication by and
for employees of
Western International Hotels

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LITHO IN U.S.A.



Toni DeNyse - \$299.



Alberta Chartier - \$100.



Trevor Kendall - \$50

'Business guest' contest - the winners

Stacks of dollar bills are not the usual fare Toni DeNyse is apt to find in her in-basket.

So you could hardly blame her for getting just a little bit excited when she discovered \$299 in singles had been dumped in her desk basket recently—and all meant for her.

Toni, convention services typist with the Peachtree Plaza since last May, had submitted the top prize winning entry in the "Know Our Business Guest" contest featured in the December issue of Front!

Her \$299 prize represented the amount in dollar bills scattered about in the contest entry form photograph which entrants were asked to count as a contest tie-breaker.

When informed of her first place win, Toni reacted with total surprise and disbelief.

'I had no idea'

"I really had no idea I would win it. My husband and I got together and tried to put ourselves in the position of a businessman who would be staying at one of our hotels, to work out the answers. Then, after submitting the entry, I kind of forgot about it."

She added, happily: "But the money

will sure come in handy. I'm helping put him (her husband) through college."

Coming in a close second in the contest was Trevor Kendall, director of personnel for the Space Needle Restaurant, who was awarded \$100.

Third place winner was Alberta Chartier of the Detroit Plaza's security department. For her win Alberta was presented with a \$50 check.

'benefit on both counts'

In his letter of congratulations to the three prize-winners, WIH President and Chief Executive Officer Harry Mullikin noted: "In my remarks included with the contest entry forms, I expressed a hope that participants enter the competition for their personal awareness benefit as well as for the opportunity of winning one of the cash prizes. With your winning entry(s) you've benefitted on both counts."

Close to 1,000 contest entries were submitted, with 37 hotels and the Central Reservations Office in Omaha participating. Each entry form was checked and tabulated by an outside processing service. (See page 9 for contest questionnaire answers according to the actual survey results.)

Kitchin named to corporate PR post

Ken Kitchin, former director of public relations for the Detroit Plaza, has been named public relations manager for Western International Hotels.

Kitchin's professional career prior to joining the Detroit Plaza staff in 1976 included 16 years in the news broadcast media. He is a graduate of Northwestern University, where he received his degree in Radio-TV-Film/Journalism.

His impressive list of credits include news reporting and news executive posts in Youngstown, Los Angeles, Boston, Miami and in Detroit, where he served as news anchorman for two of that city's leading television stations.

With the Detroit Plaza one year prior to the hotel's opening, Kitchin was active in all phases of the pre-opening planning and marketing programs.

Together with the PR specialists from the Renaissance Center complex, he staged one of the most widely publicized hotel openings ever. In 1977, Kitchin also assumed the role of advertising supervisor for the 1400-room property.

Replacing Kitchin at the Detroit Plaza as director of public relations is the hotel's former public relations department assistant, Deborah Hawkins.



Management appointments

On January 31, WIH executive offices announced the following appointments and changes in management positions:

Bob Hawes, formerly general manager of the Carlton House, was named resident manager of the Peachtree Plaza.

Replacing Hawes as general manager of the Carlton House was former executive assistant manager of the Michigan Inn, Lon Kellstrom.

photo news

First booking

Los Angeles - For booking the first piece of summer business into The Arizona Biltmore, the LOS ANGELES REGIONAL OFFICE took the cake—a sweet token of appreciation from The Arizona Biltmore sales staff. Having their cake and ready to eat it are Los Angeles sales members (from left): Linda Sperber, Jerry McDaniel (now Marketing Division administrative assistant), Rae Bradley and Lannis Feifer.



The renovators

Portland - Beginning last summer, the BENSON has been undergoing a major renovation program largely involving the hotel's mechanical equipment that includes installation of various energy-saving devices. Responsible for doing most of the work required by the program—which is expected to be completed by late spring—is this renovator team (from left): Bob Williams, engineer; Al Puglisi, engineer; Bill O'Neal, chief engineer, and T.C. Warren, building superintendent.

Self defense

Los Angeles - Beginning with the premise that "there is no such thing as a defenseless female," CENTURY PLAZA chief of security, Cliff Murray, recently conducted a series of self-defense classes at the hotel which were popularly attended by over 100 women employees. Murray (left) teamed up with director of personnel, Rosie Maellaro, to demonstrate various self-defense methods a woman can use to protect herself against assault.





Fly-in

Vancouver - Guests of the BAYSHORE INN have been known to arrive by boat at dockside as well as by various forms of land transportation. The recent Truck Loggers convention at the hotel added yet another transport dimension when one group of attendees arrived by helicopter which deposited them on the hotel's front lawn.



'Shoe'-in

Honolulu - Though it lost the race, the ILIKAI's entry in Honolulu's annual Carole Kai Bed Race fund raiser—a decorated bed in the form of a giant tennis shoe—won top trophy honors in the Best Sponsors Theme competition. Pictured with their best foot forward (from left): Val Satin, sales; Bill Hulett, managing director of the Ilikai and Wailea Beach Hotels, and Karlene Makalena, director of house-keeping.



Hanger hoarde

Seattle - Everything's being recycled these days, so why not coat hangers? That's what prompted OLYMPIC laundry manager Conrad Jones to develop his "Hugo the Hanger" campaign among the hotel's employees, requesting the return of any unused hangers in their homes. Displaying one week's "treasures" are laundry staffers (from left): Stella Collins, Anovale Suitonu, Bernice Wilson and Mercedes Borsheim.

WIHere it's at, in Seattle

Part IV - United Airlines Building



CREDIT: (Background, from left) Diane Winter, Bob Graves and Ruth Kozak. (Left foreground) Carol Ford and Ted Raymond. (Right foreground) Manager Cy Braden and Delores Jensen.



CORPORATE ACCOUNTING: (From left) Karen Kent, Gene Keene, Andy Allen, Controller Ray Whitty, Vicki Caldwell, Jim Pope, Barbara Bunn, Karen Baehm, Napua Knight, Shirley Knighten and Mary Ashurst.

If you like money you'll love the Financial Services Division offices. That's where it all is.

If, however, you might expect to find it in cash—in bundles, stacks and bulging coin bags—you would be a mite disappointed.

The money is there all right, but it's mainly in figures on paper.

It's there on volumes of ledger sheets, for instance. And on checks (incoming and outgoing), on accounting machine tapes, and on dozens of other forms, records and documents that are part and parcel of the Division's multitude of record-keeping and financial transactions.

The Division has occupied the fourth floor of the United Airlines Building, just around the block from its former office site at the 2000 5th Avenue Building, since late 1975. And, like other corporate office divisions, has continued to expand ever since in personnel, responsibilities and services to company hotels and the corporation.

A current quickie tour of the open-concept Division offices might proceed something like this.



HOTEL SERVICES: (From left) Elaine McBride, Mary Burke and Dave Christianson.



GROUP BENEFITS: (Background) Ethel Sims and Manager Brian Beaulac. (Foreground) Christie Dempsey.



DATA PROCESSING: (Background) Manager Fred Kraus and Steve Morris. (Middle ground) Scott Jason and Carl Olson. (Foreground) Betty Rotz.



IN SESSION: Financial Services Committee members (from left): Group Benefits Manager Brian Beaulac, Controller-Corporate Accounting Ray Whitty, Director of Data Systems George Williams, Senior Vice President and Treasurer Bob Jenks, Vice President and Controller William D. Ellis, and Administrative Assistant Bob Hansen.

Stepping off the elevator, the visitor enters through glass doors into the reception area which is located near the center of a long corridor that extends the full length of the building floor.

Stroll down corridor left. The offices passed along the right wall locate the corporate accounting department with Ray Whitty, controller-corporate accounting, in charge. Whitty's staff includes three as-

sistant controllers: Gene Keene, responsible for the corporate financial statement; Andy Allen, responsible for the consolidated (corporate with hotel) financial statement, and Jim Pope responsible for project and fixed asset accounting.

At the far end of the corridor is the office of Bob Jenks, senior vice president and treasurer, responsible for overall functioning of the Financial Services Division, and the office of Bob Hansen, administrative assistant.

Also in this area is the office of George Williams, director of data systems, and of project management specialist, Doug Humphreys.

Now, an about turn back to the reception area. The offices viewed along the opposite wall house two other Division departments. First encountered is data processing, with manager Fred Kraus heading an eight-member staff of programmer analysts, operations supervisors, data punch clerks and a machine operator.

Departments appeal

The adjoining department, and one dear to the hearts of a good many employees, is the payroll department man-

aged by Dee Marchant who is assisted by four payroll clerks.

Our quickie tour now takes off down corridor right. At right are the offices of the internal audit department headed by Paul Mattucci, manager. Mattucci and his five-member auditing staff are on the road a good deal of the time since their responsibilities include an internal audit of each of our hotels every year.

In the neighboring office is the credit department under the supervision of credit manager Cy Braden. The seven-member department's main responsibility is the collection of accounts as requested by hotels and the corporate offices.

At the far end of this corridor is the hotel services department headed by William D. Ellis, vice president and controller. Ellis' four-member staff includes Ken Williams and Dave Christensen, both of whom travel frequently in response to hotel assignment requests.

No 'samples'

The tour's return to the reception area leads past the group benefits department. The six-member department is headed by Brian Beaulac with Tobi Manahan as assistant manager. Special mention might



PAYROLL: (Background, from left) Sharon Wood, Rene Jose, Sandra Sawyer and Manager Dee Marchant. (Foreground) Shirley Oldham.

be made of department member Christie Dempsey who is responsible for handling all insurance claims for all group benefit members.

An appropriate conclusion to the tour might include a brief stop at the Division's coffee room. While no money "samples" will be distributed, the coffee is free. And, on the chance there happens to be Division members present taking a quick break from the day's busy schedule, the hospitality is friendly.

NOTE: Even with a scorecard it's hard to keep up with who is where. Relocation moves that have occurred since this "WIHere it's at" series began include: Food & Beverage Division and the Real Estate Department to the second floor of the United Airlines Building, the Development Division, Corporate Insurance Department, and the office of corporate planner, Byron Brady, are now on the third floor of the Skinner Building at 1326 5th Avenue, a block north of the Olympic.

The many moods of the Impressions Grill

The Wentworth's newest restaurant, the Impressions Grill, is something else. And it keeps becoming something else again and again throughout the day.

With breakfast, Impressions diners find themselves surrounded by a visual atmosphere of a developing sunrise with misty clouds, cool waterfalls and dew-drops.

Luncheon guests are treated to a scenic tour of Australia from the crashing waves of Port Campbell to the rolling vineyards of the wine country.

Evening dining takes on a romantic mood. The surrounding scene is of the Sydney skyline as it slowly merges from sunset to blue dusk.

Accompanying the room's visual atmosphere changes throughout the day is a background of compatible mood music.

18 Screens

The unique entertainment presentation, which was developed in England, involves the projection of hundreds of slide images onto 18 screens which cover three of the restaurant's walls.

Continuous and gradual slide changes create subtle changes in the room's visual and atmospheric mood.

Sometimes images appear on a single screen. At other times an image is projected over three or more screens for more dramatic effect.

What has guest reaction been?

"Fantastic—they love it", says Peter Fitch, manager of the 120-seat Impressions Grill. "The concept is a first for Sydney and for Australia, so we do get a good deal of local business from people who have come to enjoy the room's delightful visual experience as well as the fine international cuisine for which the room is noted."



The graduates

Manila - During his recent visit to the PHILIPPINE PLAZA, Bob Chamberlin (second from left), WIH director of regional sales and reservations, took the opportunity to present WIH Sales Training graduate certificates to sales managers, Vicky Reyes and Eddie Virata. Philippine Plaza director of marketing, Albert Hee (right), conducted the sales course, which was developed by the WIH Marketing Division for company-wide training application.

Lamb recipe wins

Johannesburg - For his original lamb recipe, CARLTON sous-chef, Victor Gielisse (center), was awarded a first-prize trophy and a check for R1000 (about \$1,500) in a national recipe competition sponsored annually by a South African margarine manufacturer. Out of 500 entries, six finalists were chosen to prepare their dishes at the Johannesburg Hotel School, where a panel of three judges selected Gielisse's Lamb Marjolaine (leg of lamb prepared in a special marjoram sauce) for top honors. With Gielisse is Marketing Manager John Thorp of the recipe contest sponsoring company, Hudson and Knight.



In appreciation

San Salvador - Certificates of appreciation were presented to CAMINO REAL SAN SALVADOR catering manager, Marisol Solano (left), and assistant manager, Orlando Menendez, for their outstanding assistance in collaboration with the National Congress of Dermatology's meeting at the hotel recently. The certificates were presented by the president of the organization, Dr. Enrique Flores, on behalf of the attendee members.



What service pins and those colored discs can tell.



Service pin with disc.

Service pins—blue and gold replicas of our WIH symbol which are worn pinned or as a charm—are familiar to all of us.

At a glance they identify the wearer as a WIH family member.

But a closer look can tell us a lot more.

For instance, you can get a rough estimate as to how long any pin-wearer has been a company employee by simply reading the number on the pin. (Since pins are issued in five-year increments, however, your "reading" could be off by almost that many years.)

Pins worn by some individuals are backed by a colored disc. What do they tell? These discs are also as simple to "read" . . . that is, once you know their meaning.

There are three different colored discs issued,—white, red or black. Each color identifies the wearer with a particular honor or achievement.

A white disc identifies the individual as being a WIH Hard Corps program graduate. The wearer has attended and completed one of the annual WIH Management Seminars to qualify as a permanent Hard Corps member.

The red disc identifies that individual as his/her hotel's Thurston-Dupar winner for a particular year.

And a black disc signifies that a person has received Western International's most coveted annual employee recognition honor—the company-wide Thurston-Dupar Inspiration Award.

Read any interesting service pins lately?

'Business guest' contest—how well did you do?

The old saying, "Cleanliness is next to Godliness", apparently still holds true.

At least it does among those business travelers who participated in a recent survey of their hotel accommodation preferences. According to the survey's results, "overall cleanliness" was number one on their list.

The survey, handled by an outside research firm on behalf of Western International Hotels, was taken (1) to learn more about, and (2) to determine how we could better serve one of our most important guest markets—the individual business traveler.

Among other information-seeking data, the survey listed 23 hotel-related items which these business-traveler respondents were asked to rank in order of importance to them.

'Friendliness' rates high

Predictably, among the five top-rated preferences listed, was one item relating directly to a hotel's staff members rather than its physical qualities or services. Rated in fifth place in order of importance was staff "friendliness/attitude". (In a more detailed breakdown of the survey results, however, the "friendliness/attitude" item ranked second in order of importance among those survey respondents who chose WIH hotels "most of the time"—an indication, perhaps, of what our guests expect when visiting our hotels.)

It was this preference ranking portion of the survey that comprised the recent "Know Our Business Guest" contest in which WIH hotel employees were invited to participate. Interestingly, contest entrants as a whole are apparently already aware of the importance of these two guest preferences since both "cleanliness" and "friendliness/attitude" also ranked highly in a good many of the responses.

What survey showed

Now that the contest is over and the winners have been selected we can reveal what the survey actually showed.

Listed here are the 23 contest questionnaire items arranged in order of importance according to the accumulated responses of the surveyed business travelers.

How well did you do?

Items Rated

1. Overall cleanliness
2. Location convenient to business appointments
3. Large, comfortable beds
4. Quiet
5. Friendliness/attitude
6. Ability to control room temperature
7. Security of buildings and surroundings
8. Designed for convenience of the business traveler
9. Availability of restaurants in hotel/motel
10. Familiarity with hotel/motel
11. Room rates
12. Large size guest room
13. Parking
14. Reputation/prestige
15. Affiliation with a respected chain
16. Proximity to airport
17. Availability of bar/lounge in hotel/motel
18. Swimming pool
19. Proximity to outside shops, theater, restaurants
20. 24-hour room service
21. Entertainment within the hotel/motel
22. Health club
23. Tennis courts

Bulletin

In late February, WIH announced entry into a management agreement and participation as an investor in a 17-story, 450-room hotel in Fountain Square, downtown Cincinnati, Ohio.
Details in next month's Front!

people



Successful

Johannesburg - Pleased smiles were in order for the CARLTON's James Simkins (left), front office manager, and John Kidd, assistant front office manager, both recent recipients of diplomas from the American Hotel & Motel Association Education Institute. The diplomas were awarded for their successful completion, by correspondence, of ten Institute courses covering all aspects of hotel management.



Service

Detroit - Mark Vasu, assistant manager of room service at the DETROIT PLAZA, apparently believes in the idea that while you can take the skis off the waiter, you can't take the waiter off the skis as he demonstrates that business-pleasure combination on the slopes. Mark's motto—"Room service will go to any lengths to assure speedy service with a smile".

Wailea Beach Hotel STERN INTERNATIONAL HOTELS



Visitor

Wailea - On a recent trip to the Hawaiian Islands, Harry Mullikin (left) visited the WAILEA BEACH HOTEL for a personal update on the hotel's construction progress and to meet with staff personnel. With Mullikin (from left): Bill Hulett, Thomas Gurtner, Bill McCreary, Vital DeMonti, Neal Sint-Nicolaas, Peter Quattrone, George Coates, Stephen Lee, Nadine McGovern, Dale Sanehira and Douglas Murata.



Awarded

Tulsa - For their record of over 100 showings of the corporate film, "Great Destinations. Great Hotels.", the WILLIAMS PLAZA was named the hotel winner of the WIH "Most Imaginative Exhibitor" award in the recent company-wide competition. Proudly displaying their "clapper" award trophy (from left): John Nethercutt, national sales manager; Bob Hutchinson, director of sales, and Louis Martinelli, Williams Plaza general manager.

celebrities



Cyd opens a carnival

Seattle - Once again the Space Needle Restaurant took off on its gala Brazilian celebration, "Carnival in Rio", held annually throughout the month of February. Kicking off this year's event was the glamorous high-kicking dancing star of motion picture fame, Cyd Charisse. Upon her arrival at Seattle's SeaTac airport, Ms. Charisse (with floral bouquet) was greeted by Space Needle welcoming committee members (from left): Susan MacLeod, Mary Hirata, Antone Sabella, Jerry Moos, Char Cowan, Melanie Connors and Gary Pannell.



Dick does a taping

San Francisco - One of television's top talk-show personalities, Dick Cavett, competed with the food and the view as star attraction of Victor's restaurant atop the St. Francis in late January. He was there to tape a week's worth of shows for the PBS network. A salesman as well as a showman, Cavett takes the opportunity to promote his book, CAVETT, to the amusement of St. Francis general manager Bob Wilhelm (right).



Burt attends a roasting

Atlanta - Somewhat starry-eyed by their experience, Peachtree Plaza members Barbara Carter (left) and Laura Hargett escort Burt Reynolds through the hotel during the movie star's recent visit. Reynolds, along with Sally Fields, Rita Coolidge and Chris Kristofferson, stayed at the Peachtree Plaza during the occasion of the Burt Reynolds Roast in Atlanta.



energy = money
savings = savings

Fluorescents

For many reasons, including the fact that fluorescent tubes produce nearly four times as much light per watt as regular light bulbs, fluorescent lighting is popularly used in homes as well as in business and industry.

It used to be that the life of fluorescent tubes was considerably reduced if they were left on for just brief periods of time. Therefore, many fluorescent users hesitated to turn off lamps for those short periods when lighting was not needed.

Recent improvements, however, have not only increased the life of fluorescent lamps, but have considerably reduced the life-shortening effect that had occurred when they were turned off only briefly.

For all practical purposes, fluorescent lights can be considered the same as incandescent lights in determining whether lamps should be turned off or allowed to remain on.

Dimmers

Installing a dimmer switch on incandescent lighting—ceiling fixtures or built-ins—lets you "tune down" the light level and wattage with savings of up to 50 percent in electricity. Dimmers may be used in any area of the home where a low-light atmosphere is sometimes desired. They can be especially effective in a dining area for creating a romantic mood.

inn basket

UP-FRONT! - A salute to Bill Godfrey, sales director at the Camino Real in Cancun, who was presented with a Certificate of Tribute from the American Embassy for his "compassionate and generous acts" in aiding U.S. citizens in Mexico. Godfrey was particularly cited for "... providing financial and travel assistance for the destitute, arranging emergency medical care and evacuation for the ill, and for lending timely support to the American consulate at Merida in resolving numerous welfare, estate and whereabouts problems" ... the word from Mobil Oil Corporation is that The Arizona Biltmore, for the nineteenth consecutive year, has once more been awarded the Mobil Travel Guide Five-Star Award. That honor is shared by only eleven U.S. resort properties in their 1978 listing ... A photo item in last month's FRONT! reported on a gourmet dinner at the Carlton's Three Ships restaurant prepared for Amities Gastronomiques Internationales (AGI), an international society for lovers of good food and wine. Now comes word that results of a member vote on the "best dinner served during 1977" found the Three Ships the hands down winner.

* * *

TRACKIN' THE TRADES - The lodging biz in the United States continues to look good according to U.S. Department of Commerce studies which project a nine percent hotel revenue increase for 1978. The department report added that rising energy costs will play an increasing roll in the industry's future development. A predicted trend was for more and more persons to plan trips that would combine business and pleasure needs for energy cost savings. It was also noted that women business travelers now account for 10 percent of the total business travel market. (THE TRAVEL AGENT - January 23 issue) ... Business will be buzzing for our Mexico hotels, according to some recent tourism expectation reports coming out of that country. Mexican National Tourist Council President Miguel Aleman says that Mexico expects to attract 3.5 million visitors this year, or an eight percent gain over last year. Some airlines are more optimistic and are expecting visitor gains of up to 15 percent. (TRAVEL MANAGEMET NEWSLETTER - February 6 issue).

* * *

HIKING STORY #2 - The article on Sheri Fike's hike to the shadow of Mt. Everest in last month's FRONT! recalled this experience from Senior Vice President and Treasurer Bob Jenks. On a visit to the Bayshore Inn, Jenks was invited by hotel staffers Bill Roddie and Jan Segers for a Sunday hike on Vancouver's Mt. Garibaldi. When it came time to break out the mid-day peanut butter sandwiches, Segers suggested to Jenks that he step around a rock outcropping to scout out a resting spot. Jenks did, and the sight that greeted his eyes made him wonder for a moment if he was back at the hotel. Spread before him on a linen cloth set up with silver, goblets and napkins were platters of Trader Vic's tid-bits and ice buckets of champagne and beer. Standing by, and dressed in waiting uniforms, were Bayshore Inn Cost Controller Jim Kennedy and wife Norma. The surprise affair had been arranged by Jan Segers, assisted by the Kennedys, who had packed the whole presentation up the mountain trail just ahead of the hiking foursome. Jenks' comment, "Now that's the way to plan a hike!"

* * *

INN-DINGS - A recent issue of the St. Francis employee publication, ROOMER, featured a longish and fascinating list of "firsts" for this historic hostelry. Included—the St. Francis provided United Airlines with the first in-flight meals ever to be served to air passengers. This happened in 1935. And this "you've come a long way, baby" item—in 1917, the St. Francis was the first hotel to allow women to smoke in the lobby, restaurant or other public areas ... And from SMILE, the staff publication of the Shangri-La, this food-for-thought item: "The shortest words—'yes' and 'no'—are those which require the most thought".

ALAMEDA-ans



Front! correspondent for the Alameda is Elena Ruiz. You can contact Elena at the hotel's public relations office with your input for Front! (All other WIH people: submit Front! items to your local correspondent listed below.)

Alameda, **Gina DeZalc.** Bayshore Inn, **Joy Metcalfe.** The Arizona Biltmore, **Ann Kallman.** Benson, **Debbie Spelley.** Bonaventure, **Antoine Khoury.** Calgary Inn, **Gail Montgomery.** Camino Real, Cancun, **Mary Clare Wisner.** Camino Real, Guadalajara, **Gloria Sagastegui.** Camino Real, Mazatlan, **Rodolfo Negrete.** Camino Real, Mexico City, **Carolina Mijares.** Camino Real, Puerto Vallarta, **Rosa Mendez.** Camino Real, Saltillo, **Roberto Flores.** Camino Real, San Salvador, **Ana Maria Vides.** Camino Real, Tampico, **Enrique Meyer.** Carlton House, **Cynthia Sambrock.** Carlton, **Laura Davis.** Century Plaza, **Diane Dixon.** Crown Center, **Barbara Harlow.** Continental Plaza, **Audri Adams.** Detroit Plaza, **Deborah Hawkins.** Edmonton Plaza, **Gail Montgomery.** Galleria Plaza, **Bonny Miller.** Hotel Scandinavia, Copenhagen, **Dorthe Thing.** Hotel Scandinavia, Oslo, **Kirsti Brekke.** Hotel Toronto, **Pat Samson.** Houston Oaks, **Bonny Miller.** Los Angeles Bonaventure, **Bill Buffington.** Ilikai, **Valery Satin.** Las Brisas, **Derek Gore.** Mayflower, **Carol Barnes.** Michigan Inn, **Maris Brenner.** Miyako, S.F., **Hiro Tanaka.** Olympic, **Sue Brush.** Peachtree Plaza, **Carolyn Bryson.** Philippine Plaza, **Chiqui Ang.** Prince Hotels, **Vickie Llantada.** South Coast Plaza, **Pat Milnor.** St. Francis, **John Hendrie.** Shangri-La, **Yap Cheng Tong.** Space Needle, **Trevor Kendall.** The Plaza, **Gina Henry.** Washington Plaza, **Sandy Novak.** Winnipeg Inn, **Eileen Warren.** Camino Real, Guatemala, **Evangelina Amezaquita.** WIH Reservations Center, **Denise Nilius.** WIH Executive Offices, **Dorothy Stauffer.** WIH Financial Services, **Bob Graves.** WS&S, **Nancy Newman.**