



WIH Management - New Officer Appointments

LYNN P. HIMMELMAN — Chairman and Chief Executive Officer, WIH

LYNN HIMMELMAN was born in 1912, is married and has four children. He attended the University of Washington and Cornell University where he received a B.S. in Hotel Administration.

He began his career with Western in 1933 with the Multnomah Hotel in Portland, Oregon. His first appointment as a hotel General Manager was with the Benjamin Franklin in 1946. In 1951 he was elected to Vice-president for WIH, and in 1964 was named Executive Vice-President.

In July, 1969, at the Annual Shareholders Meeting, Himmelman was named as President of the Company following the appointment of former President, Edward E. Carlson to Chairman and Chief Executive Officer.

During his executive office career, he has chaired several of the company's committees and is a member of the Board of Directors. Himmelman has also been active in several civic and trade groups and has held top administrative positions in many of them. Following Western's merger with UAL, Inc., Himmelman has also been a member of that company's Board of Directors.

HARRY HENKE, III — Executive Vice-president, WIH

HARRY HENKE, III was born in 1930, is married and has two children. He is a graduate of both Amherst and the University of Washington Law School.

Henke joined the Executive Staff of Western in 1962 as a Vice-president handling legal matters, labor negotiations, insurance matters and financial planning. In July 1969, while continuing to serve as Secretary of the corporation and Chairman of the Finance Committee, he was named as Senior Vice-president for the Finance Division.

A member of the WIH Board of Directors, he has also served and chaired Company committees. Henke is a member of a number of civic and trade organizations including the Washington State Bar Association.



ON December 21, former Chairman and Chief Executive Officer of WIH, Edward E. Carlson, was elected President and Chief Executive Officer of UAL, Inc. and later its subsidiary company, United Air Lines.

Because of his new career responsibilities, Carlson no longer continues in a direct administrative capacity with Western.

On February 5, Western's Board of Director's, meeting in Seattle, announced a new slate of top executive positions for Western International Hotels Company.

Lynn P. Himmelman, formerly President of WIH, was named Chairman and Chief Executive Officer.

Named President of Western was Gordon Bass, former Executive Vice-president.

Harry Mullikin was promoted to Executive Vice-president with responsibilities in the areas of operations, and design and construction, and Harry Henke III was promoted to Executive Vice-president in charge of development, finance and legal affairs. Both were formerly Senior Vice-presidents for WIH.

C. R. Lindquist, Senior Vice-president Operations and J. William Keithan, Senior Vice-president Design and Construction, were elected to Western's Board of Directors.

GORDON BASS — President of WIH



GORDON BASS was born in 1910, is married and has two children. He attended Ohio State University.

His career with Western began with the Benjamin Franklin Hotel in Seattle in 1931. His first hotel general management position was with the Spokane Hotel in Spokane, Washington.

Bass was named Vice-president for Western International Hotels in 1951. In 1964 he was appointed to Executive Vice-president for the Company.

He is a member of the Board of Directors for WIH and has chaired or been a member of a number of company Committees.

Bass has held top officer positions among the various civic and trade groups of which he has been actively associated.

HARRY MULLIKIN — Executive Vice-president, WIH



HARRY MULLIKIN was born in 1927, is married and has four children. He attended the University of Washington and is a graduate of Washington State University.

Mullikin began his Western career with the Cascadian Hotel in Wenatchee, Washington in 1941 as elevator operator. In 1957 he achieved his first hotel management position when he was named Manager of the Davenport Hotel. In 1961, after several other management assignments, he was appointed a Vice-president for WIH, and in 1963 named Managing Director of the Century Plaza Hotel.

His appointment to Senior Vice-president, Development for WIH was made in July, 1969. Mullikin has served on various company committees and is a member of the WIH Board of Directors. Active in several civic and trade groups he was recently elected Secretary for the American Hotel and Motel Association (AHMA).

front!

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employees of

Western International Hotels

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Gabe Fonseca.....Editor

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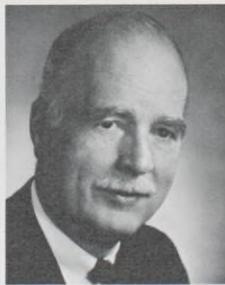
COMINGS AND GOINGS

In-Hotel

At the Georgia, former Director of Sales, **Mike Bowes** is appointed the Hotel's Executive Assistant Manager . . . The Continental Plaza's **Sieger Strohmeir** is promoted from Sous Chef to Executive Sous Chef . . . also at the Continental Plaza, **Bill Smith** is promoted from Assistant Manager of the Chicago '93 Restaurant and Bar to Manager . . . **Gaston Nicoud**, former Room Captain of the Olympic's Golden Lion, is named the Room's Manager . . . **Ron Spellecy** is promoted to Director of Sales for the Benson from Sales Manager . . . promoted to Assistant Manager at the St. Francis is **Randy Guthrie**, formerly of the Front Office . . . also at the St. Francis, **Tom Cortabitarte** moves from the Front Office to Assistant Reservations Manager . . . **Jean Pierre Le Dallic** is promoted from Bartender to Catering Manager of the Imperial Inn.

Transfers

John Brohman, formerly Sales Manager at the Winnipeg Inn is now Director of Sales for the Georgia . . . **Peter Kim Chappell**, formerly Executive Assistant Manager of the Cosmopolitan is named to that same position for the Benson . . . **Bill Tutt**, formerly Executive Assistant Manager of the Georgia, moves to the Crown Center hotel in Kansas City in the same position. . . named Director of F&B at the St. Francis is **James France**, formerly F&B Director for the Continental Plaza . . . appointed Executive Chef for the Space Needle Restaurant is former Executive Sous Chef of the Continental Plaza, **Herbert Enzinger** . . . **Camille Schwartz** is named Sous Chef at the Olympic from the Calgary Inn where he held the same position . . . former Assistant Housekeeper of the Olympic, **Marti Reinhart**, is named Executive Assistant Housekeeper for the Houston Oaks . . . **James Pope**, former Controller at the Ilikai, is named Special Assistant for WIH



Executive Offices Report:

Our Company has undergone a number of significant changes recently. It began with the merger last August with UAL, Inc., and in December, with the election of Mr. Carlson as President and Chief Executive Officer of both UAL, Inc., and United Air Lines.

On the first page of this issue of FRONT! is a report on some further important changes . . . the selection in February of a new slate of officers for Western International Hotels.

It is the intent of your new officers to maintain and improve the policies and programs that have kept Western International Hotels in the forefront among major hotel companies for many years.

As we move ahead, we will continue to explore new directions that will enable us to sustain and increase this momentum towards continuing success as we have in the past.

Our objectives are based on a program of development and progress for Western which will, at the same time, offer ever-widening employee opportunities. These are objectives which we will continue to realize together through the shared efforts and contributions of all of us within our WIH family.

We look forward to our visits with you through this column and plan to include reports and comments on your company activities of greatest interest to you.

LYNN P. HIMMELMAN
Chairman and Chief
Executive Officer

GORDON BASS
President

Accounting Services Division offices in Seattle . . . **Geoffrey Snowball** moves from the Imperial Inn as former Banquet Manager to Assistant Catering Manager for the Georgia . . . **Douglas Lundemo**, Apprentice graduate from the Olympic, moves to the Houston Oaks as Culinarian . . .

New

Collins Schmitt joins the staff of the

Chicago Regional Sales Office as Sales Representative . . . **Roy A. Gowell** is named Sales Manager for the Houston Oaks . . . **Hans Franke** joins the Continental Plaza staff as Director of Food and Beverage . . . joining the staff of the New York Regional Sales Office as Sales Representative is **Bob Zess**.

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, Tom Stanfield; Antlers Plaza, Marilyn Crawford; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Art Davies; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Caleta, Michael Hayes; Calgary Inn, Linda Abercrombe; Caravan Inn, Pat Sanders; Century Plaza, Charlene Chabin and Sue Davis; Continental Plaza, Audri Adams; Houston Oaks, Pat Sells; The Ilikai, Roberta Watson; Imperial Inn, Russ Revoy; The Miramar, Robert Yue; Miyako, S.F., Jackie Jowes, Northern, Con Carter; Olympic, Fran Vituli; Palace, Y. Yoka; St. Francis, Jane Dillion; Space Needle Restaurant, Larry Denenholtz, Washington Plaza; Connie Wilson, Winnipeg Inn, J. Sandy Irwin; WIH de Mexico, Alfredo LaMont; WIH Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Irene Gellus.

Ferris Appointed Manager Of Kansas City Hotel



DICK FERRIS has been appointed General Manager of the Crown Center hotel now under construction in Kansas City, Missouri. The appointment announcement was made in mid-January by WIH Chairman and Chief Executive Officer, Lynn P. Himmelman.

The 750-room property to which Ferris has been assigned is scheduled to open in the Spring of 1973. The hotel is a part of the Crown Center project, a \$150-million model urban development covering 85 park-like acres close to downtown Kansas City. The Center is a subsidiary and development of Hallmark Cards, Inc.

Included within the Center complex, and now in various stages of construction, are office buildings, apartments, shops, restaurants, entertainment and cultural facilities, landscaped gardens and a 7,000-car parking garage.

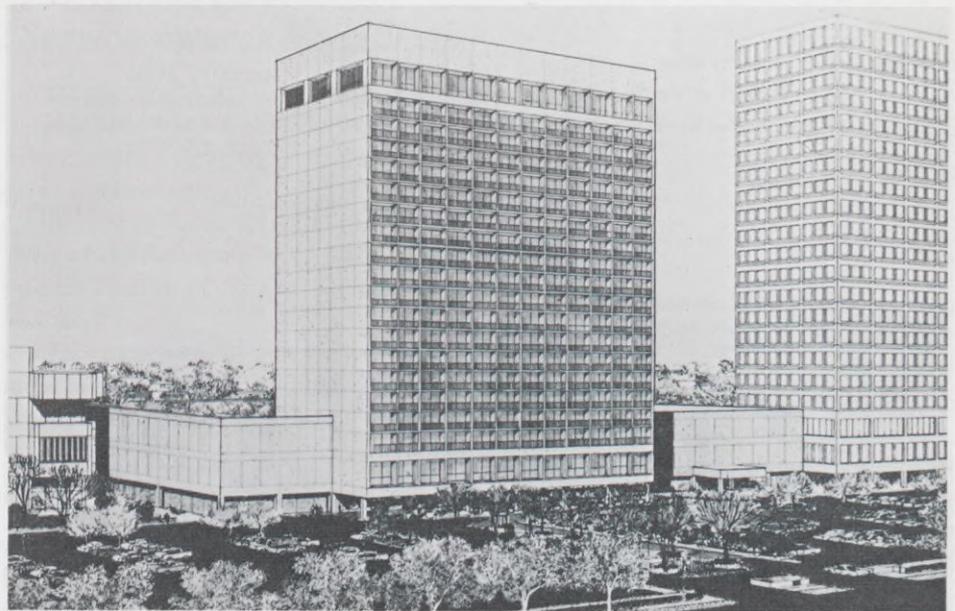
THE hotel itself, because of its unique hill top advantage, will be one of the most commanding structures on the site and will afford attractive, open views from all guest rooms. Interior design is under the direction of Western Service and Supply with **Andrea Freccia** selected as Senior Designer for the property.

Ferris, who most recently was a Project Officer for the Design and Construction Division was previously the General Manager for the Carlton Hotel project under construction in Johannesburg, South Africa. Before this he had been the General Manager of the Continental Plaza in Chicago for two years.

A **GRADUATE** of Cornell University with a B.S. degree, in Hotel Administration, Ferris joined WIH in 1962 at the Olympic Hotel as Manager of the Grill and Staff Planner. Other steps in his career with Western included Administrative Assistant for Edward E. Carlson for a brief period; Assistant to the General Manager of the Savoy Plaza in New York when it was operated by WIH; and Food and Beverage Director for the Anchorage-Westward.

Ferris is married and has three sons.

Hospitality Keynotes Houston Oaks Opening



RENDERING of Houston Oaks Hotel. Post Oak Towers office building is at right, the Neiman Marcus store is at the left.

ON Thursday morning, March 4, a breakfast for some 250 persons was being served in an elegant banquet room of the Houston Oaks Hotel.

The group consisted of tenants from the neighboring Galleria-Post Oak shopping mall. They had been invited to this "good neighbor" breakfast by the hotel management as a gesture of hospitality and to become better acquainted with this newest addition to their Galleria community.

The breakfast was the climax to a gala round of pre-opening activities that had begun the previous Tuesday noon.

THAT opening affair was a luncheon, hosted by the Houston Oaks, for the top management people of major corporations represented in the Houston area. It was followed that evening by a reception for nearly 1,000 members of the press, travel and transportation industries and select members of the business community.

The most formal affair was scheduled for the evening before opening day. It was a black-tie dinner held in the hotel's sophisticated specialty restaurant, the Savoy Room, with a guest list representing the top echelon of Houston's community leaders.

Now, as of eight o'clock on this Thursday morning, the Houston Oaks was officially opened to begin its first day of business operations. It was with obvious pride that Jim Kent and his alert, smartly groomed staff prepared to welcome and serve the hotel's first guests.

Like the preview groups before them, these guests would be quick to discover that Houston's newest hotel property was also its most luxurious, its friendliest, and most exciting.

EVERY detail of the 21-story, 400-room hotel was thoughtfully designed for the ultimate in guest comfort, and pleasure. Guest rooms, for instance, were made extra large with over-sized beds and equipped with all luxury conveniences. Each room has full length windows and balconies opening to the view. There are a variety of lounges and restaurants offering an excellent choice of superbly prepared menu items and beverages.

Spectacularly impressive is the Galleria Roof . . . a rooftop dancing and entertainment room with a fabulous view.

Among its function facilities are eleven meeting and conference rooms and a grand ballroom, which can accommodate 1200 people, and is fully equipped with the latest audio-visual aids.

MOST of all, guests would be approving of the wonderfully warm sense of hospitality that pervades throughout the hotel. It is a hospitality perhaps born of the world famed "Texas hospitality" but given an even deeper meaning by the friendly Houston Oaks staff.

The Houston Oaks is indeed a hotel in which not only Houstonians but our own WIH people can share a great pride. FRONT! joins with the rest of the WIH family in saluting its opening and in welcoming this newest member to Western's World of great hotels.

Employee Room Request Procedures Simplified

Name and Department Mary West - Housekeeping	ARRIVAL DATE 5/8/71	Today's Date: April 7, 1971
Others Accompanying Employee Husband, 2 children ages 4 & 6	ARRIVAL TIME 5:30 p.m.	
TYPE OF ROOM Doubles		WESTERN INTERNATIONAL HOTELS EMPLOYEE RESERVATION Subject to Room Availability
LENGTH OF STAY 2 NIGHTS		From: Antlers Plaza Hotel
TYPE OR PRINT EMPLOYEES HOME ADDRESS IN SPACE BELOW:		For: Olympic Hotel
 Mrs. Mary West 701 15th Street Colorado Springs, Colorado 743021		EMPLOYEE IS ELIGIBLE TO RECEIVE
		Comp. Room 3 Nights 50% Room Discount _____ Nights
Signature: <i>George Brown</i>		Verified: _____ Department Head
THIS RESERVATION HAS BEEN:		Department Head must check on space availability before sending to hotel requested.
<input checked="" type="checkbox"/> CONFIRMED	<input type="checkbox"/> NOT CONFIRMED Sorry, Rooms are not available on date(s) requested. Please try alternate dates.	REMARKS:
Signature: <i>Samuel Smith</i>		Would appreciate connecting rooms because of children's ages

1 Yellow: Reply returned to employee — 2 Buff: Receiving Hotel Copy
3 Green: Retained by Employee's Dept. Head

The sample WIH Employee Reservations form above is shown as it would be when completed and processed and returned to the employee's home address confirming his room reservation.

"Easier . . . quicker . . . more convenient."

That's how the WIH Personnel Division describes the new employee room reservation forms and improved procedures for handling them. Western employees will undoubtedly agree.

The new forms, supplies of which have recently been furnished to all WIH properties, are very similar to those used for hotel guest reservations . . . and will be processed in much the same manner. Here is basically how it works:

Employees requesting room reservations at another WIH property (either as qualified under the Complimentary Room Policy or the 50% room discount plan) fill in one of the new simplified forms and gives it to their department head or personnel manager.

THIS person first checks on the employee's eligibility and then the requested hotel room availability with his own reservations office. If rooms are available, the form is sent to the Reservations Supervisor of the requested hotel. Here it is immediately double checked for room availability on the requested dates and a reply—the confirmation or denial of space—is sent directly to the employee's home address. In most cases this will be handled no later than the next day after the request is received. The carbon forms are made-up in triplicate—one (yellow) is the reply returned to the employee,

a second (buff) is filed by the requested hotel, and the third (green) is kept by the employee's department head.

This yellow confirmation copy should be kept by the employee and presented when registering at the requested hotel.

A RESUME of the Complimentary Room Plan is printed on the back of the reservations form. This includes the reminder that reservations must be made at least two weeks in advance of room use and subject to room availability on the dates requested. (Reservations outside the U.S. and Canada should be made thirty days in advance.)

Not mentioned, but of equal importance, is the matter of cancellations. That is, if a reservation has been made but the employee has subsequently made a change in plans, he should notify his department head immediately. The cancelled room will then be put on the availability list for regular hotel guests.

WHEN the WIH Personnel Committee started revamping the Employees Room Reservations Program they set two objectives: simplify the procedure, and let the employee know as soon as possible whether or not his reservation has been confirmed. This immediate notification would allow more time for an employee to make any adjustments in his vacation schedule, if necessary, for alternate available dates without too drastic a change of plans.

What Type Of Room?

MANY employees requesting Room Plan reservations may not be entirely familiar with the proper room term to describe the type of accommodations needed. This is probably particularly true of new employees and others not connected with a hotel's rooms department.

Below is a glossary that lists some of these terms and a brief description of each. You may wish to keep it for easy reference when making room reservations for yourself and family!

SINGLE: A room with one or more beds to be occupied by one person. (You are alone)

DOUBLE: A room with one large bed for two persons. (Your spouse is with you)

TRIPLE: A room with two beds and a rollaway, or three beds normally to be occupied by three persons (You've brought "Junior" along)

TWIN: A room with two single beds for two persons. (You are traveling with a friend or your spouse)

TWIN DOUBLE: A room with two double beds for two, three or four persons; sometimes called a "family room". (You've brought the family)

CONNECTING ROOMS: Two or more rooms with private connecting doors that can be opened up between rooms. (You want to be separated from the children, but want to keep an eye on them)

ADJOINING ROOMS: Two or more rooms side by side without a connecting door between them. In other words, rooms can be adjoining without being connecting. (You want more privacy for other family members)

Please note: While these guest room facilities listed are standard with most WIH properties, the type you have asked for, may sometimes not be available on dates requested. Also, when requesting room facilities that require a further clarification of your needs, use the "Remarks" section of the Employee Reservations form for this explanation.

Apprentice To Journeyman -- Meal is Major Test



DOUG LUNDEMO proudly displays certificates awarded him upon completion of his culinary apprenticeship program courses.

DOUG LUNDEMO, Olympic Apprentice Cook, nervously re-checked each of the dessert dishes just as they were about to leave the kitchen.

They looked good, but they were being served to a very critical panel of diner-judges and they must be perfect.

The elaborate meringue glaze desserts were the climax to a complete gourmet meal prepared by Doug as part of a final test in the Chefs Apprenticeship Course he had been pursuing. Also involved was a written and an oral examination, but these he had already taken and passed. The dinner menu, as selected for his preparation by the judges, was to be the major test of his culinary skills.

The panel of judges—eleven in all—consisted of several top chefs (including Executive Chef, **Andre Mena** of the Olympic) and other professionals in the food industry.

AFTER what may have seemed an eternity of waiting, Doug was called into the room. He need not have worried. The favorable reaction from the group on his preparation of the several-coursed menu was sincere and enthusiastic. He had passed! But more important was the certificate presentations that followed officially accrediting him as a "Journeyman Cook."

One of these certificates was an acknowledgement from the American Culinary Federation who had developed the Chefs Apprentice Program completed by Doug. (Western was among the first hotel groups to participate in this nationally recognized program of culinary arts training.)

DOUG was also given a certificate

For Women Only— Service Awards Medallions

IN the past, Western's women employees who have earned Service Award pins may have received them with mixed pride and frustration.

It's not that this recognition for their years of service wasn't appreciated—it was more a matter of, "Now that I have it, how do I wear it?"

The pin, with its screw-type attachment, was designed to be worn on a lapel. While this worked fine for the men, it was not as easily adaptable for display on women's wear.

Now, the WIH Personnel Division offices have come up with a stylish "How-to-wear-it" solution for the gals.

In future award presentations, women will receive pins mounted on a circular medallion which is equipped with a loop so that it may be worn either as a necklace or as a charm on a bracelet. The three-quarter inch medallions are available in both silver and gold appropriate to years of service. The actual years of service, in multiples of five (5-10-15 etc.) are indicated on the pin itself.

THE Personnel office stresses that while these medallions will be presented at all future award occasions, they are not intended as replacements for the previously presented pin (which will continue to be awarded to the men) that have been awarded in past years.

from the recently inaugurated Washington State Apprenticeship Council. This was a particularly noteworthy presentation in that Doug was the first person to qualify by the State group (who also patterns their program in cooperation with the Culinary Federation) for certification.

Doug's culinary career began as a cook in the military service. After his discharge, he applied for and was accepted into the apprenticeship program that was just being organized at the Olympic. Briefly, the training course requires 5,280 hours of on-the-job training plus 144 hours a year of class room instruction. Trainees must also have to work for a number of stated hours in each kitchen department.

IN mid-February Doug was assigned to the Houston Oaks and appointed to the position of Culinarian. There he will receive further recognition of his achievement—a certification award from Western International Hotels.



WATER MATTRESSES — According to one industry publication, water mattresses will be "in" as the hotel-motel beds of the future.

Water mattresses or waterbeds, if you don't already know, are water filled bags in mattress form. The water is electrically heated which can be thermostatically controlled to the desired temperature.

Among their many claimed advantages; the mattress conforms to an individual's body-shape, for maximum comfort, yet the body is firmly supported; the heated water medium is gently soothing and relaxing; center sag is eliminated so that couples do not roll together, and, in fact, remain unaware of each others movements.

Since no mention was made in the article that these mattresses come equipped with a patching kit we assume that punctures are no problem. On the other hand, if one were to spring a leak during the night it would eliminate the need to decide whether to take a bath or a shower upon arising.

SALES STORY—When we received this following contribution from our Georgia correspondent, we wondered if it was prompted by a recent **FRONT!** article on Western's sales operations. But upon consideration we decided there was no connection whatsoever. (There . . . that gets us both off the hook!)

"A hotel-lodge located in a remote hunting and fishing area of Northern British Columbia catered particularly to sales seminar groups who wanted to get away from it all. A group of salesmen on such a seminar was impressed with the appearance of one of the lodge's hunting dogs. They asked if they could use him for a hunting expedition. The owner advised against it, stating that while he was one of the best hunting dogs he ever had, he was no longer any good at all. When they asked what happened, the owner explained that the dog was once named Salesman and was renowned as the best hunter in the area. Then he had changed his name to Sales Manager and from that time on all he ever did was sit on his backside and bark."



HOW YOUR HOTEL OPERATES

SALES



PART II CORPORATE SALES

THE attractive, blond receptionist looked up and smiled a greeting as Dick Biehn entered the office and approached her desk.

Even though he was not listed on the appointment calendar, she instantly recognized him as the Sales Representative for the St. Francis. She remembered Dick's friendly personality from previous visits and also the fact that he represented what to her was an excitingly glamorous product. Further, on her desk was a handsome marble paperweight Dick had presented to her on another occasion as a gesture of good will.

Much earlier, as a beginning salesman Dick had learned the importance of cultivating pleasant relationships at all levels of client contact including, of course, those of office receptionists. It was a consideration that had proven of personal benefit in his sales effectiveness for acquiring and maintaining his accounts. The office Dick was visiting for instance, was the executive headquarters for a San Francisco food processing firm and one that he had carefully developed into a major corporate account for the hotel.

The food processor was just one of several hundred corporate accounts called upon by Dick in his assigned sales territory. All of these firms are contacted on a regularly scheduled basis in person, by phone or both. This is the sales call pattern duplicated by other St. Francis

corporate salesmen as it is by the corporate sales staff of all other WIH hotel properties.

WITH most WIH hotels, corporate sales business accounts for an impressive percentage of the hotel's day-to-day occupancy and function activities.

BUSINESS POTENTIAL

To illustrate what this business might entail, let's use the food processing firm as an example. Potentially, this could include any or all the following individual or group business activities: The firm may require accommodations not only for its own members but also for out-of-town business associates and guest groups. Visiting company employees from the firm's out-of-town branches often need overnight accommodations. The firm or its various departments may want to book function rooms for a private luncheon, a sales, or other type of employee meeting. Being the headquarters offices, the firm may bring in its people from all branch offices for a several day seminar, requiring both function and guest room space.

Perhaps, the firm has come out with a new product line and will require a large exhibit room to display these items to its buyers or distributors. This may also involve the use of a hospitality suite or one of the function rooms for a cocktail reception or a dinner as a part of their product introduction program. Further, many of these exhibit visitors may also require guest room accommodations.

The firm's board of directors may schedule the hotel's board room for their regular or special meetings. The hotel's

ballroom may be just the perfect site for the company's annual Christmas party.

INDEED, the range of accommodations and function services that our hotels can offer to suit the needs of the corporate account is almost unlimited.

Although Western's superior facilities and reputation for quality have recognized acceptance these plus-factors do not pressure automatic bookings.

Far from it! It requires a highly skilled and aggressive sales force not only to book the more obvious business but to further suggest and sell the full potential of hotel services.

COMPETITION AND BOOKING

Two of the biggest challenges that every corporate salesman must face are the sales efforts of his competition and, even more important especially when larger functions are involved, mutually satisfactory booking date scheduling.

In the January "Group Sales" article, it was pointed out that this sales effort concentrated on "long range" business. Bookings were made for functions such as conventions that would take place from a year to several years in the future.

Corporate sales bookings, on the other hand, are most often "short range". That is, they may be booked on the group booking log within just weeks or months of the actual function.

WHILE all hotel salesmen must learn to "live by the Group Reservation Book" this awareness perhaps is more critical to the Corporate Sales staff. Obviously such awareness is necessary in order to prevent any conflict of booking space already pre-sold by other sales staff members. No booking is confirmed, as a matter of fact, until the salesman has first checked the department's book for space availability on dates requested.

But even more important, the book reveals where sales efforts should be concentrated. Market profile chart graphs, prepared as part of the book, show the "valleys" as well as the "peaks" of projected future guest room activity.

Bringing in business to fill in these "valleys" is one of the Corporate Salesman's most vital functions. In some instances this may be accomplished through a routine sales efforts. More often it requires the fullest test of his professionalism. Not only must the salesman find the potential client but convince him that he should book his functions at the WIH hotel rather than the competition but also, subtly but effectively, convince him to

FRONT! wishes to acknowledge the St. Francis and Century Plaza Sales Departments for their cooperation and assistance in the preparation of this article. Both properties were selected as being representative of the full range of a department's activities.



DICK BIEHN—St. Francis Sales Manager. "... a friendly personality and the importance of cultivating pleasant relationships in all levels of client contact."



PAT O'DANIEL—Century Plaza Sales Representative. "Really knowing your hotel is a great product confidence boost and it makes it a lot easier to sell".

schedule them at the times when business is most needed by the hotel.

The approach taken to meet these and other hotel sales challenges are as different as is the individual salesman and even may vary with the same salesman from one client to another. There are some common basics, however. Possessing a natural or acquired sales ability is a start. A thorough training on the specifics of hotel sales is a must. More important is his knowledge about his product (his hotel), his competition (other competitive hotels in his community), and his hotel market.

TRAINING APPROACH

PAT O'DANIEL, Sales Representative for the Century Plaza hotel, elaborates in reference to that hotel's sales training program. Pat, a personable and enthusiastic young man with previous hotel sales experience, joined the Century Plaza staff about 9 months ago.

"Shortly after I came into the department" says Pat, "I took a 10-hour Grayline tour of Los Angeles. I found out it had a lot more exciting things to offer than smog and Dragnet. Now that I'm convinced of our city's attractions, it is easier for me to convince others. Without straining I can rattle off dozens of reasons why Los Angeles is a great place to hold a convention or group meeting.

"A tour of competitive hotels within the Los Angeles area involved a pretty thorough investigation of their facilities." Pat added "It gave me an idea as to what the Century Plaza was up against and how we compared. I've found that having this background has been very helpful on several occasions when trying to sell an account."

A **GUIDED** tour of the Century Plaza was even more rewarding. It covered every inch of the hotel from top to bottom, and it gave Pat every opportunity to learn what made the hotel click, what made it different and what were its plus qualities. Pat explained, "But most of all really knowing your hotel is a great product confidence boost—it makes it a lot easier to sell."

"Our final tour was of our own department," he concluded. "It was more than just a simple introduction to the staff . . . each person explained what he did and how his job fitted into the department function. I found it a very direct and simple method for giving me an overall picture of how the department operates."

Once the new salesman has gone through this indoctrination period and has been assigned a desk, he begins his on-the-job sales training. This may start with a review of account files and making a few phone calls to introduce himself to such accounts as he may be assigned. He may then accompany one of the more experienced salesmen on his calls. At this point he is the "silent partner"—strictly as an observer.

LATER, as the neophyte salesman takes over full sales responsibility and is assigned his accounts these roles will be reversed. He may be accompanied on some of his calls by the hotel's Sales Director who now assumes a much more passive role. More than going along to add moral support, the Sales Director's intent is to observe and evaluate the salesman's performance. These observations will be later critiqued with the salesman as a further training aid.

Periodically, the Sales Director will accompany all of his salesmen on their calls for similar evaluation critiques as part of the department's continuing training program.

OTHER ACCOUNT SOURCES

Corporations, though a principal business source, are not the only sales account contact.

Throughout the city, the local marketing area and even within the State, are a great many association groups that may be account prospects. In some areas associations are a major source of business requiring full-time services of a department salesman. These may include government agencies or professional and business associations who at one time or another may require the use of a hotel's facilities for conventions, meetings and/or guest room accommodations. Most of this is group business and may be scheduled as either short or long range.

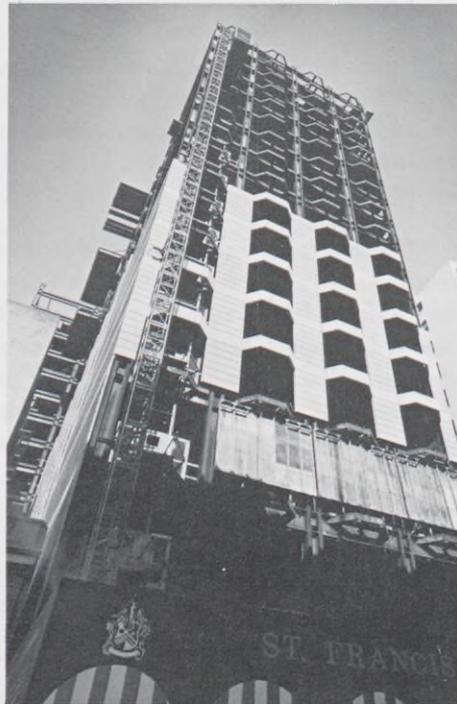
IN MANY cases, the personal contact may involve out-of-town travel. The salesman will then plan his schedule to include calls on other prospective accounts in that community including travel agencies who may direct individual or tour business to his hotel.

In last month's story, we quoted St. Francis Sales Director, Mike Hartnett as stating, "Any group on earth, if it is made up of ten or more people, we're interested in booking 'em." Mike further supported this by adding "Our purpose as salesmen is to bring in business for our hotels. As hotel sales professionals that means going that extra mile . . . always looking for the 'one more call.'" This dedicated "one more call" philosophy is as evident throughout all our WIH sales offices as it is at the St. Francis. It is a philosophy that illustrates as much as anything else why our Western sales people DO make the difference.

CONSTRUCTION PROGRESS



ANCHORAGE-WESTWARD—In spite of the three-week cold spell of sub-zero temperatures in February, construction of the Anchorage-Westward 22-story tower addition continued, though at a slower pace. As of the early part of the month, the construction had progressed to the 17th floor—two stories above the present hotel building (shown at left in picture).



ST. FRANCIS—Meanwhile the St. Francis tower addition continues its skyward climb under more temperate weather conditions. As of early February, the structural steel had topped the 16th floor, with precast to the 10th, and floors laid to the 7th. Note the interesting bay window treatment which will provide guests with views from various angles. The hotel's new Grand Ballroom is scheduled for a mid-May opening.

(Left) **MIYAKO**—Also in San Francisco, construction continues to progress with the Miyako's public room facility expansion. Photo shows workmen on site of the proposed ballroom location behind the hotel. At right is the Japanese Consulate building which also houses hotel room facilities.

CELEBRITY VISITS



MITCH MILLER (left) and his featured guitar player, Juan Mercadal (right) pose with Winnipeg Inn General Manager, Arthur Oades. The Mitch Miller musical group were in Winnipeg recently for a series of concerts and were guests of the Winnipeg Inn.



CHIEF DAN GEORGE, a featured star of the recently released movie, "Little Big Man" checks into the Bayshore Inn and is handed his key by Front Desk man, Murray Atherton.

NEWS-PICTORIAL



COUNCIL OFFICERS—Recently elected as officers for the Ilikai Employee Council are from left; Jackie Mau, Treasurer; Norah Flynn, Secretary; Ann Heffner, Vice president and Barbara Pang, President. One of the first social functions planned by the group was an employee Valentine Dance in February.



ANITA WAGENARR, Hotel Georgia Reservations Clerk, looks a little overpowered by a cluster of Harlem Globetrotter team members during their recent stay at the hotel. (Would you believe, Anita is standing up!)

FRONT! INTERNATIONAL



BANGKOK—Mrs. Dino Vondjidis, the former Executive Housekeeper of the Dusit Thani Hotel, extended the holiday season by holding her department's Christmas party in mid-January. The party was held in the hotel's Sukhothai Restaurant. Above, Mrs. Vondjidis passes a basket among the employees for a draw of gift surprises. Mrs. Vondjidis has been transferred to Calgary along with her husband, Dino, who was recently appointed Director of Food and Beverage for the Calgary Inn.



TOKYO—The Prince Hotel chain of Japan won highest honors at the PATA (Pacific Area Travel Association) Conference in Manila in January for the "most outstanding" travel posters in submitted competition. Displaying the award plaque above are: Yuji Tsutsumi, President of Prince Hotels; Bruce McKibbin, WIH Vice-president, Marketing; Hitoshi Serizawa, Sales Promotion Manager, Tokyo Prince Hotel; and Tanihiro Yamamura, Manager of the Takanawa Prince, which is scheduled to open on March 18.

Miramar Hosts First Far East Sales Conference

THE Miramar Hotel in Hong Kong hosted delegates to the first WIH Far East Sales Conference on January 31 through February 2.

Attendees represented WIH properties and affiliated properties in Hawaii, Japan, Singapore, Thailand and Hong Kong.

Attending from WIH Executive Offices in Seattle were **Bruce McKibbin**, WIH Vice-president, Marketing, and **Bill Newman**, WIH General Sales Manager. Special guests included United Air Lines Executives of their Far East offices.

The two-day working program, moderated by McKibbin, invited open discussions by all participating delegates. Areas of joint concern featured on the agenda included analysis of present and future business and markets; reservations systems review; and advertising and promotion programs. Stress was made on the combining of efforts of all hotel properties towards working more closely with each other and for greater identification with Western International Hotels.

THE Conference began with a "get acquainted" reception and dinner on the evening preceding the work sessions and concluded with a gala dinner in the El Presidente suite at the Miramar hosted by the Hotel's Managing Director, C. W. Young.

Attendee response to the success of the Conference was highly enthusiastic. A recommendation was made to make such group meetings an annual event. (Group portrait below)



SALES CONFERENCE attendees include: (Top row L. to R.) **Atsuo Matsui**, Sales Sub-Mgr., Miramar; **Hitoshi Serizawa**, Sales Promotion Mgr., Tokyo Prince; **Kiyoshi Kishi**, Int'l. Sales Mgr., Prince Hotels; **Kazuo Wantanabe**, Res. & Front Officer Mgr., Palace; **Eddie Yeung**, Res. Mgr., Miramar; **Edward Hsu**, Publicity Mgr., Miramar; **Frank Cheng**, Mgr. Far East Div., Ilikai; **Robert Van Gelder**, Dist. Sales Mgr., United Air Lines; **Gary Cook**, Director Sales, Dusit Thani; **Akio Hirao**, Regional Promotion Mgr., WIH Tokyo office; **Peter Tang**, Sales Mgr., Miramar. (Bottom row L. to R.) **Bill Ellis**, V.P. and General Mgr., Shangri-La; **Bill Bryant**, V.P. and General Mgr., Dusit Thani; **Paul Shoemaker**, Regional Director, United Air Lines; **Yuji Tsutsumi**, President, Prince Hotels; **Rudy Choy**, Manager, Miramar; **Bruce McKibbin**, V.P., Marketing, WIH; **Bill Newman**, General Sales Manager, WIH; **Masao Yoshihara**, Exec. Managing Dir. & Gen. Mgr., Palace; **Albert Young**, Director & Exec. Mgr., Miramar; **Bob Chamberlin**, Director Sales, Shangri-La.



FRONT FAMILY FEATURES

The Amateur Gourmet

AFTER-DINNER DRINKS:

BRANDY

THERE are several type of drinks that may be enjoyed after a fine dinner, but, perhaps the most popular is brandy in some form or other.

"Brandy" is a shortened form of the word brandywine and is taken from the Dutch language meaning a distilled wine. It is produced from grapes although brandies are also made from wines of other fruits and are accordingly labeled . . . such as peach brandy, blackberry brandy, etc.

While brandies are produced almost everywhere in the world the greatest of such spirits come from the region around the town of Cognac in France and are known as "Cognacs". Even Cognacs are divided into seven grades of quality with the two finest labeled as "Grand Champagne" and "Petite Champagne" on the bottle.

ONLY a small part of the brandy produced in France is entitled to the name of Cognac. There are many other fine brandies made, though less well known, such as Armagnac brandy.

While brandy can be served in almost any type of glass it is most often enjoyed served in a "snifter" type container. The reason is that this type of glass (narrowing at the lip) keeps the bouquet (fragrance) from evaporating too quickly. For many, inhaling the bouquet of a fine brandy is an important part of the liquor's enjoyment. Further, the snifter's shape enables you to more easily warm the glass with your hand cupped around the base which helps to release this heady bouquet more fully.

WHILE many of the fruit brandies are named after the fruit wine they are produced from, others are not as easily identified. For instance, Calvados is the name for one of the finest apple brandies produced in the world (from France) and Kirsch is perhaps the best known of the wild cherry brandies (from Germany). While fruit brandies are generally sweeter than those distilled from grape wines they are preferred by many people.

BRANDIES of all types are often used in cooking to enhance a particular dish, and for flaming of meats and desserts.

LIKE IT IS

(This column is a new FRONT! reader service. Your LIKE IT IS Answer Man guarantees to give some sort of answer to questions submitted. Send yours in today. Remember, no question is too dumb for the Answer Man.)

Dear Answer Man,

Every time I make a batch of Hollandaise sauce it's just perfect until the Chef comes along and takes a look at it. Then it curdles. Why?

STUMPED SAUCIER

Dear Stump,

I've seen your Chef. I don't blame the Hollandaise for curdling.

ANSWER MAN



Dear Answer Man,

This guest has been stopping by for a few drinks in the lounge almost every night and brings his pet alligator with him. (He drinks Scotch and the alligator drinks Martinis.)

The guest is a very friendly type and holds his drinks well, but the alligator gets pretty aggressive after the second martini. Last night it tried to pick a fight with a goat sitting way at the end of the bar. (The goat likes Bock beer—the can, that is). The goat is a pet of another regular customer.

I try to run a nice high quality place like we're supposed to but this situation has me so upset that I've started drinking the charged water (over ice with a twist) What should I do?

BUGGED BARTENDER

Dear Bug,

What are you running, anyway . . . a watering hole for an alcoholic menagerie or a real first-class WIH joi. . . er, lounge? Heard of elephants (pink) and rabbits named Harvey at bars, but alligators and goats . . . !

Next time you get any of that broken down livestock in your room be sure and check their I.D.'s. Betcha' that whole zoo is under age. (And take it easy on the "sauce" from now on. See above what can happen to a good Hollandaise!)

ANSWER MAN

Recipes I Like Best



THE Antlers Plaza's reputation for dining excellence was immediately established when it opened in March, 1967. This reputation continues to be enhanced under the direction of Serge Lauzon who has been the hotel's Executive Chef for almost a year now.

Serge was appointed to the Antlers Plaza staff at the same time he was promoted to his Executive Chef position in April 1970. Previously, he was with the Ilikai in Honolulu for some four years as Sous Chef. It was also at the Ilikai where he joined the WIH family.

Serge Lauzon was born in Montreal, Canada. Except for a brief period at the Chateau Lake Louise in Alberta, all of his schooling and culinary training experiences were in his home city. He apprenticed at the Montreal Culinary Art School and had been employed at the Queen Elizabeth Hotel and the Mont-Stephen Club and the Faculty Club of Montreal.

He is married, has two children, and enjoys snow skiing, ice skating and reading.

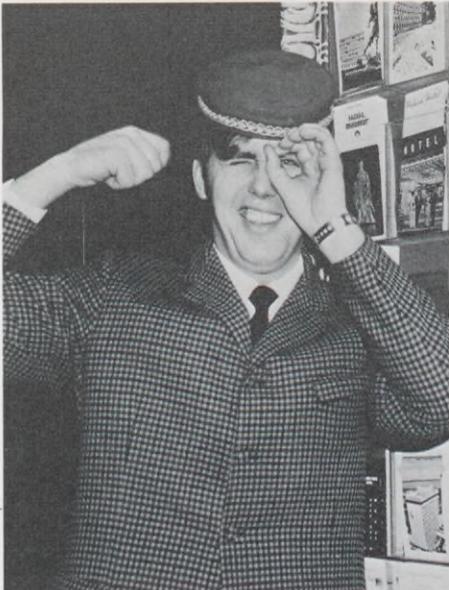
Here is one of his favorite recipes:

CHOCOLATE SOUFFLE

Melt 3 Tablespoons of butter; add 3 Tablespoons of flour in sauce pan; and cook until the mixture turns golden. Add 1/2 quart milk and cook the sauce, stirring constantly, until it thickens. Cool. Add 1/2 lb. melted Bakers Sweet chocolate. Beat 7 egg yolks with 4 Tablespoons of granulated sugar and combine them with the batter. Then beat 6 egg whites until they are stiff, adding one Tablespoon of sugar during the last minute of beating and fold thoroughly and carefully into the mixture. Pour the batter into a buttered and lightly sugared souffle dish (or any deep dish having flat sides) and bake in bain-marie (or sit in pan containing one inch of warm water) in a hot oven (400°F) for 20 minutes. Lower the oven to about 350°F for another 20 minutes. Remove the chocolate souffle from the bain-marie and sprinkle with powdered sugar and serve at once, over Sauce:

SAUCE

In the top of a double boiler, scald one cup of milk. Cream with one-half of one vanilla bean (or 1/2 t. vanilla extract). Whip 4 egg yolks with 1/2 cup sugar and 1/4 teaspoon of flour until the mixture is very light. Add this to the hot milk mixture slowly, stirring vigorously, and return the custard to the top of the double boiler. Cook the custard over simmering water, stirring constantly, until the mixture is thick. Then cool it. Flavor the sauce if desired with any cordial or liqueur.



Making like TV's "ears-and-eyes-of-the-world" man from the Laugh-In show is the Georgia's Klas Fogelklou of the hotel's Accounting Office and "official" FRONT! photographer.

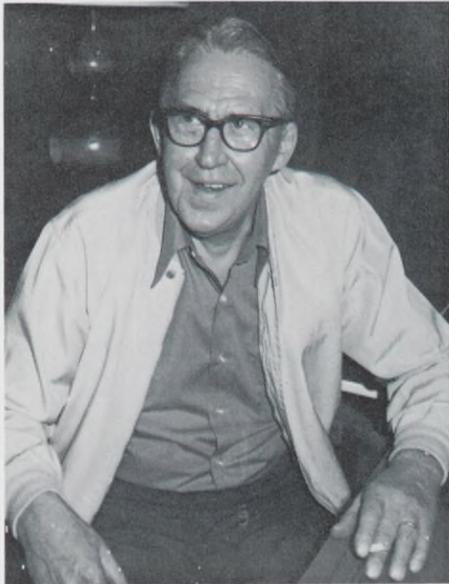


Recently promoted to Assistant Reservations Manager for the St. Francis after two years with WIH is Tom Cortabitarte.



Bonaventure Bartender, Real Philibert, pours a "Coronado", his own drink concoction that won him the hotel's Golden Chalice drink Award for 1970.

PHOTO ALBUM



Manley (Deke) Hernbloom, Chief Engineer at the Northern is that hotel's most recent member of the WIH "Quarter-Century Club."



Laura Greenly, Room Service Cashier for the Bayshore Inn, tallys the day's receipts.



With St. Patrick's Day coming up, Space Needle Waitress, Nancy Journey practices her Irish Coffee service technique.



Some of the Winnipeg Inn's Cafe Lombard crew gather 'round the cash register for the FRONT! photographer—from left: Mand Leylemides, Cafe Assistant Manager; Al Rennie, Cafe Manager; and Dolly Kaiser, Cashier.



The Front Office team at the Antlers Plaza—Front Office Manager, Larry Seward (left), and Assistant Manager, Dave Bosworth—keep it all under control.

FRONT! VISITS THE...

Beef Room

OF THE WASHINGTON PLAZA

JACK SKINNER, Room Manager of the Washington Plaza's Beef Room pointed discreetly towards a nearby table.

"That group is among our regulars," he stated, "and so are those people at that table near the wall. We've established a good following with many of the business people in the area who eat lunch here regularly."

Then he paused to take another sip of coffee before adding, "On the other hand, a greater part of our breakfast and dinner patrons have been our hotel guests."

This was by way of a general breakdown of the types of guests who have been patronizing the hotel's invitingly attractive main dining room. However, according to Jack, this patronage pattern, especially for dinner business, is beginning to change. More and more faces among the lunch and evening crowds are those of local people in the community, including several club groups.

Jack suggests this growing appeal is due in part to some transitional changes that have been taking place in the Beef Room.

"For instance," he explained, "when the Room opened in 1969, the menu emphasis was mostly beef specialties. Now that has all been changed and while our prime ribs and steaks are still very popular items, we have revised the menu so that the guest is now offered a well-balanced selection which includes several types of meat and seafood items."

"FRIENDLY APPROACH"

Jack also pointed out that the somewhat stiffly formal image the room had become associated with had been softened. Credit for much of this is due to the staff. "We emphasize a genuinely friendly approach towards our guests," says Jack, "and this staff attitude has done more than anything else to encourage our repeat business. What we are achieving is a room that radiates a feeling of warmth . . . a room that guests can relax and feel comfortable in while enjoying one of the finest meals in town."

Because the Washington Plaza does not have a separate coffee shop, the Beef Room, with its 170 seating capacity, is a major dining facility. Happily, it

"...a genuinely friendly approach to guests"

adapts very nicely to its all-purpose role.

At breakfast, the Room's sprightly color scheme of yellows, browns and other warming earth tones is cheerfully inviting. At lunch, it takes on a busy, congenial air that is both lively and relaxing. For dinner the lights are lowered, tables are set with linens and full silver service, the staff switches to evening uniform dress and the mood is set for gracious, leisurely dining.

WAITRESS SERVICE

The approximately 25 member staff is mostly female with waitress service at all meals. Breakfast service begins at 6:30 and runs till 11:30 am. Lunch is served until 2:30 pm followed by snack service, until the evening dinner service begins at 5:00. Though full dinner service closes at 10:30 pm, guests may order snacks and sandwiches until 1 pm. The Beef Room has its own kitchen administered by Sous Chef Robert LeBow under the direction of Executive Chef Tony Ruegg. The emphasis is on a varied menu of superbly prepared dishes and, especially for breakfast and lunch, prompt service.



JACK SKINNER, Beef Room Manager, credits a "team effort" for the Room's hospitable, warm image.

The Beef Room is located off the lobby floor adjoining the Oak Room Lounge which is also managed by Jack. The Lounge itself serves a continental breakfast and a limited luncheon menu, and its bar also services the Beef Room in addition to handling room service orders.

The Oak Room "Mini Show," featured from 9 pm to

midnight, has recently been complimented by "the Happening" which offers subdued entertainment during the early cocktail hour. Both entertainment periods have proven to be popular with the hotel's guests.

Jack was appointed Room Manager at the Washington Plaza in August 1970. He was transferred from the Space Needle where he had been that restaurant's Cost Controller and Director of Personnel. Except for a brief interruption when he worked as a restaurant manager for a large store chain, he had been a Space Needle employee since it opened in 1962. Starting as a utility man in the kitchen, he held various positions at the Needle including Chief Steward and Purchasing Agent.

MOST EXCITING

But it is his present position as Room Manager for the Beef and Oak Rooms (and for the downstairs Library bar/lounge) that he finds the most exciting and demanding of his career. Jack expresses high praise for his staff as he speaks of their cooperative spirit and professionalism—accolades which he also extends to the Beef Room kitchen crew. He is especially appreciative of the very capable assistance he receives from Beef Room Hostess, Margaret Miller, who also acts as Assistant Room Manager, and of Dave Roser, Oak Room Host, who often doubles as Beef Room Host.

Jack sums up the Beef Room operation as a part of that same "team effort" for which the Washington Plaza is noted. It is a team spirit that comes through to the guest. It is expressed not only by the Beef Room staff in their service excellence, but even more by their attitude of true hospitality.