

# Front!



January 1975

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

## preview of coming attractions

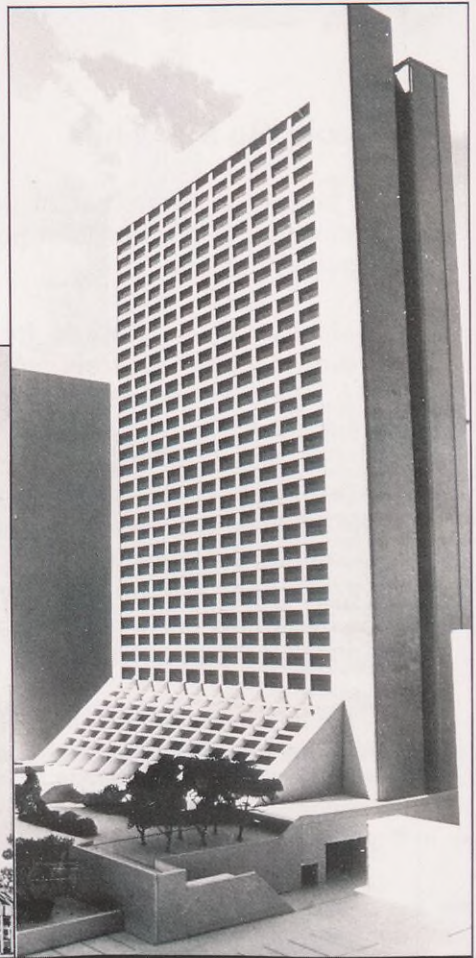
During 1975 these four new WIH hotels will  
open their doors to welcome the world.



... in Oslo, Norway  
**HOTEL SCANDINAVIA, OSLO**  
Opening mid '75



... in Costa Mesa, California  
**SOUTH COAST PLAZA**  
Opening September '75



... in Toronto, Ontario  
**HOTEL TORONTO**  
Opening early summer '75



... in Cancun, Mexico

**CAMINO REAL**

Opening June '75



### 'Tools' No Substitute

Thanks to a number of industry developments in recent years, a guest's total hotel experience has become greatly simplified.

Making a reservation, for instance, simply requires dialing a single toll-free number. Room choice confirmation is almost instantly assured with the aid of electronic equipment.

During the guest's hotel stay, computer systems maintain an up-to-the-minute and accurate accounting of charges. Other systems and equipment used throughout the hotel further contribute toward guest convenience. And for departing pre-registered guests, our no-delay check-out system is simplicity itself.

As important as all these developments are, however, they are merely tools for better serving our guests.

They can in no way replace that most essential industry development of all . . . people dedicated to the fine art of serving people!

For the guest there is no substituting for the warm smile, the friendly voice, or the helping hand that only a professional, caring staff can offer. That is what this hospitality business is all about. It is most certainly what we of Western International Hotels are all about.

Serving people is our purpose. Serving them better, both personally and with the aid of industry development "tools," must continue to be our goal.

LYNN P. HIMMELMAN  
Chairman

HARRY MULLIKIN  
President

# Front!

A monthly publication by and for employees of

**Western International Hotels**

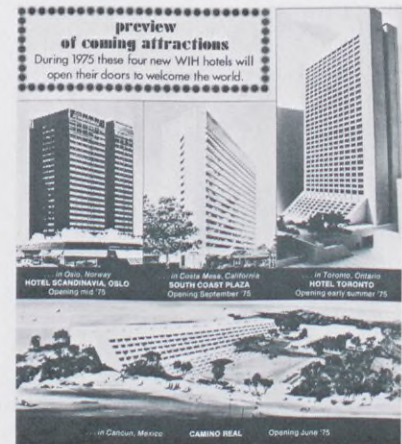
Published by the public relations department.

**GABE FONSECA** . . . . . Editor

2000 Fifth Avenue, Seattle, WA. 98121

LITHO IN U.S.A.

### OUR COVER



The year ahead promises to be another exciting one for you and your company.

Our cover offers a preview clue to some of the "coming attractions" that lie ahead . . . the scheduled openings during the year of four new hotel properties in four countries.

For Western International Hotels this means new opportunities to expand our hospitality facilities into new markets. For many employees, it means new opportunities for advancement.

These opportunities are not limited just to those assigned to staff the new hotels, but open new doors in present hotels as replacements are needed to fill former positions.

Directly or indirectly, the members of our Western International family can profit in their personal growth with the continuing growth of our company.

# MOVE

## Mullikin promises 'action year' for AH&MA

**JERRY BOGUSKIE** formerly national sales manager at the Houston Oaks to director of sales at the Washington Plaza.

**HELMAR DAHL** formerly controller at the Winnipeg Inn to controller at the Hotel Scandinavia, Copenhagen.

**CAROL DE LAPP** formerly sales manager at the St. Francis to director of sales at the Benson.

**CLARENCE HEALY, JR.** formerly duty manager at the Crown Center to assistant manager at the Ilikai.

**HELMUT KONZE** formerly manager of the Savoy Room at the Houston Oaks to manager of the London Grill at the Benson.

**HANS LENZ** formerly executive chef at the Hotel Scandinavia, Copenhagen to executive chef at the Hotel Scandinavia, Oslo.

**JOHN MACLEAN** formerly director of food & beverage at the Cosmopolitan, now director of food & beverage at the South Coast Plaza.

**CHARLES SARRE** formerly assistant manager Dutch Kitchen at the St. Francis to manager Dewey's Lounge at the Michigan Inn.

**PETER SMITH** formerly senior assistant manager at the Winnipeg Inn to senior assistant manager at the Hotel Toronto.

**YVES PELLETIER** formerly assistant director food & beverage at the Bayshore to director of food & beverage at the Hotel Toronto.

**SUSAN PICHT** formerly director of housekeeping at the Mayflower to director of housekeeping at the Hotel Scandinavia, Oslo.

### Mogush heads The Plaza

Senior Vice President **Joseph J. Mogush** has been named managing director of The Plaza hotel in New York according to a WIH executive offices announcement released in mid-December as Front! went to press.

Details on the Mogush appointment and other related appointments will be reported in the next issue.



Newly elected president of AH&MA Harry Mullikin and his "first lady," Judi Mullikin, are pictured during acceptance of office ceremonies.

**"Let me assure you — 1975 for AH&MA is going to be an action year!"**

This was the ringing theme — and promise — that keyed Western International Hotels President **Harry Mullikin's** acceptance speech upon his recent election as president of the 8,000 member American Hotel & Motel Association. Election ceremonies took place on December 5 during closing sessions of the group's annual convention in San Juan, Puerto Rico.

The "action" referred not only to Mullikin's own leadership role, but was directed toward a greater involvement in Association affairs among the membership. It focused largely upon two areas of mutual concern.

A major role demanded of AH&MA members, Mullikin emphasized, was "to become more actively involved in community and state affairs as they relate to tourism and lodging. The only way we can effectively represent our industry and protect our interests in to become visibly and actively involved."

As one of his immediate goals, Mullikin said he would propose a revenue sharing plan to AH&MA directors to give low membership states better funding to achieve representation in legislative affairs and with government agencies.

He urged members to make a "real contribution" to lodging industry understanding at home by "explaining to our communities and our states the role we play as employers, as buyers of goods and services, and as salesmen for our city and state."

In a more personalized area of involvement, Mullikin asked members to encourage their employees to "innovate and contribute ideas to better the profession of taking care of people." As he pointed out, "I know of no other industry so reliant on the wonderful resource that is people."

Mullikin, who assumed the Association's top office as of January 1, will serve as AH&MA president through 1975. He had previously served as president-elect, vice president, treasurer and secretary of the Association, and as chairman of its Long Range Planning Committee.

## Carlson, Ferris 'fly up' at United — Mullikin to UAL Board

Announced in Chicago in early December was the appointment of **Edward E. Carlson** to the post of chairman and chief executive officer of United Airlines and UAL, Inc.

Named as president of United Airlines was **Dick Ferris**, formerly Group Vice President/Marketing Service for the airline company.

Prior to joining United, both men had been with Western International Hotels — Carlson as chairman and chief executive officer and Ferris as general manager of the Crown Center hotel.

Other promotions included the appointments of **Chuck McErlean** to vice chairman of United and president of UAL, Inc.; **Percy Wood** to executive vice president; and **Jim Hartigan** and **Mechlin Moore** to group vice presidents of United Airlines.

Also announced was the election of WIH President **Harry Mullikin** to the Board of Directors of UAL, Inc.



Sharing some shop talk between sessions, from left: Les Szabo, F&B director, Calgary Inn; Gene Tourville, executive chef, Antlers Plaza and Jack Swaboda, F&B director, Bayshore Inn.

## F&B Seminar emphasizes a 'sharing' experience

During the four days of December 1-4, Kansas City, Missouri was the culinary capital of the world! Its headquarters . . . the Crown Center hotel.

During these four days, food & beverage people from throughout most of Western International Hotels world gathered with F&B Division members and special guests for the 27th annual WIH Food & Beverage Seminar.

Perhaps more than at any previous gathering, the emphasis of this year's meeting was on sharing. It was a sharing by and for the benefit of all attendees of ideas and opinions and of new development concepts and procedure specifics.

Much of this sharing was done in mini-group "rap sessions" which zeroed in on pertinent topics of concern from stewarding operations to profit potential, and pre-opening training to new equipment developments.

Sharing the Seminar program agenda were members of other WIH Divisions and offices including **William Keithan**, **William D. Ellis**, **Pat Carey**, and **Terry Neils**, with presentations on their areas of operation of direct concern to the attendees.

The on-the-job-training session was especially meaningful to the group. As offered by Manager of Management Development **Dick Blewett**, a number of workable avenues were

explored on how culinarians could best utilize training methods to pass on their professional skills to their people.

A unique sharing experience was the "partners in business" panel discussion. Participating were four food industry leaders. Of particular significance were their projections for the industry over the next 12-15 months based on world economy, new federal regulations, shortages in certain areas and other factors.

Other Seminar highlights included the annual Awards luncheon (details on next page), a tour of the Crown Center facilities, and the traditional Senior Officers Panel during which corporate officers **Gordon Bass**, **Joe Callihan** and **William Keithan** responded to written and verbal questions from attendees.

Just prior to the official opening of the Seminar, executive chefs met in special session to discuss progress and future developments of the WIH Chef's Apprenticeship Program.

Seminar attendees included executive chefs, food and beverage directors, catering and restaurant managers, and purchasing agents for WIH properties in the United States, Canada, Mexico, Guatemala, South Africa and Norway.

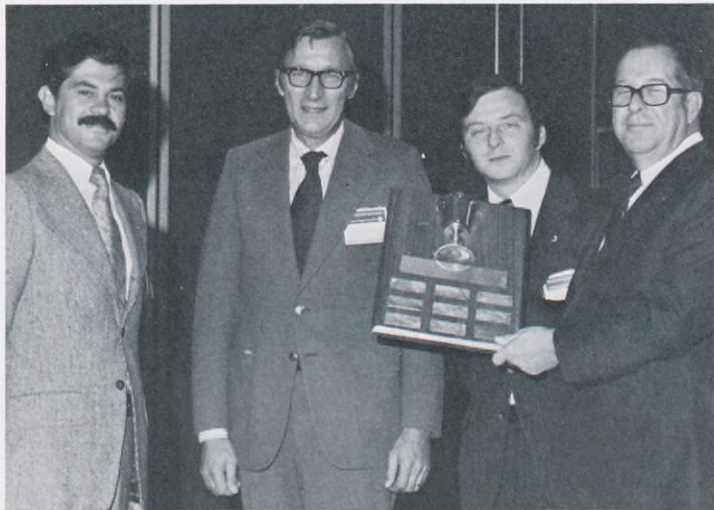
### BONAVENTURE-ites

Your hotel correspondent is Director of Personnel **Leona Dureau**. You can reach Leona for your Front! input by dialing extension 682.

(All other WIH people: submit Front! items to your hotel correspondent listed here.)



Anchorage-Westward, **Teresa Garland**. Antlers Plaza, **Marilyn Crawford**. 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, **Susan Nicholson**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Larkin**. Edmonton Plaza, **Berny Wensley**. Hotel Scandinavia, Copenhagen, **Aksel Christiansen**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Susan Levine**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Pat Korn**. South Coast Plaza, **Scottie Layer**. St. Francis, **Dianne Christenson**. Shangri-la, **Gwenda Loong**. Space Needle Restaurant, **Sandy Rogers**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Maggie Clark**. Hoteles Camino Real, S.A., **Alfredo Lamont**. WIH de Guatemala, **Mary Lina Ruiz-Ciani**. WIH Executive Office, **Dorothy Stauffer**. WIH Credit and Acctg., **Karen Husby**.



This trio of **SPACE NEEDLE** staffers from left: Felipe Arambula, restaurant manager; Neil St. Nicolaas, executive chef; and Steve Bullock, assistant restaurant manager, are presented with their winning Outstanding Beverage Promotion award by Vice Chairman Gordon Bass.



Kuno Fasel, **CARLTON F&B** director, gets a hand-shake from Gordon Bass along with the Wine Selling Contest winner's trophy. At center is F&B Division Director Bernard Awenenti.

## Golden Chalice/Silver Spoons Awarded

Throughout the Food & Beverage Seminar at the Crown Center, submitted hotel entries for Silver Spoon and Golden Chalice awards were on attendee display.

It wasn't until the closing luncheon session, however, that the various category winners, as selected from the entries, were revealed.

Silver Spoon awards are given annually for outstanding food menus in the various categories as judged by a panel of food industry professionals. Scoring 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 to winners in these three beverage competition categories: (1) **Outstanding Drink Recipe**, (2) **Outstanding Drink Presentation**, (3) **Outstanding Wine List**.

Presenting the Award honors at this year's luncheon ceremonies were Vice Chairman **Gordon Bass** and Senior Vice President **Joe Callihan** assisted by **Bernard Awenenti**, director of the F&B Division.

### 1974 Silver Spoon Awards

Coffee Shop (breakfast), Coffee Garden, Shangri-La; Coffee Shop (all-day menu), Terrace Grill, Edmonton Plaza; Fine dining room (dinner), Golden Lion, Olympic; Entertainment room dinner, Top of the Crown, Crown Center; Lunch, Dewey's, Michigan Inn; Room Service, Crown Center; Banquet,

Shangri-La; Holiday menu, St. Francis; Children's menu, Hotel Scandinavia, Copenhagen. Representatives from each of these properties received Silver Spoon Award certificates.

### 1974 Golden Chalice Awards

To **Dieter Peikert**, assistant manager of the Le Portage at the Bonaventure, went a certificate and silver cocktail shaker for his winning entry in the Outstanding Drink Recipe competition. Peikert's original drink concoction, which he had named "Bona Siesta" was selected for the top spot from among 15 hotel entries by a beverage judging panel in Seattle.

A certificate and plaque went to the Space Needle Restaurant in the Outstanding Drink Presentation category for their "Salty Seagull" cocktail.

For the second year in a row, the Granada Room of the Century Plaza won the Outstanding Wine List category award.

Also announced during the luncheon was the winner of the WIH semi-annual Wine Selling Contest. That recognition went to the Three Ships Restaurant of the Carlton hotel in Johannesburg.

Joining the ranks of Western International's most distinguished culinary group, the Academy of Master Chefs, was Crown Center Executive Chef, **Beat Richei**. The Academy, founded in 1963, honors executive chefs with at least five years of service in that capacity with WIH.



**CROWN CENTER** Executive Chef **Beat Richei** receiving the WIH Academy of Master Chef's medallion.



**Paul Ross**, F&B Director for the **EDMONTON PLAZA**, accepts the hotel's winning Silver Spoon Award certificate from Vice Chairman **Gordon Bass**.

# photo-news



**DENVER** — Award plaques and certificates of merit gave recognition to the eight prize-winning entries as submitted by WIH in the recent Hotel Sales Management Association's advertising awards contest. Over 500 entries, ranging from print media ads and brochures to radio spots, had been submitted for international competition judging. WIH hotel award winners, according to category, were: Award Plaques — two for the St. Francis and one for the Continental Plaza. Blue Ribbon Certificates — one each for the Detroit Plaza and the Edmonton Plaza. Certificates of Excellence — one each for the Wentworth, Detroit Plaza and WIH corporate offices.

Pictured with six of the eight awards which were presented during the annual HSMA convention held in Denver in November, are from left: Larry Stephan, director of sales, Detroit Plaza; Bruce McKibbin, senior vice president; and Frank Berkman, executive director of HSMA.



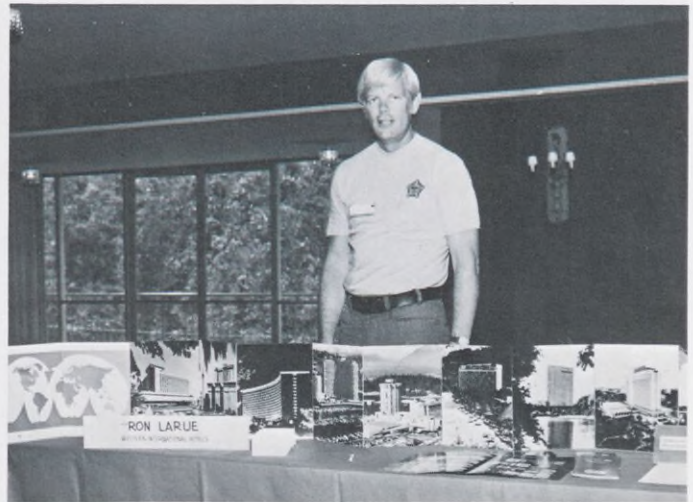
**TORONTO REGIONAL OFFICE** — Reunited recently at the Toronto Regional Sales office were the three succeeding regional sales managers of that office since its opening. At left is the original regional sales manager Gary Cook, now director of sales and marketing for Hotel Toronto. Succeeding Gary was Barry Macdonald (right), now director of sales for the Edmonton Plaza. Seated, is the office's present regional sales manager J. Sandy Irwin.



**NEW YORK** — The date . . . Tuesday, November 12. The occasion . . . announcement of Western International's acquisition of THE PLAZA in New York. The people . . . (pictured across the street from The Plaza's front entrance) from left: Leon Ellis, sales manager of the New York Regional Office; Harry Mullikin, WIH president; Sandra Sage, sales manager, with the New York office, and Mike McGinnity, director of sales for Hotel Scandinavia, Oslo.



**SAN FRANCISCO** — The syndicated columns of Milt Moskowitz, left, and local writer Jack Rosenbaum appear next to each other in "The Punch" section of the Sunday San Francisco Examiner and Chronicle. However, the two newspapermen had never met until the recent reception at the St. Francis honoring President Harry Mullikin and Western International Hotels. They were among 40 media executives who joined hoteliers and others at the event sponsored by WIH's public relations department with Vice President William G. Quinn.



**RIO DE JANEIRO** — The Society of American Travel Writers recently held their annual convention in Rio de Janeiro, Brazil and Western International was there! Representing the company was Director of Advertising and Public Relations Ron LaRue, pictured above at the corporate mini-booth. The meeting provided LaRue with the opportunity to personally contact dozens of North America's top travel writers and to better acquaint them with WIH hotel facilities throughout the world.



**SAN FRANCISCO** — Eiko Hashimoto, waitress in the St. Francis Terrace Room, shows off the room's newest attraction, a Japanese-style serving cart. Eiko is credited with the inspiration for the cart addition after seeing a similar model in an Oriental restaurant. The roofed cart, hung with colorful lanterns, is used for displaying and serving a variety of food items from luncheon pastries to cocktail-time hors d'oeuvres.



**WINNIPEG** — Recently students from Red River Community College and the sales department of the WINNIPEG INN embarked on a "first" for area hotels . . . a student sales blitz. The students stayed at the hotel while going through a crash orientation program on the Winnipeg Inn and WIH, then for two days, made sales calls throughout the Winnipeg area. For both groups, the program proved a "smashing success."

Among the participants (seated left to right:) Louise Barlet; Kim Franklin; Judy Dick; Terri-Lee Farber, reservations manager; second row, Keith Archer; Guy Baker, sales manager; back row, Tom Barlett; Curt Smith, director of sales; Peter Smith, senior assistant manager; Naveen Ahuja, executive assistant; Cecil Ravenswood, general manager; Ron Kenworthy; Trevor Newton, sales manager.



**LONDON** — Bob Chamberlin, regional director of sales for the WIH European Regional Office, presents certificates acknowledging the completion of the first phase of the WIH Marketing Training Program. Three of the recipients are with United Airlines offices in London. The European office was the only regional office in the company to include United personnel in their training program. From right of Chamberlin. Sandra Francis, Sue Roffe and Lillian Blum (all with United Airlines) and Margaret Stonely, former secretary of the European Regional office. Also receiving certificates but not pictured, were WIH Reservationist Anne Booker and Dave Robertson, vice president of United Airlines for Europe.



**JOHANNESBURG** — Hudson & Knight, makers of a leading brand of margarine recently sponsored a recipe competition, using their product, among 500 professional chefs throughout South Africa. Winners of the first and third prizes were CARLTON chefs Erwin Drosch (fruitcake) and Walter Kohlross (filled pancake) respectively. Pictured following ceremonies during which the chefs were presented with their prize winning trophies are from left: W. McNaught of Hudson & Knight; Chef Dorsch; L. Elers and B. Kirkwood of Hudson & Knight; Chef Kohlross; and Carlton General Manager Chris Marker.

## Yachting Champ



Seated on board his yacht which sailed him to a victorious second place in international competition, **Tetsuo Yoshimoto**, Miyako (Kyoto) employee, proudly exhibits his championship cup.

He was awarded the trophy last summer while competing in the World Championship Europe Moth Class Race held in Oslo, Norway, July 21-27.

Yoshimoto, assistant food and beverage manager at the Miyako, is a long time sailing enthusiast. As a member of Japan's Biwako (Lake Biwa) Yacht Club, he competed in 1973 in the five-day All Nippon Yacht Race, winning the top spot for his class.

Yoshimoto is a 25-year veteran with the Miyako and has been recognized for his long and meritorious service by both the Japan Hotel Association and the Kyoto Chamber of Commerce and Industry.

## Heads Hotel Group

**Francisco Gutierrez Prieto**, general manager of the Camino Real Tampico, was named president of the Tampico Hotel & Motel Association in mid-November.



Prieto, who has managed the Tampico property for the past eight months, was previously located at the Camino Real Puerto Vallarta where he was rooms division director.

## Carpooling beats high costs of coming and going

**Want to save \$1,000 a year? Then carpool it!**

In these days of rising costs, the vital need for fuel conservation, and air pollution problems, ride-sharing carpools are making more sense than ever.

Not only that, but for those of us who drive to work, carpooling can mean an annual savings of \$1,000 a year or more.

Here's how.

According to U.S. Department of Transportation Federal Highway Administration statistics, a standard sized car is estimated to cost 13.9¢ a mile to operate. That cost is broken down as follows: original vehicle cost depreciated—4.2¢; maintenance, accessories, parts and tires — 3.4¢; gas and oil (excluding taxes) — 3.2¢; insurance — 1.6¢; state and federal taxes — 1.5¢.

According to these figures, if, for instance, you drove 15 miles to your job, your 30-mile round-trip would cost you \$4.17. Add to this a daily parking cost of, say, \$1.00 and you end up with a daily total of \$5.17.

When you multiply this daily cost by 240 working days per year, your annual transportation costs to drive alone comes to \$1,240.80!

Now look at the bright side possibilities. If you were to join a carpool with three other people, that \$1,240.80 annual cost would be shared four ways. In other words that quarter share would be \$310.20 . . . **for an annual savings of \$930.60!**

Of course, these savings would vary according to miles travelled, size of the car and the number of people in the carpool. In any case, for most of us drivers who can work out a carpool arrangement, some pretty substantial savings can be realized. It is certainly worth considering.

## celebrities

*'Welcome, Mr. President*



**EL SALVADOR** — The CAMINO REAL SAN SALVADOR recently gained a local reputation as the "Hotel of Presidents" . . . and it all happened within a few days period! During an international trade fair in San Salvador last November no less than three Central American presidents were guests of the hotel. In the photo above, General Manager Willi Dietz (left) welcomes General Omar Torrijos, President of Panama and Colonel Armando Molina, President of El Salvador. In the photo below, Dietz again does the honors a few days later as he welcomes Daniel Oduber, President of Costa Rica to the Camino Real.



**WASHINGTON, D.C.** — The MAYFLOWER is no stranger to presidential visitations either. Very probably it has housed more U.S. presidents and more frequently than any other hotel in the country. A case in point . . . this photo of a recent visit by President Gerald Ford being greeted in the hotel lobby by Mayflower General Manager Bob Wilhelm. (During his recent visit to Japan, President Ford and his staff were guests of the Miyako hotel while visiting Kyoto.)



## Featured 'First'

**Joan Macklin**, director of catering at the BONAVENTURE, was recently featured in a lengthy interview in The Montreal Star daily newspaper. The news angle focused on Joan's hotel position reported in the story as "... the first female director of catering in the Western International Hotels chain — and maybe the first in any hotel in Canada."



## Runner-Up

For OLYMPIC bellman, **Leo Heinz** (center) it was a proud moment when he was notified recently that he had been selected runner-up in the AH&MA "Bellman of the Year" competition.

His achievement was particularly impressive considering that the international competition attracted over 1,000 entries this year!

Presenting the letter of notification is Olympic General Manager Warren Anderson (right) joined by the hotel's Superintendent of Services, Matt Stack. In addition to the recognition, Heinz was presented with a set of matched luggage from Samsonite.

## Aloha Spirit

To Hawaiians, the phrase "aloha spirit" describes a combination of some very special attitudes.

It includes such qualities as a genuine warmth and friendliness and a ready willingness to be helpful to others. The phrase may apply to groups or individuals.

It was "officially" applied recently to **Claire Ho**, ILIKAI sales secretary, by the Hawaii Chamber of Commerce who had selected her as the recipient of their annual Aloha Spirit Award.

Their choice was a most deserving one. A review of Claire's personal file folder is by itself, convincing testimony to the aloha spirit she has extended to guests as an Ilikai employee. (Previous to her recent sales department appointment, Claire had held the position of front desk supervisor.)



There is a copy of the letter, for instance, from a serviceman's bride to the general manager, expressing grateful thanks for Claire's helpfulness. The letter explains that the newly-wed hotel guests had to catch a flight, but found themselves with insufficient funds to pay for transportation to the airport. Claire, overhearing their concerned dis-

cussion, offered the loan of \$10.00 for cab fare.

Another letter, written to Claire personally, thanks her for taking the time to suggest some unusual off-the-beaten-path places to visit which had "made" a visiting guest's vacation.

In fact, nearly every letter the Ilikai receives complimenting the front of the house staff, usually singles out Claire by name. Many return guests will place a long distance call to Claire direct for reservations because they feel certain their "friend" will take personal responsibilities and interest in making their arrangements.

The Ilikai has long prided itself as having "more aloha spirit per square foot than any other hotel in the world". That reputation is thanks to such "aloha-spirited" staffers as Claire Ho.

# album



... to remember to "bite the bullet" on the next flu shot go around. Susan Nicholson, sales secretary, CARLTON HOUSE.

## I RESOLVE...

Front! boldly pokes its nose into the new year with some unlikely employee resolutions.



... to organize my own hotel staff rugby team. (And maybe they will elect me captain!) Paul Himmelman, assistant manager, CROWN CENTER.



... to always remember that cash is handed out with the right hand and taken in with the left (or is it the other way around?). Darlene DiManna, front office cashier, COSMOPOLITAN.



... to keep on smiling even when Mr. Jenks calls me in at a quarter to five to dictate a stack of letters. Nancy Meyer, executive secretary, WASHINGTON PLAZA.



... to go back for the rest of my elk next hunting season. Lloyd McElroy, engineering department, ANTLERS PLAZA.



... to cut out second helpings ... and go right on to thirds! Jeff Flowers, senior assistant manager, and Carol Douthit, apartment rentals, ILIKAI.

# Front! FOCUSES ON 1974 WIH News Highlights

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

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**JANUARY** — Walter Roth, Century Plaza executive chef, is named WIH Thurston-Dupar Inspiration Award winner. Crown Center is site for 1974 Management Conference. Willard and Hazel Abel Scholarship established. John Fikkan named WS&S vice president.

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**FEBRUARY** — Direct Selling Association established annual appreciation award and names it in honor of Bonaventure Director of Catering, Joan Macklin. The General Store restaurant opens at the Anchorage-Westward. Chuck O'Leary appointed general manager of the Space Needle Restaurant. Front! takes on "new look".

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**MARCH** — Camino Real Cancun, a new resort hotel for Mexico, announced. WIH "800" number reservations system and establishment of Omaha center offices headed by Dick Whaley and Marsha Herron announced. Former Mayflower General Manager Bill Hulett's visit to mainland China reported. Ulrich Schwartz named vice president of marketing and Dino Vondjidis to manager of operations for WIH de Mexico. Bill Tutt to general manager of Hotel Toronto and Kim Chappell to general manager of South Coast Plaza.

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**APRIL** — William H. Ellis named corporate vice president. Dusit Thani hosts fourth annual WIH Asian Marketing meeting.

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**MAY** — WIH takes over management of Ilikai with Bill Hulett appointed general manager. Crown Center hosts 1974 Marketing Conference. F&B Division initiates Culinarian Development Program. Management appointments include: Robert Wilhelm as general manager of Mayflower; Stanley Soroka as general manager of Cosmopolitan; and Robert Hawes as general manager of the Carlton House.

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**JUNE** — Edmonton Plaza opens. Phase-in begins on "800" number reservations system. Bruce Pierce Scholarship awarded to Michael Estrada of Crown Center and Alan Bain of the Olympic. 1974 Accounting Services Conference held at the Benson. Continental Plaza opens Lion Bar and Chelsea Restaurant. Hotel Scandinavia, Oslo tops off.

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**JULY** — Plans for 800-room hotel in St. Louis announced.

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**AUGUST** — Corporate office appointments for Bruce McKibbin to senior vice president; David Evans to vice president; William Newman to vice president. Rudy Choy appointed as assistant to the president WIH-Far East. South Coast Plaza tops off. Annual WIH Management Seminar held at Olympic. Continental Plaza opens 28-story addition.

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**SEPTEMBER** — Plans for the construction of 1,500-room hotel in Los Angeles announced.

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**OCTOBER** — Alameda Lobby Janitor Pablo Pena Guadarrama is named WIH de Mexico employee Brockmann-Carlson Award winner.

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**NOVEMBER** — Plans for acquisition of The Plaza in New York City announced. Harry Mullikin named president of the American Hotel & Motel Association. Michigan Inn opens.

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**DECEMBER** — Crown Center hosts annual Food & Beverage Seminar. Beat Richei, Crown Center Executive Chef, named to WIH Academy of Master Chefs. 1974 Personnel Conference held at Olympic.

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