



THE ENERGY CRISIS

WHAT WE ARE DOING ABOUT IT

For all of us the message is clear -- cut down on waste and help conserve on energy resources wherever possible. Your company and the management of all our properties have gotten the message and are responding accordingly. As a priority, we are now establishing programs and guidelines for the conservation of energy in all our operations.

Mainly this is in relation to cut-backs on such major power users as heating, air conditioning, lighting, steam, water temperatures and similar system operations.

AND WHAT YOU CAN DO TO HELP

Undoubtedly, you have already been informed of a number of conservation measures to be taken at home and as they apply to your job and your department.

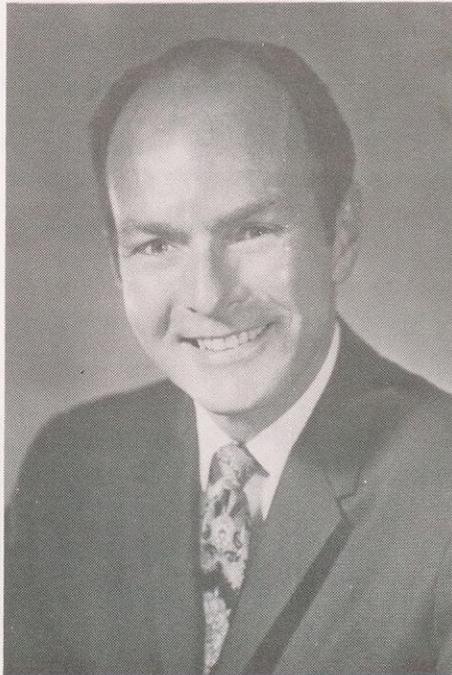
We strongly urge your fullest cooperation in adhering to these measures. Your help is essential. Your conservation conscious actions can contribute perhaps more than you think to our combined efforts.

For instance, such things as turning off an electric typewriter when not in use and switching off lights when leaving a room may seem insignificant. Yet, savings can be substantial when these actions are practiced daily throughout your hotel.

Further, your job familiarity can give you an insight into some power conservation possibilities that others may not have thought of. If you do have any suggestions, let your department head hear about them. Perhaps they could also be applied to other departments or be used in our other properties.

The direct effect of the energy crisis faces all of us. But with our "make the difference" people working together, we can be confident of success in our total conservation effort.

Western Board names Mullikin president



Harry Mullikin was named president of Western International Hotels in action taken by the WIH Board of Directors on Friday, December 14.

Mullikin's appointment was announced by WIH Chairman L. P. Himmelman who also announced that former president **Gordon Bass** would assume the newly created position of vice chairman of the board.

Mullikin, 46, is a native of Hot Springs, Arkansas and studied hotel administration at Washington State University. He also attended the University of Washington in Seattle.

His hotel career began as an elevator operator with the Cascadian Hotel in Wenatchee, Washington. Various position and promotion advances subsequently placed him with a number of WIH properties throughout the Pacific Northwest. In 1957, he was named general manager of the Olympic Hotel in Seattle.

Mullikin became an assistant vice president in 1961, directing food and beverage services. He has won the coveted Gold Plate Award for innovations and

achievements in this area of the hospitality industry.

In 1963 he was named as vice president of the corporation. Later he moved to Los Angeles as managing director of the Century Plaza Hotel to plan and supervise the construction and operation of that property which opened in 1966. It quickly earned the reputation as one of the most prestigious hotels in the world.

In 1969, Mullikin returned to the corporate headquarters in Seattle as senior vice president. Two years later, in 1971, he was named to his most recently held position of executive vice president.

Mullikin is active in a number of civic and trade organizations. In several of these he has held high office including that of president of both the Southern California Hotel & Restaurant Employers Council and the Southern California Hotel Employers Council. He is a member of the Seattle Rotary Club and a founder-member of the Century City Rotary.

AH&MA chooses Mullikin as president-elect

WIH president **Harry Mullikin** was chosen as president-elect of the American Hotel & Motel Association (AH&MA) during the group's annual convention held in Honolulu in December.

With his election, Mullikin is in line to assume the office of president for the Association when the group convenes again for its next annual meeting. The 8,200-member group is recognized as the world's largest and most prestigious industry association.

Long active in AH&MA activities, Mullikin has held a number of committee and officer positions with the Association. This has included serving as an AH&MA director and membership in the group's Research, Public Relations and Executive committees.

front!

A monthly publication for the
employees of

Western International Hotels

Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121

Gabe Fonseca.....Editor

LITHO IN U.S.A.

COMINGS AND GOINGS

In-Hotel

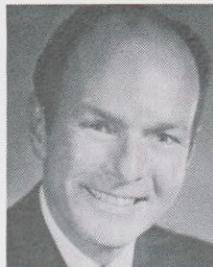
The following promotions at the Century Plaza; **Moon Asli** to assistant manager of the Cafe Plaza; **Richard Davies** to staff accountant; **Bruce Bennetts** to F&B controller; **Fritz Bleuer** to manager of the Granada; **Paul Corsinita** to banquet manager/convention services; **Edd Fleckenstein** to assistant manager; **Ena Maria Lemke** to manager-profit improvement center; **Ban Manophinives** to revenue auditor; **Jim Mogush** to sales manager; **Paul Ross** to banquet manager; **Linda Swearing** to assistant director of housekeeping; **Robert Tucker** to Cafe Plaza sous chef; **Gary DuBois** to night auditor; **Eric Brooks** to profit improvement center analyst; **Jerry Bergstrand** to chief clerk; **Bob Srisookko** as chief night auditor; **Fermin Trucios** to steward; **Nancy Field** to general cashier; **Nancy Golden** to tour director. At the Crown Center Hotel **Bruce Falls** is promoted to director of sales; **Ed Jordan** to national sales manager; and **Larry Saward** to front office manager. At the Houston Oaks **Mike Corrigan** to senior assistant manager. Changes at the Hotel St. Francis include: **Dan McCall** to catering manager; **Robert Levy** to purchasing agent; and **Jay Scott** to catering sales manager.

Transfers

Wolfgang Fillinger to executive chef of the Hotel St. Francis. **Barbara Hunger** to purchase control for Western Service & Supply. **William Roddie** to controller for the Edmonton Plaza.

International

Willi Dietz has been named general manager of the Camino Real in San Salvador and **Charles Stoepler** to executive assistant manager.



Front! readers,

As the newly elected President of Western International Hotels, Mr. Harry Mullikin will be sharing this column with me beginning as of this issue.

We both look forward to sharing with you some of our thoughts on your company's direction and its progress within this space each month.

L. P. Himmelman

Executive Offices Report:

The new year for WIH seems to be shaping up as a whole new ball game. The same is true for most businesses in this country and in many other parts of the world.

It is apparent that effects of the energy crisis, shortages and cutbacks in the travel industry will be calling many of the plays.

Further, it is your company's full intention to cooperate fully with all rules, regulations and laws that may be administered by governmental bodies or agencies relating to the energy crisis.

Fortunately, Western International Hotels faces these challenges, and other yet undetermined uncertainties of the future, with a truly professional team. And like professionals, are fully aware that a successful game plan is entirely dependent upon the skills and cooperative efforts of each of its team members.

Being in the people business, one of our biggest challenges in the months ahead will be in relation to people . . . the people we work with, our suppliers and business associates, and, most importantly, with our guests.

We can foresee, for instance, increased incidents of frustration and irritation on the part of the traveling public resulting from some necessary conservation measures.

More than ever, it will be our responsibility to dispel these frustrations and to make their stay as pleasant as possible once that public becomes our guest.

As we move into 1974, our "people make the difference" reputation will never take on greater meaning or be more severely challenged. We are confident that with Western International's team of winning professionals, those vital qualities of gracious hospitality, friendliness and service excellence will never be listed among whatever shortages our guests may have to be faced with elsewhere.

LYNN P. HIMMELMAN
Chairman and
Executive Officer

HARRY MULLIKIN
President

DIG, DIG, DIG!

South Coast Plaza breaks ground

On December 10 some 100 officials and guests assembled on ground adjacent to the South Coast Plaza shopping center in Costa Mesa, California.

The occasion was ground breaking ceremonies heralding the construction of the 17-story, 403-room South Coast Plaza Hotel to be built on that site.

Western International's newest California property will employ about 400 persons by its expected completion date scheduled for mid-1975.

The hotel's location is about 40 miles south of Los Angeles and near the intersection of the San Diego Freeway putting

it just minutes from the Pacific Ocean and the Orange County Airport. Within a short drive are such attractions as Disneyland, Knott's Berry Farm and Lion Safari Country.

Hotel accommodations will include private suites, a number of convention and meeting rooms and a grand ballroom capable of handling a reception of 1,000 persons. Among its recreational facilities will be a putting green, Olympic-sized swimming pool, badminton and paddle tennis courts and children's play area.

Five dining and entertainment facilities are planned including a coffee shop, a specialty restaurant, two lobby bars and an entertainment lounge.

Development of the South Coast Plaza Hotel is a joint venture by the local pioneer Segerstrom family and Connecticut General Life Insurance Company with WIH assuming its management operations.



TETHERED balloon clusters that rose to the 203-foot proposed height of the new hotel highlighted South Coast Plaza ground breaking ceremonies. Pushing the plunger to release the balloons were ceremony officials (from left): Henry Segerstrom, Costa Mesa Plaza developer; Costa Mesa Mayor Jack Hammett; and WIH Vice-Chairman Gordon Bass.



CHAMPAGNE on the rooftop to toast the topping-off is poured by Edmonton Mayor Ivor Dent. Ready to serve is Corporate Sales Manager Donna Leslie, and, in center, is Edmonton Plaza General Manager Bob McCauley.

CLIMB, CLIMB, CLIMB!

Edmonton Plaza tops off

Topping off ceremonies were held on top of the 23-story Edmonton Plaza Hotel on November 15 and the United Way Campaign became \$1,000 richer because of it.

Due to a lack of elevators at the construction site, dignitaries led by Edmonton Mayor Ivor Dent, were forced to climb the 23 flights of stairs to the roof for the official ceremony.

Encouragement for the intrepid climbers was offered in the form of a \$100 sponsorship for each of the dignitaries who made the climb, and a total of \$1,000 was presented to the local United Way Campaign. The money was donated by the Edmonton Plaza Hotel and contractor, Poole Construction.

Members of the official party who found they were running out of steam at the halfway point were met by a large Saint Bernard dog, complete with a keg filled with a "second wind" beverage. Icy temperatures and iced champagne helped revive exhausting spirits when the group finally reached rooftop.

Construction of the 350-room complex began September 15, 1972 and will officially open July 1, 1974. The 16-million-dollar hotel will open with an initial staff of 431 people. Edmonton Plaza General Manager, **Bob McCauley**, reports construction is right on schedule and praised Poole Construction for their work on the project.

In his brief remarks to the assembled group, McCauley stated, "Western International promises a high standard of service in the new hotel. It will be completely air conditioned with individual heat control in each room. Furnishings in the rooms will be of the highest quality with nothing overlooked for comfort and convenience, right down to retractable clotheslines."

The topping off ceremony was followed by a luncheon sponsored by the new hotel, which featured a large cake built around a detailed model of the Edmonton Plaza. The cake was baked by the Calgary Inn for the occasion and was presented to a local hospital after the luncheon.

CONFERENCE REPORT

F&B/Personnel members focus on people/product excellence

It challenged the delegates to the Accounting Conference sessions.

It was heavily emphasized throughout the Rooms Conference sessions.

But, perhaps, it was at the combined Food and Beverage/Personnel Managers' Conference, meeting at the Hotel St. Francis in late November, that the topic came into sharpest focus.

That subject was people. Specifically, in the training and development of WIH people to meet the almost limitless opportunity challenges offered by the company's dynamic commitment to growth and greater professionalism.

As Senior Vice President **Joe Callihan** phrased it in his opening remarks in combined group session, **"Our company is moving into a new era . . . one of super-hotels. Our needs for qualified professionals is urgent . . . we must look to you to provide the people -- to develop the subordinates in your department who can, with experience and your help, accept the opportunities that lie ahead."**

Callihan's audience was food and beverage people from WIH properties in the United States, Canada, Mexico and Guatemala, and the personnel managers of U.S. and Canadian hotels and the director of personnel for Mexico. Also in attendance were the administrative members of both division offices and other corporate offices. Their unifying Conference theme was "Operation Excellence" . . . the furthering of their divisional goals of excellence, both in people and in product.

As one approach to "people excellence" goals, both groups participated in a key conference assignment. Assembled in small workshop groups, the attendees were asked to design job profiles for key department positions as represented by the group -- what their jobs really required in terms of education, skills, training and work experience. Then they were required to go one important step further . . . that was to assign guidelines for developing their department people to assume those job responsibilities in a professional manner and in a minimum period of time. The

combined data from this effort will then be utilized by the various divisions as training and development guides for these positions.

A number of the agenda sessions involved both groups. One valuable outcome of these joint sessions was in the opportunities offered for a mutual exchange of ideas and assistance in achieving people development goals. This was highlighted by a presentation on management planning and development concepts by members of the WIH personnel offices.

In separate meetings, the groups participated in sessions of particular divisional concern.

For the Personnel Managers, this included presentations on group benefits programs, equal opportunity considerations, an examination of labor turnover, a labor relations review, and a briefing on personnel administration techniques.

Food and Beverage members concentrated largely on their pre-established discussion group assignments and reports. Here, too, assignment questions focused on people and product development excellence, often as related to profit and quality standard improvement. Other agenda highlights included an introduction to the new catering manual, a menu design presentation and a new equipment presentation and display.

Both divisional groups not only listened and learned from among themselves and each other but heard it like it is -- or should be -- from some directly interested "outsiders."

This was in the form of separate panel discussion presentations.

For the Personnel members, it was a group of hotel management people who gave their observations on how they looked at the personnel function -- both as to evaluating its current function and to future expectations from that hotel department. A labor relations representative outlined his views on the personnel manager's responsibility in the administration and interpretation of labor contracts.

The Food and Beverage people heard it from the industry. Their panel was composed of members representing group guest business for the most part -- tour and travel agents, convention planners, association executives, etc. Theirs was a challenge to the hospitality industry, particularly in the food and beverage function area, to better meet our guests' needs and expectations. Interestingly, as a whole, the group expressed highest satisfaction from their experiences with WIH properties.

Other Conference highlights included division objective reports for the coming year, a Development Division report, the annual Silver Spoon and Golden Chalice Awards luncheon, (see story, page 5) and the traditional senior officers' panel.

Judging from the enthusiastic attendee response, the "Operation Excellence" meeting theme was also a very apt evaluation of the Conference itself. It had, among other things, inspired both groups with new standards of excellence to start from as they entered their new year of operations.



DURING a personnel discussion group session . . . answers come from asking questions.

F&B Winners claim 'Spoon' 'Chalice' Awards

The luncheon that closed the combined Food and Beverage/Personnel Managers Conference at the Hotel St. Francis, was one that a number of attendees had been anticipating.

They were the F&B members who had previously submitted their hotel entries in the Golden Chalice-Silver Spoon Award competition. It was this luncheon that would tell the tale as the winners were announced and awards presented.

Silver Spoon awards are given annually for outstanding food menus in various categories as judged by an outside panel of industry professionals. Scoring on entries is based on menu practicality, readability, content, how well items are merchandised, and originality and creativity of menu design and approach.

Golden Chalice awards are presented for the winning entries in these three beverage competition categories: (1) outstanding drink recipe, (2) outstanding beverage promotion, and (3) outstanding wine list.

At this year's luncheon the awards were jointly presented by WIH Vice Chairman **Gordon Bass** and Senior Vice President **Joe Callihan** assisted by **Bernard Awenenti**, director of the F&B Division.

Silver Spoon Awards

Coffee Shop (Breakfast) - **Anchorage Westward**; Coffee Shop (All day) - **Washington Plaza**; Fine Dining Room Dinner--**Calgary Inn**; Entertainment Room Dinner -- **Winnipeg Inn**; Lounge Food Menu -- **Hotel St. Francis**; Room Service -- **Crown Center Hotel**; Banquet -- **Olympic**; Holiday Menu -- **Continental Plaza**; Children's Menu -- **Washington Plaza**; Brunchon Menu -- **Space Needle**. Representatives from each of these properties received Silver Spoon Award certificates.

Golden Chalice Awards

To **William Raynor**, **Olympic Hotel** bartender, went a certificate and silver cocktail shaker for his entry in the Outstanding Drink Recipe competition. (See story, this page.) A certificate and plaque went to the **Houston Oaks** for the Outstanding Beverage Promotion of their "Hurricane Cocktail." Winning a certificate and plaque in the Outstanding Wine List category was the **Granada Room of Century Plaza Hotel**.

'Friendly Skies' wins outstanding drink prize



DRINK RECIPE winner **Bill Reynor** (center) receives his Award prizes from **Olympic General Manager Warren Anderson** (left) and the smiling approval from **WIH Beverage Supervisor Fred Putnam**.

Take a liquor glass and fill with equal portions (in order) of blue Curacao, white Creme de Menthe, and red Creme de Noyaux.

Layer each ingredient carefully so they don't mix and you'll end up with a very attractive and interestingly flavorful drink concoction.

Now, if you're **Bill Rayner**, **Olympic Hotel** bartender, you'll name it the **'Friendly Skies'**, enter it in the F&B Golden Chalice drink recipe competition -- and walk off with the top prize!

This simply, but imaginatively, concocted drink entry was selected by the F&B Division judging panel as the "most outstanding" of all the entries submitted in this year's competition.

During his six years with the **Olympic**, **Bill** had entered previous contests, but this was his first hotel win which qualified his entry for the company-wide competition.

Commenting on his recipe, **Bill** says that it was our tie-in partnership with **United Air Lines** that inspired the drink -- both from their red, white and blue colors and their "Friendly Skies" slogan.

Interestingly, there is another "tie-in" of sorts in regard to his responsibilities that might be mentioned here. **Bill's** introduction to the bartender business began behind a pub bar in his native England when he was seventeen. He now works behind the bar at the **Piccadilly**, --which happens to be the **Olympic's** version of an English pub!

Three named to WIH chefs' academy

The ranks of Western International's most distinguished culinary group, the **Academy of Master Chefs**, has been increased by three new members.

They are **John Zimmerman**, Executive Chef of the **Carlton Hotel** in Johannesburg, South Africa; **Hans Wolfgang Fillinger**, Executive Chef of the **Hotel St. Francis**; and **Gene Tourville**, Executive Chef of the **Antlers Plaza**.

The Academy was founded in 1963 to honor executive chefs with at least five years of service in that position with WIH.

German born and educated **John Zimmerman** joined WIH at the **Bayshore Inn** as saucier in 1961. His appointment as executive chef was made in 1969 when he assumed that responsibility with the **Hotel Bonaventure**. He was transferred to the

Carlton Hotel in 1971 prior to its opening.

Fillinger was also born and educated in Germany, and joined WIH as executive sous chef in 1965 at the **Continental Plaza**. His appointment to executive chef came with his transfer to the **Space Needle Restaurant** in 1969. Prior to its opening, **Wolfgang** was assigned to the **Shangri-La** in Singapore as executive chef.

American born Gene Tourville attended school in his home city of **St. Paul, Minnesota**, as well as the **Culinary Institute of America** professional chef's school in **New York**. His career with WIH began as saucier with the **Space Needle** in 1966. Various subsequent transfers within the company have placed him with the **Winnipeg Inn**, the **Houston Oaks**, and to the **Antlers Plaza** in his current position as executive chef.

It's quite apparent from the number -- and quality -- of inquiries we receive, that Western International Hotels is the most sought after hotel management company in the world."

So stated Tom Ohrbeck, Director of Development for the WIH Development Division.

He is in a position to know.

It is the Development Division that is most directly involved with the identification and evaluation of growth opportunities for the company.

Tom's words are supported by the fact that WIH offices receive an average of 60 hotel management opportunity requests a month. They come from all over the world and involve established hotels as well as new property proposals. They originate from property owners and developers to business associates and lending institutions.

While all proposals are reviewed, only a few receive serious consideration. This, for a number of reasons. Primarily, it's because the company's expansion objectives are planned along some pretty well defined lines with particular emphasis placed on what is considered as "priority cities." These are defined as "cities and/or areas that would enhance our identity, expand our markets, create new business for our existing hotels and represent financially viable projects."

Accordingly, most of the Division's activities are directed towards the evaluation and feasibility study of these specific priority city areas.

SMALL STAFF

The scope of the Division's responsibilities is tremendous, yet it is the company's smallest in terms of personnel. Its four-member compliment is headed by Senior Vice President Joe Mogush with Ohrbeck as director of development, Fred Kraus as computer analyst and the Division secretary, Marjorie Laws. The Division, however, looks to a number of corporate areas for support. It works most closely with the Design and Construction, Finance and Legal and Operations Divisions and with corporate officers, Earl Larson of WIH Holdings, Ltd., for Canada, and Kenny Mallory on Mexico and Central America for their valued input.

The Development Division

CHARTING THE COURSE FOR WIH PROPERTY EXPANSION



TOM OHRBECK, Director of Development

How does the Division work -- what does it do?

As previously mentioned, a listing of cities or areas classified as "priority cities" is established. This listing is kept updated and revised as necessary. (Currently, it is heavy on locations in the Midwest and East Coast because of little or no WIH representation in these areas.)

Then, when a hotel opportunity is to be considered, a request for a copy of an available feasibility study -- or one to be completed -- by an outside consulting firm is made. A feasibility study is an in-depth evaluation from a financial and marketing viewpoint of the profit potential of a proposed hotel project -- new or existing.

Also requested is any supportive data regarding the project and its owners and developers plus any available preliminary plans. Such plans are used in consulting with the Design and Construction Division for their adaptability to our standards.

DIVISION STUDY

The Development Division then conducts its own review and analysis to determine the need and profitability of the proposed opportunity from a corporate viewpoint. Ohrbeck's responsibility to undertake these studies not only looks at the economic profile of the area, but also its growth potential and the direction and "quality" of that growth. Among other things, this analysis includes a thorough investigation of the community's central business district profile, its transportation systems, and the number and quality of existing hotels in the area.

From this information, an evaluation is made to determine if there is a need for a hotel of WIH quality. If so, recommended criteria for number of guest rooms, food and beverage outlets, banquet and meeting room space, etc. is developed. Much of this depends on the type of hotel contemplated and its location. That is, should it be a low, medium, or highrise structure. Should it be of medium, deluxe or luxury quality and what is the primary type of business anticipated. Also, is its location to be downtown, in the suburbs, in a resort area or at an airport.

The next step is to convert all of this information into forecast of what the project might cost, revenue and expense

projections and the expected return WIH could anticipate on its investment. Assembling the converted information into a package for review is largely the responsibility of computer analyst Fred Kraus.

The judgment for screening, planning and evaluating new hotel opportunities falls largely on the shoulders of Joe Mogush with assistance from Ohrbeck. Mogush is also responsible for conducting initial negotiations with owners, developers, lending institutions and equity partners and in recommendations for the nature of WIH participation in proposed developments.

INTENTIONS STATED

If, upon completion of investigations and assessment, the venture is determined to be a viable one, a report is made to the WIH Senior Management Committee. The request is made to authorize further investigation and analysis. The owners and developers are contacted with a statement of our involvement intention. If accepted, negotiation progress on how WIH may participate in the project as well as the recommended financial structure.

At the same time, Design and Construction Division assigns a project officer to work with the architect and to submit our input for architectural and interior design.

With costs and earnings further refined, the venture is resubmitted to the Senior Management Committee for its authorization to present the project to the WIH Board of Directors for approval to proceed.

Following such approval, the finance and legal work are completed for our participation and management and the project is turned over to Design and Construction. From then on, the Development Division acts in the capacity of liaison during the construction period to insure that original guidelines of the agreement are maintained.

Construction itself can cover from 1½ to 2½ years . . . depending upon the size of the project. Total time elapse from initial contact to the opening of a completed hotel can range from 2½ to 4½ years.

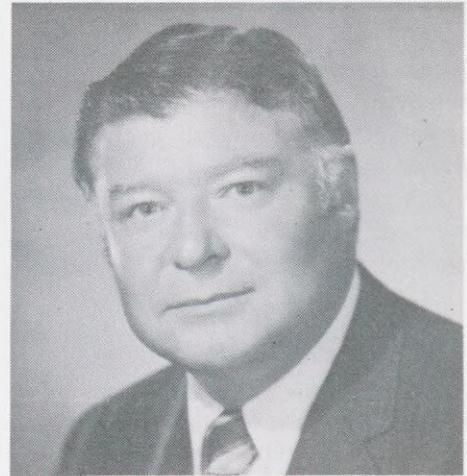
As mentioned earlier, the Division has established a number of "priority city" areas for consideration. Mogush is quick



FRED KRAUS, Computer Analyst



MARJORIE LAWS, Division Secretary



JOE MOGUSH, Senior Vice President and Development Division head.

to point out, however, that while these areas merit priority for review and evaluation, they do not all represent a priority for a new hotel . . . at least not necessarily at the present time.

He explained, "While such areas may be attractive geographically, they may also have a number of limiting considerations ranging from excessive real estate taxes and other cost factors, lack of an appropriate hotel site, overbuilding in the area, lack of business support for a quality hotel, or other reasons."

"TARGET CITIES"

There are certain areas, however, that even though they may have one or more such problems, still hold a strong interest for WIH. They are included in a category known as "target cities." Among these high priority target cities in the United States are Boston, Washington, D. C., Denver, Dallas, Minneapolis, St. Louis and Houston. Current projects well under development and publicly announced include those in Detroit; Southfield, Michigan; Chicago; Atlanta; Costa Mesa, California; Edmonton; Toronto and Oslo with several others under investigation.

One thing for sure -- because of Western International's sought-after reputation for its hotel management expertise and its expansion goals that include doubling in size within the next five years, the small sized Development Division has a mammoth job cut out for itself.



FRONT BACK TALK

As space permits, this column asks employees from various properties for answers or comments on questions of general interest.

This month's question is directed to members of our housekeeping departments.

QUESTION: "During your housekeeping career, what can you recall as being the most unusual item or items ever turned in to Lost and Found -- what are the most common items?"

MONICA KYLLONEN — Century Plaza
"Most unusual -- toupees and at one time a dead fish. The most common items are men's underwear, eye glasses and keys."

NANCY CHAMBERLAIN — Anchorage Westward

"The most unusual item was a Japanese Honeymoon kit for the groom . . . a colorful variety package! The most unusual request for an item not turned in, came from a woman who had been drinking heavily, asking for her husband, who was lost. Most common . . . dentures, airline tickets, jewelry, cameras and clothing."

KAREN OVERMEYER — Antlers Plaza
"The most unusual was a set of false teeth. Most common -- men's T-shirts and underwear."

SANDY ROGERS — Space Needle Restaurant (Personnel)
"We don't have a housekeeping department but guests do leave things behind after dining. The most unusual has been a lower plate of false teeth, and most common are umbrellas, sunglasses and scarves."

TEDDI FUCCI — Century Plaza
"Two most unusual items have been marriage licenses and false teeth. Among the most common are dirty underwear, men's shirts and one shoe."

JEAN GERBASE — Cosmopolitan
"We've found considerable amounts of money left by guests. They tuck it away in various places such as between pillows, under chair seat cushions, and between blankets in the closet. Fortunately, in

most instances, the guests have remembered and advised us after they've left, and we have been able to return most of the money."

PAM ROBINSON — Continental Plaza
"Some of the unusual items that have turned up include a back brace, crutches, a baby stroller, marriage licenses, contact lenses and a revolver. Most common are men's and women's sleepwear which always seem to be left behind the bathroom

FUNNIES

Overheard at the bellman's desk: "My doctor doesn't believe in acupuncture -- he just sticks you with the bill!"

• • •

Not so long ago, we were worried that technology would leave man with leisure time he wouldn't know what to do with. Now, however, the results of modern technology may give him the opportunity to fill his leisure time with chopping firewood, hoeing beans, and trying to figure out how far ten gallons of gas will take the family on their annual vacation.

• • •

From Antlers Plaza INN-CIDENTS: "In this ecology-conscious age, oil is about the last thing you should pour on troubled waters."

• • •

To a poster proclaiming "Drink Is Thine Enemy" outside a Buckinghamshire (England) Methodist Church, someone had added the comforting words, "Love Thine Enemy."

WIH Entertainment Lounge Puzzle

A number of lounges within our various hotels feature entertainment for its guests. This could be a dance orchestra, an entertainment act, or a combination of both. The names of eleven of these lounges are hidden in this puzzle. These names may be listed forwards, backwards, or up and down, but they are all lettered in sequence.

Need some hints? Well, they can be found in the following hotel properties: The Hotel St. Francis, Century Plaza, Bayshore Inn, Winnipeg Inn, Washington Plaza, Houston Oaks, Antlers Plaza, and Hotel Benson, Anchorage Westward, Continental Plaza, Miyako, and the Olympic. It's show (and tell) time . . . so get into the act and dig out the answers!

A T C D R O O D E G A T S M
T H E C A N T I N A R N T O
V E K G L N T Z O L P N I O
J P I C C A D I L L Y B A R
T E L V N X O Z R E V N T E
G N M O O R E N I R A M P R
L T T R U G B T J I K M P U
L H G A R D E N B A R O P T
T O B A Y S I D E R O O M A
K U X O Z A P I N O G R T N
V S I S T L N R K O O K G G
A E C D X T M O N F E A F I
G W E S T S I D E R O O M S

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, Linda Besse; Antlers Plaza, Marilyn Crawford; Bayshore Inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Christine Shaw; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Zona Mircea; Century Plaza, Jo-Ann Koontz; Crown Center, Carlin Grant; Continental Plaza, Audri Adams; Cosmopolitan, Janey Fisher; Houston Oaks, Becky Bratton; The Mayflower, Susan Levine; The Miramar, Clement Au; Miyako S.F., Kristina Templeman; Olympic, Bob Thunholm; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Patsy Sin; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Sandy McMurray; Winnipeg Inn, Al Rennie; WIH de Guatemala, Mary Lina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Dorothy Stauffer; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

Don Hellman is bellman 'extraordinary'

Being selected as runner-up in international bellman of the year competition is achievement enough.

But when that award recipient confirms his age as being 72, that achievement becomes something extraordinary!

Don Hellman, Hotel St. Francis bellman for the past 48 years is "something extraordinary".

A recent story in the in-hotel publication, THE ST. FRANCIS ROOMER, characterizes bellman Don Hellman as "... the very epitome of a service oriented man who exemplifies all the best there is to be . . . the personification of a professional." In his approach, Don is described as "looking like and having the warm and friendly roomside manner of an old fashioned country doctor and able to communicate with the eloquence of a lawyer."

Even more remarkable is that his age is no barrier to his job performance. The article pointed out, "Don performs his rigorous tasks with a snap and agility that belie his years . . . he has the capability of running rings around any given upstart half a century his junior."

These were just a few of the "extraordinary" attributes that brought Don to within the winners circle in the 1973 "Bellman of The Year" international competition sponsored by Samsonite Luggage and American Hotel & Motel Association.

As one of the four runner-up winners selected from more than 1,200 entries, Don received a set of Samsonite luggage as his prize. (Photo on page 10.)

McKibbin to vice president of HSMA - International

Bruce McKibbin, vice president in charge of marketing, has been elected vice president of the Hotel Sales Management Association International (HSMA).

The election took place during the group's 46th annual convention held in November in Dublin, Ireland.

McKibbin began his WIH hotel career nearly 15 years ago with the Winthrop Hotel in Tacoma, Washington as sales manager. He served as director of sales with the Cosmopolitan, and Century Plaza hotels. He became director of sales and marketing for WIH in 1968 and was named vice president two years later.

WIH advertising wins top HSMA awards



WIH DIRECTOR of Advertising and Public Relations Ron LaRue and Vice President Bruce McKibbin display some of the advertising award plaques and certificates received.

The current WIH corporate advertising program theme associating top executives with top hotels has won some top recognition of its own.

This from the Hotel Sales Management Association (HSMA) sponsored annual advertising awards contest.

A total of seven awards were claimed by WIH in the contest's international competition wherein over 500 entries had been submitted.

Award winners, according to entry category, included a number of WIH or WIH affiliated hotel properties in addition to the corporate program.

Award plaques -- the highest award recognition for each category -- were presented to WIH offices for its corporate magazine (color) program; the Century Plaza for its radio advertising program; and to the Wentworth Hotel in Sydney, Australia for its newspaper advertising program.

The Crown Center Hotel received three Certificates of Excellence -- one each for its magazine and newspaper programs and one for its complete overall advertising program.

An Award of Excellence certificate was also awarded to WIH offices for its overall corporate advertising program.

Charged with evaluating all submitted entries was a distinguished panel of six judges, all executives from the advertising or related communications industries.

Presentation of the contest awards was made during the HSMA's international

convention held in Dublin, Ireland last November. The awards were accepted on behalf of WIH by convention attendee Vice President Bruce McKibbin.

Houston Oaks wins top dining recognition

Twice within the last few months, the food and beverage operations of the Houston Oaks hotel were put to the test by experts. In both instances they were rewarded with winning approval and renewed recognition.

Most impressive was the elaborate dinner prepared by the hotel staff as host for the Houston chapter of "Les Amis d'Escoffier" -- the international gourmet group. In his letter of appreciation that followed the lavish affair, the group's president noted, "We believe that it (the dinner) was one of the most outstanding affairs we have had in the past thirteen years!"

In the second instance, DINING magazine -- a publication of the leisure restaurant market -- polled several thousand businessmen across the country as to their top restaurant choices. Among the top-rated and nominated award winners was the Savoy Room of the Houston Oaks.

Hotel Executive Chef Waldo Brun and F&B Director Art Beaulier and their outstanding department staff members won award recognition plaques from both the gourmet group and the publication.



CELEBRITY VISITS



WASHINGTON, D.C. — William Hulett (right) General Manager of the MAYFLOWER, welcomes U.S. Secretary of State Henry Kissinger to a Peoples Republic of China dinner in Kissinger's honor held at the hotel in October.



HONOLULU — The camera captures WH President Harry Mullikin and Mrs. Mullikin during a relaxing moment as they enjoy the view from their Honolulu hotel room balcony. Attendance at the annual American Hotel & Motel Association convention had brought the couple to that city in December during which Mr. Mullikin was chosen as president-elect for the AH&MA group. (See details, page 1)



CHICAGO — (Above) Film star Sidney Poitier guests at the CONTINENTAL PLAZA while filming his current movie and poses with Front Office Cashier Beverly Thompson.



ANCHORAGE — (Right) Famed guitarist Carlos Montoya "signs in" at the ANCHORAGE WESTWARDS Signature Room with the encouragement of General Manager Kerry Hilaire and the Room's Assistant Manager, Karen Colang.



SAN FRANCISCO — Top contender in the "Bellman of the Year" competition, Don Hellman of the Hotel St. Francis. (See story details on page 9.)



LOS ANGELES — His excellency Felix Houphouet-Boigny (right), President of Ivory Coast, and Mrs. Houphouet-Boigny were recent guests of the CENTURY PLAZA. Escorting the couple on a tour of the hotel's shops is the hotel's Resident Manager Phil Hughes (center).



COLORADO SPRINGS — Born a half a world apart, Walter Ortwein (left) from Germany and Kyung Ku Son (right) from Korea are currently working cohorts at the ANTLERS PLAZA, Ortwein as manager of the London Grill and Ku Son as assistant manager. Recently both men shared another experience in common as proud recipients of their United States naturalization certificates.



WINNIPEG — John Marshall (center) WINNIPEG INN doorman, was proud 'n pleased winner of the hotel's Thurston-Dupar Inspirational Award. The Award was presented at the hotel's employee banquet by General Manager, Cecil Ravenswood (left) assisted by WIH Senior Vice President Joe Callihan.



SEATTLE — Olympic reservationist Karen Kaminsky exhibits the WIH collage she recently completed to "brighten up the office wall." Created entirely from WIH rack brochures, the collage depicts the attractions of our WIH world from hotel exteriors, guest rooms and entertainment rooms to local scenic attractions. Tying it all together within the WIH symbol in center are the names of all WIH properties.



NEW YORK — Mal Seymourian (right) New York Regional Director of Sales discusses the model of WIH's New York hotel (extreme left) with Lawson Odde, AH&MA executive vice president. The model was displayed during the recent Council of Engineering Scientific Societies held in New York.



KANSAS CITY — Employees of the CROWN CENTER HOTEL have a lot to look forward to during the coming year from their newly appointed and very active Employee Council group (back row, standing) Gwendolyn Fields, Patty Bailey, Katherine Freeman, Calvin Adams, Wendy McMillan, Maggie Kempster, Marlyn George, Bud Vass, Mary Lou Daley, Marvin Glenn, Patricia Haegelin and Jim Campbell. (Seated) Harrison Toombs, Ranelle Leftridge, Carlyn Grant, Patty Cheatham, Joycelyn Kistler, Sherry Fortenberry and Gary Williams.

FRONT FOCUSES ON

1973 NEWS HIGHLIGHTS

Presenting some of the top WIH news highlights of the year and major personnel appointments as reported in the pages of Front! during the past twelve months.

JANUARY — "Priorities For Profit" is theme of 27th Annual Management Conference held at Hotel St. Francis. Alvina Ost, linen room attendant at the Calgary Inn, is named WIH Thurston-Dupar Award winner for 1972. Kenny Bolsinger, Cosmopolitan Hotel bellman, is runner-up in International Bellman of the Year contest.

FEBRUARY — New general manager appointments and transfers included: Jack Gaines to the Michigan Inn; John Stevens to the Antlers Plaza; Kerry Hilaire to the Anchorage Westward; Bill Hulett to the Mayflower; and Dave Paulon to the Space Needle. WIH and UAL inaugurate joint tour package program "Western Weekends."

MARCH — John Calvert promoted to WIH senior vice president-finance and legal. Third Annual WIH Asian Marketing meeting hosted by Takawawa Prince Hotel.

APRIL — New general manager appointments and transfers included: Joe Guilbault to the Peachtree Center Plaza; Chris Marker for the Carlton Hotel in Johannesburg; and Mike Kranz to the Miyako. Dave Evans named as director of sales for WIH.

MAY — Hotel Scandinavia, first WIH Europe hotel, opens. Crown Center Hotel in Kansas City celebrates opening. WS&S design team takes on aircraft interior design project for United Air Lines "long body" jets. WIH Marketing Division Conference held at Bayshore Inn.

JUNE — Mayflower becomes temporary Chinese "embassy" for 10-member Peking delegation. Annual management seminar held at Washington Plaza.

JULY — Plans for 52-story, 2,020-room hotel for New York City announced. Bruce Pierce Scholarship awards go to Don Kiser of the Mayflower and Christine Leggett of the Washington Plaza. Bill Dugovich, as WIH publicity manager, and Robert Wood as assistant treasurer join WIH staff.

AUGUST — Pittsburgh's Carlton House joins WIH family. Details given on projected New York hotel. Housekeeping staffers form home study course at Anchorage Westward. Camino Real - Guatemala announces completion of two-floor addition to hotel.

SEPTEMBER — Antlers Plaza initiates a "counselor program" to stimulate career development study interest.

OCTOBER — Announcement of 21-story hotel for Oslo, Norway -- Royal Hotel -- made. Continental Plaza and Olympic hotels report on in-hotel AH&MA career development programs. Hotel general manager appointments included: William Bryant to Century Plaza; Peter Martin to the Continental Plaza; and Denis Forristal to the Calgary Inn. 1973 Accounting Conference delegates meet at Crown Center Hotel.

NOVEMBER — Washington Plaza hosts annual Rooms Division conference. Marketing Division initiates training course for hotel personnel in sales, catering, front office and reservations. Details of projected Royal Hotel for Oslo, Norway reported including announcement of T. Peter Blyth as general manager.

DECEMBER — Harry Mullikin named WIH President. Hotel St. Francis is meeting site for combined Food and Beverage/Personnel Managers Conference. Edmonton Plaza tops off and South Coast Plaza Hotel celebrates groundbreaking. Golden Chalice and Silver Spoon award winners named. Mullikin named to president-elect for AH&MA. Vice president Bruce McKibbin elected vice president of HSMA International.