

# Front!

June, 1979

WESTERN INTERNATIONAL HOTELS



'WESTERN INTERNATIONAL HOTELS...CINDI SPEAKING'

(Story, page 5)

## on the move

**PETER JACOBY** from director of food and beverage, Edmonton Plaza, to director of food and beverage, Winnipeg Inn.

**WILLIAM CARDWELL** from programmer analyst, Peachtree Plaza, to senior analyst/programmer, WIH Financial Services/M.I.S. Division.

**FRANK RODRIQUEZ** from assistant housekeeper, Williams Plaza, to administrative assistant, WIH Hotel Management Division.

**MICHAEL J. DEIGHTON** from administrative assistant, WIH Hotel Management Division, to senior assistant manager, The Arizona Biltmore.

**DUANE FACKLAM** from rooms manager, Carlton House, to assistant manager/rooms, Detroit Plaza.

**SIRKKA VALIKOSKI** from assistant director of housekeeping, Continental Plaza, to director of housekeeping, Crown Center.

**VICTOR GIELISSE** from sous chef, Space Needle, to executive sous chef, Houston Oaks.

**PATRICK MULLIN** from convention services director, Detroit Plaza, to senior assistant manager, Crown Center.

Inserted into this issue of FRONT! is a reprint of our newest all-properties advertisement.

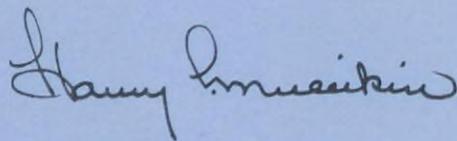
It features, what one might call, our company's "product line"—the 52 properties of our Western International Hotels' family.

As you look through the ad, we think you will agree that our product line is a very impressive one.

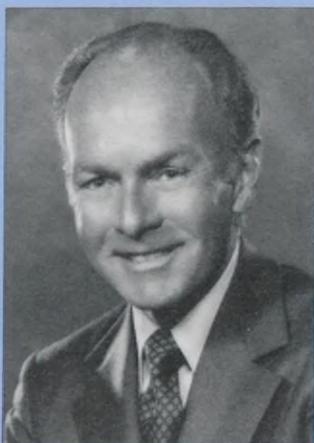
As with any product, however, it's not the packaging that counts as much as the package ingredients. We think that the ingredients we offer in facilities and services are also pretty impressive.

But most impressive of all, and our key ingredient, is the people of Western International. People who, as is boldly stated in the ad headline, can assure the promise of "warm hospitality around the world."

As attractive as are our hotel exteriors and as appealing as our interior facilities and services may be, the one fact still remains. With any WIH hotel it is people who do make the difference. Guest assurance of "warm hospitality around the world" is still the name of our game.



**HARRY MULLIKIN**  
President and Chief Executive Officer



## Front!

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

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

2000 Fifth Ave. Bldg.,  
Seattle, WA 98121



Paula Blanchette receives her scholarship award from Space Needle general manager, James France.



Scholarship winner, Alejandrino Ragasa (center), with Mauna Kea Beach Hotel general manager, Robert Butterfield (left), and manager, Adi Kohler (right).

**P**aula Blanchette, food server at the **Space Needle Restaurant**, and Alejandrino Ragasa, son of Cleofe Ragasa, room service server at the **Mauna Kea Beach Hotel**, were selected as this year's Bruce Pierce Scholarship winners.

Both were presented with \$750 scholarship checks.

For Paula Blanchette, a single parent with a nine-year-old son, the financial aid meant she could continue with her determined educational pursuits. Her vocational goal is to become a registered nurse.

"It just couldn't come at a better time!" Blanchette commented happily when she was notified of her win.

Currently, she is attending Seattle Central Community College as a first-year student on a tuition scholarship from the county medical society. That scholarship, however, is due to expire this month.

In addition to working four nights a week at the Space Needle Restaurant, carrying a full-load of college courses, and making a home for herself and her son, Blanchette also finds time to do volunteer work. This included a stint with The Seattle Battered Women Shelter, and, more recently, with Friend to Friend, a volunteer group involved in nursing home contact.

## Timing ideal for Bruce Pierce scholarship winners

To her credit, in spite of her extremely active daily schedule, Blanchette has maintained a 3.63 grade point average throughout her '78-'79 school year.

Timing was also favorable in Alejandrino Ragasa's case.

A graduating senior at Hawaii's Kohala High School, Ragasa hoped to further his education at the University of Hawaii's College of Engineering at Manoa.

Scholastically, he was a shoo-in. Throughout his high school career, he not only maintained a 4.0 grade point average, but was very actively involved in the school's sports activities and in its political and social affairs.

He is also very ambitious. On his scholarship application, Ragasa noted: "I like to be active and useful to others as well as to myself. I work hard towards achieving my goals because I want to be someone in this challenging world of ours. To me, there is no limit but the sky, and what's in between is left for us to achieve...and I'm going for it!"

The only big obstacle standing in the way of Ragasa's "going for it" ambitions was the financial support needed for his education.

Now, thanks to his mother, Cleofe Ragasa, who picked up a Bruce Pierce Scholarship application form at the hotel where she worked, a door has been opened for Alejandrino Ragasa to enter the University this fall.

Two Bruce Pierce scholarships of \$750 each are awarded annually to WIH employees or their children, who apply and are eligible to attend an accredited school. Applicants must attain at least a 2.5 grade point average to qualify.

Among other considerations, judging of the winners is based on financial need. Five selected corporate staff members independently judge the final applications to determine winners.

The Bruce Pierce Scholarship program was created by WIH as a memorial to Bruce Pierce, a former vice president of the company.

# Diverse group shares in growth experience

Seminar sessions had their serious moments (right) and not so serious (below) as was this role-playing skit presented by Jerry Gunderman (left) WIH director of personnel, and Don McCutcheon, WIH consultant.



**H**ilda Matsuda is **The Ilikai's** reservations manager. Paul VanDrunen is banquet manager at the **Edmonton Plaza**. And Jose Jove is the executive assistant manager at the **Camino Real, Mazatlan**.

Except for the fact that the three are WIH employees in managerial positions, they had shared little in common.

But now, they do.

The three were among the 34 young management people from throughout the company's operations who were attending "classmates" of the 21st annual Management Seminar. This

year's event was held at the Washington Plaza from April 29 to May 4.

As with previous seminars, the "class of 79" represented a wide range of largely mid-management positions. The group also represented widely diverse points of origin—29 hotels, five countries, two WIH division offices (rooms and marketing), one regional sales office (Washington, D.C.), the Central Reservations offices, and Western Service & Supply.

What all 34 attendees had going in their favor prior to attending the seminar, was their demonstrated ability in their respective positions and career advancement potential. This, as much as anything else, was reason for their

selection by their respective managements to participate in the growth experience offered by the seminar.

A major seminar objective is to further sharpen attendee management skills. An intensified five-day schedule of workshops and classroom presentations on all facets of management principles was designed to do just that.

Another objective was to expose attendees to an in-depth familiarization of corporate structure and operations. Approaches to that objective included tours of the various offices plus presentations to the group by corporate division and Western Service & Supply representatives.

This year's seminar was produced by the WIH Personnel Division, under the direction of manager of management development, Dick Blewett, assisted by WIH director of personnel, Jerry Gunderman and WIH consultant, Don McCutcheon.

## Ad campaign set to fly

The message headlining the four-page ad insert is simple and straightforward: "Western International knows what you expect from a great hotel. Warm hospitality around the world."

The presentation is colorful and eye-catching: A mood-setting hotel activity photo-cover introduces the "gallery" of WIH hotels presented inside. On the back cover is a chart listing hotel and meeting facility information.

These elements wrap up Western International's newest version of its highly successful "all properties" ad making its public debut in the July issue of American Airline's **AMERICAN WAY** inflight magazine. (A reprint of the ad is inserted into this issue of **FRONT!**)

Over the next few months, inserts are scheduled to appear in Eastern Airlines' **REVIEW** and Delta's **SKY** inflight magazines. A three-page version of the ad will also appear in Air Canada's **EN ROUTE**.

An international in-flight audience will also be reached by the ad in an American Express-sponsored version that will be appearing in British Airways' **HIGHLIFE**, PanAm's **CLIPPER** and TWA's **AMBASSADOR**.

Inflight magazines were selected for ad placement, according to WIH advertising manager, Barbara Sand, because they provide the ideal medium for reaching the company's target audience market. Sand listed these as the frequent business traveler, travel agents and meeting planners—most all of whom do a good deal of air travel.



## An interview with the Central Reservations Office on the occasion of their fifth anniversary

(Cover photo: Cindi Zantjer, Central Reservations Office agent).

In the supervisor's area, quality control coordinator, Mary Farrell, monitors reservations processing calls.



General view of the reservations processing area.

**O**okay, Omaha, it's your fifth anniversary. So what's the big deal?

Well, first let's get the name straight. It's Western International Hotels **Central Reservations Office**. Omaha is where we're located. And while we admit five years is no big shakes, it's our track record over these past five years—and we say this in all modesty—that'll knock your hat off.

*Sorry about the name bit. And thanks for the warning. Now that I've got a good hold on my hat, can you give me a few modest track record for instances?*

Happy to—thought you'd never ask. A comparison of room nights booked might be a good place to start. During the first six months of our opening—June to December, 1974—we booked an average of 5,400 room nights a month. During the first six months of this year, we booked an average of 142,000 room nights a month. That multiplies to well over 28 times more bookings per month than we were doing less than five years ago.

Now, if you look at it in terms of gross sales comparisons, the monthly average for those opening months was around \$176,000. The average this year has been well over \$8,000,000. Impressed?

*I'm getting there—but there are a couple of facts you neglected to mention. Like the fact that your office staff has grown some since 1974. And the fact that the average transit rate has also increased during the past five years. What have you got to say about that?*

Right on. We opened with eight agents. Today we have about 70 agents plus a number of other people who work such special service areas as the Mexico deposit desk, a Westron update coordinator who processes room rate changes, an offline property and inventory control manager records coordinator and the like.

As a matter of fact, just over two years ago we had to double our operations space. We moved from our original 4,000 square foot office to our present 8,000 square foot office.

But also since opening we've expanded our operations by adding a toll-free number for Alaska and Hawaii, an airlines reservations network, and, of course, we've greatly expanded our Westron activities in Mexico.

And as to the increase in the average transit rate over the past five years, yes, it has gone up. From \$32.66 in '74 to around \$57.00 today.

But staff growth and rate increase figures aside, we can still take a bow for

our record-breaking growth in call processing production. Three years ago, for instance, we scored our first million-call year in December, 1977. Last year we hit that magic number in September. And this year we're confident we'll reach the million mark by August.

Just for the record, by the close of our fifth anniversary date, on June 1 we chalked up 4,542,443 calls handled by this office. If you think of it as over four-and-one-half million little fingers dialing 800-228-3000, or...

*Got it. Now, I am impressed. Oh, by the way, you're stepping on my hat.*

Sorry about that. Here, let me get you a piece of our anniversary cake and a glass of champagne.

*Great. Good grief...that's got to be the biggest cake I've ever seen in my life!*

And that's another thing—compared to the cake we had for our first anniversary celebration...

*Okay, okay—no more of your modest comparison statistics, please. I don't think my hat can stand it. Let me just propose a fifth anniversary toast to all the members of the great central reservations office team.*

*Hmmmm—well now, I didn't know they made champagne in Omaha!*

**Appreciation breakfast**

**Guadalajara**—Members of the CAMINO REAL, GUADALAJARA housekeeping staff gathered for this group portrait recently, following an appreciation breakfast in recognition for their "outstanding and continuous efforts in keeping the hotel impeccably clean." At center is Andres Rossetto, the hotel's general manager, and to his right is Beatriz Sandoval, executive housekeeper.



**Shangri-La goes Scandinavian**

**Singapore**—Throughout the month of April, the SHANGRI-LA almost looked more Scandinavian than Singaporean when it hosted a "Scandinavian Discovery" promotion. The event was jointly sponsored by the embassies of Denmark, Norway and Sweden, Scandinavian Airlines and the hotel. Exhibit displays throughout the hotel featured Scandinavian-designed goods and craft demonstrations such as this glass engraving demonstration by Lars Bonnerson of Sweden's renowned Kosta Boda crystal firm.

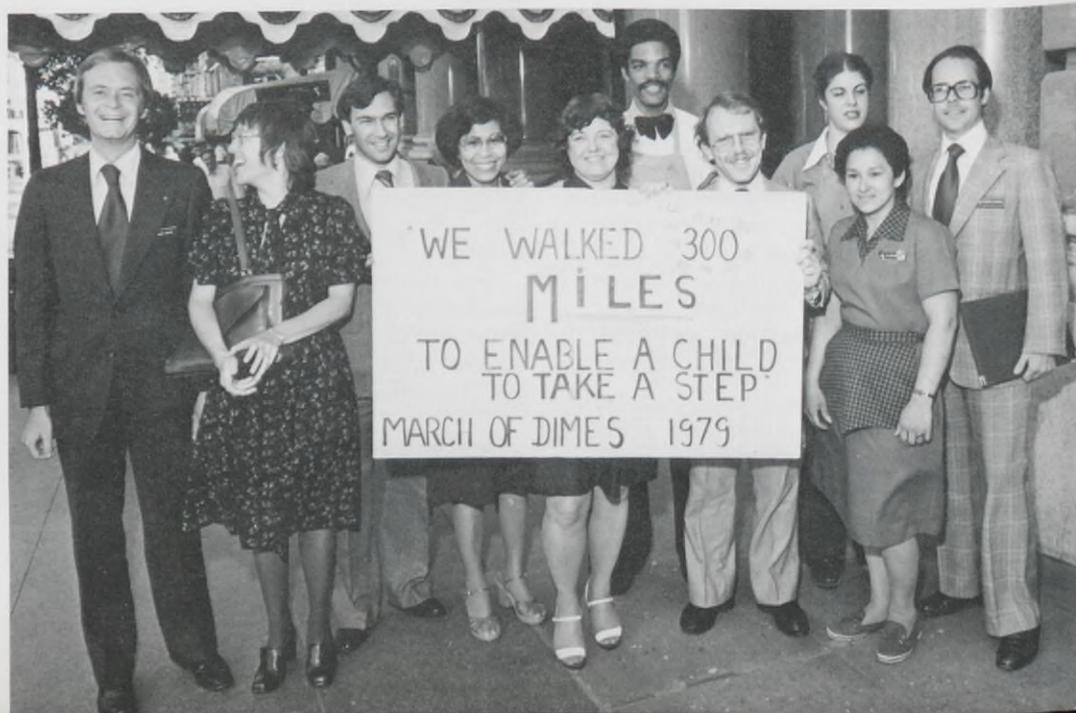


**The way it's done**

**Seattle**—Recently, members of the WIH corporate offices and the Seattle hotels participated in a First Aid Training and Certification seminar. Sessions ranged from cardio-pulmonary resuscitation demonstrations to the treatment of injury victims. Here, Nancy Rogers of the Rooms Division offices practices her arm-bandaging technique on "victim" Dieter De Hann of Western Service & Supply.

**Foot feat**

**San Francisco**—Triumphant smiles and a hand-lettered sign say it all for these representative members of the 18-member ST. FRANCIS staff who participated in a San Francisco March of Dimes Walkathon fund-raising event recently. The walking champs (from left): Terry Tufts, Ann Biernacki, Eric D. Calderon, Cora Valencia, Jean Lofroos, Clifton Rayford, Howard Mutz, Ingrid Wildman, Carmen Rivera and George Marble. Participants not pictured were: Dan Prezioso, Doris Snyder, Karl Peterson, Flora Jackman, Rosemarie Matheson, Gary Everson, Pam Messer and Binh Luu.



# Western International knows what you expect from a great hotel.



# Warm hospitality around the world.



HAWAII, BIG ISLAND  
MAUNA KEA BEACH



HAWAII, HONOLULU  
(Waikiki)  
ILIKAI



HAWAII, MAUI  
(Wailea)  
WAILEA BEACH



HOUSTON  
GALLERIA PLAZA



HOUSTON  
HOUSTON OAKS



KANSAS CITY, MISSOURI  
CROWN CENTER



SAN FRANCISCO  
MIYAKO



SAN FRANCISCO  
ST. FRANCIS



SEATTLE  
OLYMPIC



SEATTLE  
WASHINGTON PLAZA



TULSA  
WILLIAMS PLAZA



WASHINGTON, D.C.  
MAYFLOWER



WINNIPEG  
WINNIPEG INN



DENMARK  
COPENHAGEN  
HOTEL SCANDINAVIA



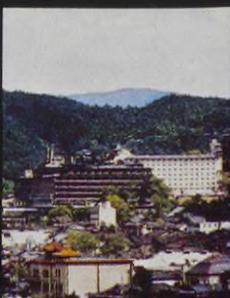
EL SALVADOR  
SAN SALVADOR  
CAMINO REAL



GUATEMALA  
GUATEMALA CITY  
CAMINO REAL



HONG KONG  
KOWLOON  
SHANGRI-LA (Early 1981)



JAPAN  
KYOTO  
MIYAKO



MAZATLAN  
CAMINO REAL



MEXICO CITY  
ALAMEDA



MEXICO CITY  
CAMINO REAL



PUERTO VALLARTA  
CAMINO REAL



SALTILLO  
CAMINO REAL



NORWAY  
OSLO  
HOTEL SCANDINAVIA



**UNITED STATES**  
ATLANTA  
PEACHTREE PLAZA



**CHICAGO**  
CONTINENTAL PLAZA



**CINCINNATI**  
CINCINNATI PLAZA  
(Fall 1980)



**COSTA MESA**  
ORANGE COUNTY, CAL.  
SOUTH COAST PLAZA



**DETROIT**  
DETROIT PLAZA



**DETROIT (Southfield)**  
MICHIGAN INN



**LOS ANGELES**  
CENTURY PLAZA



**LOS ANGELES**  
BONAVENTURE



**NEW YORK**  
THE PLAZA



**PHOENIX**  
THE ARIZONA BILTMORE



**PITTSBURGH**  
CARLTON HOUSE



**PORTLAND, OREGON**  
BENSON



**AUSTRALIA**  
SYDNEY  
WENTWORTH (Affiliated)



**CANADA**  
CALGARY  
CALGARY INN



**EDMONTON**  
EDMONTON PLAZA



**MONTREAL**  
BONAVENTURE



**TORONTO**  
HOTEL TORONTO



**VANCOUVER, B.C.**  
BAYSHORE INN



**TOKYO**  
TAKANAWA PRINCE



**TOKYO**  
TOKYO PRINCE



**MEXICO**  
ACAPULCO  
LAS BRISAS



**CANCUN**  
CAMINO REAL



**GUADALAJARA**  
CAMINO REAL



**IXTAPA**  
CAMINO REAL  
(Fall 1980)



**PHILIPPINES**  
MANILA  
PHILIPPINE PLAZA



**SINGAPORE**  
SINGAPORE  
SHANGRI-LA



**SOUTH AFRICA**  
JOHANNESBURG  
CARLTON



**THAILAND**  
BANGKOK  
DUSIT THANI

**For reservations  
call your travel agent,  
your company  
travel department or  
800-228-3000.**

**WESTERN INTERNATIONAL**



# Everything you'd expect from a great meeting place.

Western International hotels have more than grand traditions of warm hospitality and superb service in common. They're also great places to meet, with expert staffs, outstanding facilities and all the meeting equipment you'll ever need.

The chart below tells the story: number of guest rooms and the theater seating capacity of each hotel's largest meeting room. Your meeting will live up to all your great expectations. Come meet with us soon.

Location	Hotel	Number of guest rooms	Theater seating capacity of largest meeting room
<b>United States</b>			
Atlanta	Peachtree Plaza	1,100	2,500
Chicago	Continental Plaza	747	1,200
Cincinnati	Cincinnati Plaza (Fall 1980)	460	1,100
Costa Mesa, CA (Orange County)	South Coast Plaza	400	1,200
Detroit	Detroit Plaza	1,400	2,931
Detroit (Southfield)	Michigan Inn	425	1,000
Hawaii			
Big Island	Mauna Kea	310	220
Honolulu	Ilikai	800	2,000
Maui	Wailea Beach	350	400
Houston	Galleria Plaza	500	1,426
	Houston Oaks	400	1,200
Kansas City, MO	Crown Center	750	2,000
Los Angeles	Century Plaza	800	3,000
	Los Angeles Bonaventure	1,500	3,000
New York	The Plaza	900	800
Phoenix	The Arizona Biltmore	300	750
Pittsburgh	Carlton House	300	150
Portland, OR	Benson	350	750
San Francisco	Miyako	200	650
	St. Francis	1,200	1,500
Seattle	Olympic	800	1,500
	Washington Plaza	615	1,000
Tulsa	Williams Plaza	400	1,059
Washington, D.C.	Mayflower	440	950
<b>Australia</b>			
Sydney	Wentworth (affiliated)	448	1,250
<b>Canada</b>			
Calgary	Calgary Inn	550	1,400
Edmonton	Edmonton Plaza	350	1,200
Montreal	Bonaventure	400	2,000

Location	Hotel	Number of guest rooms	Theater seating capacity of largest meeting room
Toronto	Hotel Toronto	600	1,300
Vancouver	Bayshore Inn	550	1,000
Winnipeg	Winnipeg Inn	350	1,068
<b>Denmark</b>			
Copenhagen	Hotel Scandinavia	550	1,600
<b>El Salvador</b>			
San Salvador	Camino Real	235	600
<b>Guatemala</b>			
Guatemala City	Camino Real	430	755
<b>Hong Kong</b>			
Kowloon	Shangri-La (Early 1981)	740	780
<b>Japan</b>			
Kyoto	Miyako	480	900
Tokyo	Takanawa Prince	500	1,000
	Tokyo Prince	510	1,200
<b>Mexico</b>			
Acapulco	Las Brisas	300	300
Cancun	Camino Real	256	400
Guadalajara	Camino Real	200	800
Ixtapa	Camino Real (Fall 1980)	450	670
Mazatlan	Camino Real	170	190
Mexico City	Alameda	350	400
	Camino Real	700	2,000
Puerto Vallarta	Camino Real	250	325
Saltillo	Camino Real	90	600
<b>Norway</b>			
Oslo	Hotel Scandinavia	500	850
<b>Philippines</b>			
Manila	Philippine Plaza	700	1,800
<b>Singapore</b>			
	Shangri-La	700	1,400
<b>South Africa</b>			
Johannesburg	Carlton	600	1,200
<b>Thailand</b>			
Bangkok	Dusit Thani	525	1,600

For more information call our regional sales office in your city: Chicago, (312) 337-8105; Detroit, (313) 569-4740; Houston, (713) 629-9780; London, 01-408-0636; Los Angeles, (213) 879-2821; Mexico City, (905) 545-6530; New York, (212) 244-0105; San Francisco, (415) 986-7616; Tokyo, (03) 211-6943; Toronto, (416) 368-1716; Washington, D.C., (202) 223-5530. For individual hotel reservations call your travel agent, your company travel department or 800-228-3000 in continental United States (800-228-1212 in Alaska & Hawaii). In Canada, 800-268-8383 (Toronto, 368-4684).

**WESTERN  
INTERNATIONAL**



Western International hotels is partners in travel with United Airlines.



### Bonaventure goes braille

**Montreal**—In anticipation of the Lions International convention that is being held in Montreal this month, the BONAVENTURE has added braille services for the benefit of the group's 5,000 blind members attending the affair. Earlier this year, the hotel installed braille markings in its elevators. Two months ago, braille menus in both French and English were made available at all the hotel's restaurants. La Bourgade room manager, Richard Dubé (left), and F&B manager, Gebhard Scherrer (right), reflect the pleased reaction of guest braille menu user, Francine Gravel.



### May Day is Lei Day

**Honolulu**—For most of the world, it's May Day. In Hawaii it's Lei Day. And at THE ILIKAI, it's a day of colorful pageantry and festive ceremony as hotel employees honor their elected Lei Day queen and her royal court.



### Accredited wine experts

**San Francisco**—Lon Kellstrom (left), general manager of the MIYAKO, presents diplomas to the hotel's newest group of accredited wine experts. The three (from Kellstrom's left): Gordon Humbert, banquet houseman; Gilbert Wong, restaurant and bar manager; and Daniel Lau, waiter, successfully completed the WIH Wine Education Course earlier this year.



### Welcome to the Needle

**Seattle**—The first freighter from the Peoples Republic of China to call on a U.S. port in 30 years was cause for civic ceremonies in Seattle that included a special luncheon at the city's famed dining landmark, the SPACE NEEDLE RESTAURANT. Peng Deqing (center), vice minister of communications for the PRC is welcomed to the luncheon at the Needle's base by James France (right), general manager of the Space Needle Restaurant.



**Welcome to Expo**

**Atlanta**—Fifteen WIH sales and management representatives gathered at the PEACHTREE PLAZA in mid-April to meet with meeting planners and travel agents from throughout the southeast attending Western International's first South-eastern Exposition. Bill Myles (left) sales manager with the Washington, D.C. regional office; Dave Evans (standing left), WIH vice president/sales; and Larry May (standing right) managing director of the Los Angeles Bonaventure, chat with travel agency attendees (seated right) Pauline Simmons and Joseph Meyer.

**Students 'blitz' Seattle**

**Seattle**—Again this year, as they have for the past several, the three Seattle properties—Washington Plaza, The Olympic and the Space Needle—hosted students of Washington State University's school of hotel administration for a three-day learning seminar/sales experience. The ten-member student group visited the three properties for one day each, making sales 'blitz' calls and attending sales staff meetings. In this round-table meeting with THE OLYMPIC'S sales staff, the students were given the opportunity to offer any ideas and suggestions that might provide some new objective input into the hotel's marketing program.

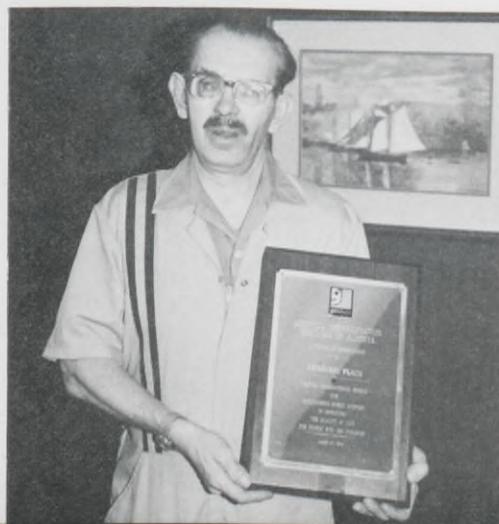


**Golden Gavel first**

**Costa Mesa**—First recipient of the Golden Gavel Award at the SOUTH COAST PLAZA was Carolyn Graps (left), meeting planner for the Association of California School Administrators. Assisting in the presentation were Denise Roberson, catering convention services manager (center), and Larry Torrance, sales manager. The WIH Golden Gavel program recognizes business individuals who are charged with booking and planning hotel group meetings. Golden Gavel pins are awarded and the hotel's employees are alerted to give special consideration to the needs of the pin wearers.

**Goodwill says 'thanks' for good will**

**Edmonton**—The EDMONTON PLAZA was recently honored by the Goodwill Rehabilitation Services of Alberta for the training provided at the hotel's janitorial and housekeeping departments for handicapped men and women referred by Goodwill. The two-year-old program has been so successful, that the hotel has been able to offer full-time positions to many of the participants. Houseperson, Fritz Ansory, a Goodwill referral employee, displays the plaque presented to the Edmonton Plaza which reads, in part, "outstanding public support in improving the quality of life for people who are disabled."



## What you see is what you (ought to) get

It was the newest restaurant in town and everyone was eager to try it.

The location was ideal. Its exterior attractive. The restaurant's warm and comfortable atmosphere was conducive to pleasant dining. The staff, friendly and eager to please.

But most appealing of all was the restaurant's beautifully designed menu with its promise that the best was yet to come.

The full-color illustrations on the menu cover looked almost good enough to eat. Pictured, among other things, was a strawberry shortcake heaped with whole strawberries and whipped cream and a veal dish covered with browned and buttered mushroom caps.

The menu items with their enticing descriptions, were as mouth-wateringly tempting.

The vegetable soup boasted of garden-fresh ingredients. The chef's salad promised tender morsels of chicken breast, to be served with a choice of handmade dressings.

Among entree specialties listed was a choice sirloin steak said to be cut from Black Angus beef, charcoal-broiled and served with an Idaho potato topped with either fresh creamery butter or sour cream.

Desserts included a variety of homemade pies.

Within three months the restaurant folded. Quietly—because there weren't any customers to witness its demise.

Ironically, it was the restaurant's menu that did it in. It simply promised a lot more than it delivered.

No way, for instance, could the re-constituted vegetables in the soup be labeled "garden-fresh." While the steak was tasty enough, it very obviously wasn't charcoal broiled. Butter for the potato was really margarine. The sour cream was an imitation.

And so it went. The "handmade" dressing was a familiar bottled type. And "home" to the homemade pies was an institutional bakery. The mushroom caps on the veal dish turned out to be a mushroom gravy with chopped mushroom pieces.

The whole strawberries, so temptingly pictured on the menu cover, were served sliced and covered with a



"If that's real whipping cream on my shortcake, I'll eat my hat!"

whipped topping instead of whipping cream. And, on the children's menu, the promoted "foot-long" hotdog was short about four inches.

Now—this story is not only highly exaggerated but entirely fictional. The fact is, however, that instances of restaurant menu misrepresentation similar to these do exist—creating a source of no-little irritation to the dining-out public.

It's not that the diner is unaware of the use of certain food substitutes. As a matter of fact, because of their lower caloric or sugar content, many substitutes are preferred. Further, largely because of seasonal reasons, diners realize that some of the food they are served has been preserved by freezing, canning or dehydration.

And, it's very likely that most diners wouldn't give a second thought if the potato on their plate came from Idaho or Maine. Or if the steak, as long as it was of good quality and prepared as ordered from the menu, came from Black Angus or Hereford beef.

The whole point is, what the diner sees and reads on the menu is exactly what he or she should expect to be served.

And that also is the whole point of the "Accuracy in Menu" movement currently being promoted throughout the foodservice industry in the United States.

Menu accuracy has been an issue of foodservice industry concern for some time. Two years ago, the influential National Restaurant Association took a

leadership role on this issue by adopting an "Accuracy in Menu" statement as a membership business practice standard.

The Association also published an "Accuracy in Menus" manual that offered restaurant operators guidelines for the accurate representation, whether in printed form, through illustrations, or through the verbal depiction by employees, of the products they served.

A champion of the cause for menu accuracy at Western International is Peter Blyth, vice president with the WIH Food & Beverage Division.

How do WIH menus stack up? Says Blyth, "On the whole, Western International's menus come clean...they deliver what they promise.

"Occasionally, some very creative menu copywriter may get carried away in describing an item, but it's more like poetic license and not actually untrue. Certainly, no misrepresentation is intended."

Intentional or not, Blyth strongly feels that any menu item description that could in the slightest be considered a misrepresentation should be absolutely avoided. This not only for ethical reasons but, as importantly, from the standpoint of customer satisfaction.

He also noted that menu misrepresentation abuses—particularly in the United States—could conceivably bring on governmental regulatory measures.

"And that," says Blyth, "is something nobody needs."

## She's the one

**Atlanta**—PEACHTREE PLAZA Employee of The Year for 1978 honors went to Marie Wagner, administrative clerk with the hotel's stewards department. Bill Bryant, Peachtree Plaza managing director, offers his congratulations and a plaque in recognition of Wagner's achievement.



## Life saver

**Wailea**—The life of a scuba-diving guest of the WAILEA BEACH HOTEL was saved thanks to some fast rescue action taken by Dave Evans, WIH vice president/sales (left). As the incident was reported to Gil Gilliland (right), the hotel's director of security, the guest had panicked when he lost his mouthpiece while underwater. Then, upon surfacing, the guest bumped his head against a coral outcropping and lost consciousness for a few moments. Evans, who was swimming nearby, responded immediately to the situation and pulled the guest to shore where further emergency aid was provided.



**Comings and goings**—and, particularly, goings—of transferred WIH personnel usually calls for a party-time gathering of staff well-wishers. While these occasions may have their serious—even sentimental—moments, the focus is on fun. Some recent “goings”:

A king-sized bottle of French champagne was presented to Larry Magnan from the SHANGRI-LA staff at a farewell cocktail reception honoring his promotion and transfer from hotel general manager to WIH vice president. The delighted Magnan immediately uncorked the bottle and shared the contents with the group.

After 14 years with the BAYSHORE INN, former executive assistant manager, Steve Halliday (right) recently moved to the Hotel Toronto as manager. But Halliday will have no trouble keeping “in touch.” A painting of Coal Harbour as seen from the Bayshore Inn was presented to him by the hotel's staff at going-away party ceremonies. With Halliday (left) is Denis Forristal, Bayshore Inn general manager.



Because of his reputation for working late hours and often dining by himself, a table-for-one gag setup, including some appropriate commentary by Alberto Andrade, senior assistant manager (background) sparked Tom Heder's farewell affair at the CONTINENTAL PLAZA. Heder transferred from that hotel's executive assistant manager to resident manager at the Peachtree Plaza.



# celebrities



**Detroit**—U.S. First lady Rosalyn Carter, at the DETROIT PLAZA to attend a Democratic Party fund-raising event, lends an attentive ear to Hermann Gammeter, the hotel's manager, who welcomed her to the Detroit Plaza and escorted her to the affair.



**Calgary**—On a cross-country campaign trail earlier this year, Canadian Prime Minister, Pierre Trudeau (left), made a stop-over at the CALGARY INN to find a welcome greeting from the hotel's general manager, Arthur Oades (right).



**New York**—Ed Asner, television's "Lou Grant" (right), shares a few laughs with some old buddies at THE PLAZA —Major Savino (left), the hotel's security chief, and Tom Mylonas, front desk manager.

**Houston**—Film star, George Hamilton, a recent guest at the GALLERIA PLAZA while in Houston to promote his Dracula spoof, "Love at First Bite," obviously enjoys the company of fans, Suzie Weigel (left), F&B secretary, and Bridget Cole (right), marketing secretary.



## inn basket

**TUNE-IN TOUR**—Guests of the Sheraton Inn-Northwest in Minneapolis are treated to a tour of the hotel by simply tuning in on their in-room TV movie channel. Before the featured showtime, a three-minute commercial flashes on screen that starts off with a welcome by the general manager. The general manager then conducts viewers on a highlight tour of the hotel's food and beverage outlets and recreational facilities. As an additional guest service, the spot concludes with a run-down of visitor attractions and event happenings around town.

\* \* \*

**WHAT'S IN THE SYMBOL?**—Okay, class...everybody recognizes the WIH company symbol pictured here. Right? And everybody knows what the symbol design means. Right? Uh...well, for the benefit of a couple of you that responded, "Wrong," here 'tis as reported in FRONT! in 1964 when the new symbol was introduced: "The complete unit implies the letter 'W' initialing the word 'Western' and, at the same time the word, 'welcome.' The inside circle denotes the world globe recognizing the ever-increasing role of the company's expanding international hospitality." Simple—wasn't it? Betcha' knew it all the time!



\* \* \*

**UNSCRAMBLE**—Earlier this year, WIH ads promoting the Wailea Beach Hotel featured a "scrambled hotel" contest. To the first prize winner went a week's room for two at the Wailea Beach Hotel plus round-trip air fare and \$500 cash. WIH employees and their families were not eligible to enter the competition. However, for FRONT! puzzle fans who might enjoy the unscrambling challenge, the WIH hotel names exactly as they appeared in the ad contest are listed below. Sorry, no prizes, but we do provide the answers. No fair peeking until you're scrambled out:

1. AROIDLZAETTP
2. OTELAZAACNIPNNLT
3. AWHNISAZAGOPNLT
4. ABEHRIIMNOTAZOLRET
5. ERPZALGALAALI
6. ACIRFNTSS
7. NAOLCIREMANACCUN
8. ZETPAHAL
9. ORLETNOTOHOT
10. SLBAVLOUEENERAGENSOTN
11. HAOPLNHVAITCNISEAODANEENCG
12. IASLARHGN

ANSWERS: 1. Detroit Plaza; 2. Continental Plaza; 3. Washington Plaza; 4. The Arizona Biltmore; 5. Galleria Plaza; 6. St. Francis; 7. Camino Real, Cancun; 8. The Plaza; 9. Hotel Toronto; 10. Los Angeles Bonaventure; 11. Hotel Scandinavia, Copenhagen; 12. Shangri-La.

\* \* \*

**ADD FOUR STARS**—With an AAA Five-Diamond rating already to its credit (FRONT! March, 1979), the **Bayshore Inn** now proudly claims yet another prestigious rating honor. This from the Mobil Travel Guide folks who have rated the resort hotel as a Four-Star Award winner. Four stars in Mobil Travel Guide language translates as "outstanding—worth a special trip."

\* \* \*

**PARTING SHOTS**—Word from the United Air Lines Employees' Credit Union that the maximum savings allowable per member has been increased from \$15,000 to \$20,000. (We may be off base, but we have the feeling somehow that this item may be of very limited concern)...If your summer swim suit hasn't already told you, here's an easy way to determine if you should be shedding pounds. Subtract your waist measurement from your height (in inches and without shoes). If the remainder is 36 or greater, you're okay.



### WINNIPEG INN-ers

FRONT! correspondent for the Winnipeg Inn is Penny Brookes. You can contact Penny at the hotel's executive offices with your input for FRONT! (All other WIH people, submit FRONT! items to your local correspondent listed below):

Alameda, **Pablo Torres**. Bayshore Inn, **Gordon Stewart**. Benson, **Debbie Spellecy**. Bonaventure, **Claudia Couture**. Calgary Inn, **Michelle Wall**. Camino Real, Cancun, **William Sproul**. Camino Real, Guadalajara, **Nelly de Garcia**. Camino Real, Guatemala, **Evelyn Davidson**. Camino Real, Mazatlan, **Carlos Claverie**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Eduardo de Lima**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Carlton, **Lydia Wissing**. Carlton House, **Cynthia Durler**. Continental Plaza, **Audri Adams**. Crown Center, **Becky Gapp**. Detroit Plaza, **Carole Schultz**. Edmonton Plaza, **Joanne Cass**. Galleria Plaza/Houston Oaks, **Esther Feinerman**. Hoteles Camino Real, S.A., **Francisco del Cueto**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Liv Herud**. Hotel Toronto, **Pat Samson**. Ilikai, **Valery Satin**. Las Brisas, **Oscar Cruces**. Los Angeles Bonaventure, **Mary Jordan**. Mauna Kea Beach Hotel, **Stella Akana**. Mayflower, **Nancy Cummings**. Michigan Inn, **Bill Arthur**. Miyako, S.F., **Allison Gellatly**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Mauritsen**. Shangri-La, **Jane Seet**. South Coast Plaza, **Sandie Pratt**. Space Needle, **Nancy Watson**. St. Francis, **Lindbergh Valentin**. The Arizona Biltmore, **Anne Mello**. The Plaza, **Thé Deprez**. Wailea Beach Hotel, **Valery Satin**. Washington Plaza, **John Poquette**. Williams Plaza, **Al Wrinkle**. Winnipeg Inn, **Penny Brookes**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WIH Reservations Center, **Andy Gyure**. WS&S, **Nancy Newman**.