

Front!



August 1975

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



South Coast Plaza Opening This Month

Disneyland. Marineland. Movieland. The Century Plaza. These and dozens of other Southern California super attractions are the minutes-away neighbors of Western International's newest "hospitality land" attraction . . . **South Coast Plaza.**

The exciting 17-story, 400-room mini-resort hotel is . . .

(continued on page 2)



During these summer months our guests include a number of vacationing travelers.

Whether they come from abroad, the far corners of the country, or just across town, they all have one "vacation plan" in common.

They want to relax, have fun, and enjoy themselves to the fullest. Most of all, they want things to "go right."

What they don't want is an encounter with a "spoiler" . . . the individual who, by a negative action or attitude, can dampen their holiday mood.

Such an encounter may be with a grumpy parking attendant, a couldn't-care-less-about-your-problems desk clerk, a cold and unfriendly dining room hostess, or similarly indifferent or inhospitable individuals.

Or, it could be any one of us momentarily caught up in a bad mood, or who are "too busy" to be helpful or considerate.

True, "spoil-ers" are rare and their contacts with guests may be brief ones. But somehow they seem to leave the strongest impressions.

In fact, it usually takes quite a lot of pleasant smiles, friendly words and attentive actions to soften a single "spoiler" encounter.

For our vacationing guests — and for all of our guests — the responsibility for seeing to it that things do "go right" for them throughout their stay belongs to each of us. That responsibility begins, simply, with a friendly smile.

LYNN P. HIMMELMAN
Chairman

HARRY MULLIKIN
President



. . . located in Costa Mesa, the heart of California's Orange County coast.

Like all WIH properties, the South Coast Plaza has been designed to reflect the most attractive aspects of its community's life style.

Throughout the hotel, the atmosphere is one of deluxe quality in decor and facility appointments, yet with an air that is "California casual."

A hotel focal point is a 20-foot waterfall that cascades from the Games Deck to the Garden Court. Recreational features of the Games Deck area include a huge outdoor swimming pool, paddle tennis and badminton courts, putting green, a children's play area, and four tennis courts.

A garden atmosphere sets a relaxing tone for Alfredo's — the hotel's fine dining room that features a continental cuisine.

The more casual Orange Grove Cafe, with its waterfall view, offers early morning to midnight meal service.

Limited dining is also featured in the exotic Blue Parrot entertainment room. Other lounge facilities include the Galleria Bar and Lobby Court Bar.

The South Coast Plaza's "hospitality land" attractions are aimed towards pleasing business guests as well as the pleasure traveler and family groups.

The hotel's modern, fully equipped meeting facilities include 16 function rooms, plus a ballroom that can accommodate up to 900 people . . . and even the Games Deck may be reserved for poolside receptions.

To South Coast Plaza staffers, a warm welcome to our Western International family!

Front!

A monthly publication by and for employees of
Western International Hotels

GABE FONSECA Editor
PAT CAREY Associate Editor
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LITHO IN U.S.A.

Student-employee wins Abel Scholarship



Scholarship winner Susan Quartermaine with St. Francis Director of Personnel, Bob Thunholm.

A typical day for Susan Quartermaine might find her rising at 5:30 a.m.; answering classroom questions on hotel financial management by mid-morning; advising a St. Francis employee on medical benefits that afternoon; and hitting the books for a following day's exam by 11 p.m.

Exhausting as such a busy daily schedule may seem, the dedicated and hard-working young woman actually thrives on it. For one thing, she views it as good training for her proposed hotel career.

Susan is a full-time, second semester student at City College of San Francisco where she is majoring in hotel and restaurant management.

Since she is entirely self-supporting, Susan is financing her schooling by working at the St. Francis as personnel records assistant to Personnel Director Bob Thunholm.

For Susan, the opportunity to work in a hotel atmosphere, and with San Francisco's most prestigious hostelry at that, was a "lucky break."

Recently Susan benefited from another — and well deserved — "lucky break." She was selected as the 1975 recipient of the Willard and Hazel Abel Scholarship fund as provided through the City College of San Francisco, Hotel and Restaurant Division.

The annual City College scholarship fund, available to qualified WIH employees or their children, is sponsored by Willard Abel, WIH senior vice president (retired) and his wife Hazel.

Further details for admission to the Hotel & Restaurant Division of

the City College of San Francisco and the Willard and Hazel Abel Scholarship are available from the chairman of the department: Mr. Lawrence Wong, 50 Phelan Avenue, San Francisco, California, 94112.

on the move

DONALD ANDERSEN, formerly controller at Olympic, now controller at Hotel Scandinavia, Oslo.

ALBERT ANDERSON, formerly internal auditor at WIH Accounting Division, now controller at Olympic.

NIVAT CHAINARONGPINIJ, formerly assistant manager, front office at Olympic, now assistant F&B analyst at Calgary Inn.

THOMAS CORTABITARTE, formerly senior assistant manager at Anchorage-Westward, now senior assistant manager at Continental Plaza.

JOETTE GEIS, formerly assistant director, housekeeping at Michigan Inn, now assistant director, housekeeping at South Coast Plaza.

PATRIC HANSON, formerly sous chef at Olympic, now sous chef at Washington Plaza.

JOSEPH HUBER, formerly management trainee, F&B at Bonaventure, now cost control supervisor at WIH Food & Beverage Division.

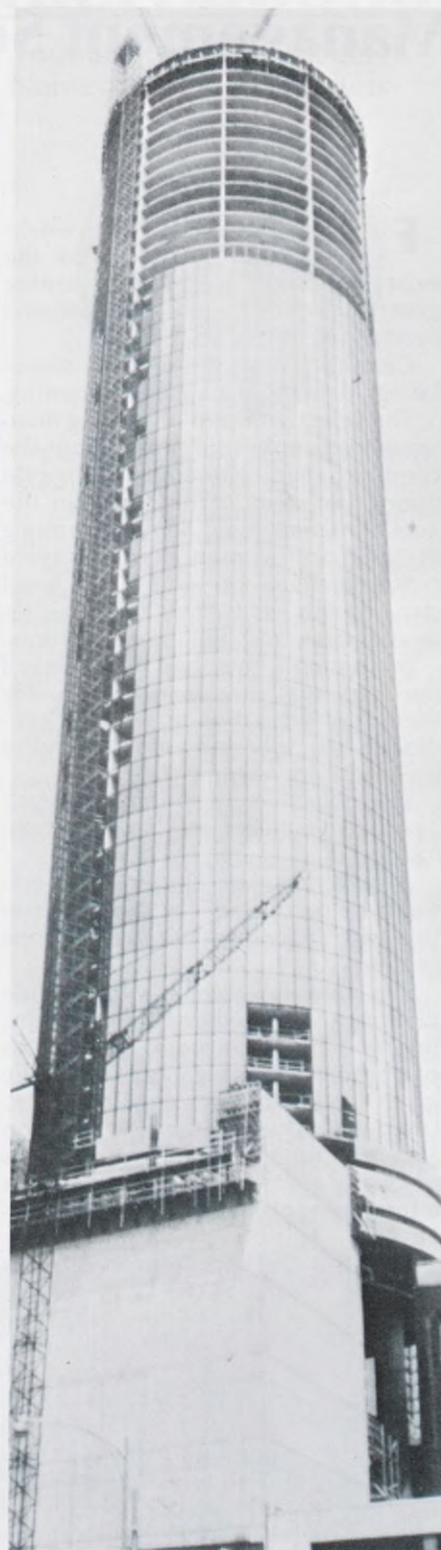
INGE KRIEG, formerly director of housekeeping at St. Francis, now director of housekeeping at Peachtree Plaza.

RONALD OLSON, formerly management trainee at St. Francis, now assistant manager at Miyako, San Francisco.

ERNEST PONCE DE LEON, formerly regional sales manager at WIH Mexico Office, now sales manager at Los Angeles Regional Sales Office.

MICHAEL SANSBURY, formerly management trainee at Crown Center, now administrative assistant at Detroit Plaza.

JEAN SPAULDING, formerly tour/travel manager at Mayflower, now sales manager at Peachtree Plaza.



Reach for the top(ing)

This photo of the Peachtree Plaza was taken in late June with construction of the top seven stories of the world's tallest hotel yet to go. By mid-July, all guest room floors had been completed and work had begun on the rooftop restaurant levels. Topping off of the 70-story Atlanta property is scheduled for late August with a January 1976 opening targeted.

Management Seminar is attendee 'eye-opener'

For the 34 attendees, the week-long seminar was perhaps the most personally benefiting learning experience they had yet encountered during their WIH careers.

Certainly, it was the most stimulating, demanding and eye-opening.

The select group of promising management people from throughout the company had gathered in Seattle during the week of July 6-11 for the annual Management Seminar. Among the men and women attendees were representatives of almost all hotel departments, as well as from the regional sales and the Seattle offices.

In common, they had all displayed the potential necessary to qualify them for nomination as Seminar candidates by division offices and/or their hotel management.

The objectives of the annual Management Seminars are basically twofold.

An overview of corporate operations — particularly as they interrelate with individual hotels — is one of them.

This overview began with a slide film history highlight of the company, followed by an introductory analysis of corporate organizational structure given by Senior Vice President C.R. Lindquist. The subsequent division and executive office presentations gradually pieced together the various interrelating operations for the attendees.

As Carol DeLapp, Benson director of sales, expressed it, "I had some idea of how the divisions operated and knew something about their responsibilities, but the full relationship between all these corporate office operations and the individual hotels was still kind of vague. To discover how it all functions together was very enlightening. It gave me a whole new perspective. I wish everyone could have the opportunity to experience these sessions!"

The second Seminar objective — and requiring the most demanding delegate participation — was revealed in those sessions aimed at sharpening management skills.

A combination of workshop-type sessions, overnight "homework" assignments, presentation exercises and quizzes focused on such management leadership role techniques as delegating, planning, managing, motivating and communicating.



(Above) A "how-to" session, is (below) followed by a quiz.



Clearly it was the mini-session on transactional analysis as presented by authority Domenick Portolease, president of Portolease Leadership Studies, that proved to be the most rewarding to the delegates. (Transactional analysis is a technique which attempts to analyze human behavior by studying the various types of personalities we assume in communicating with others.)

Representative of the group's reaction to this session was this enthusiastic evaluation from Mayflower Front Office Manager Brad Jencks, "I thought it was extremely beneficial . . . not only a great help in my relationships with others, but personally, it has given me a much better understanding of my own behavior."

Largely credited for producing this year's Seminar was Dick Blewett, WIH manager of management development, working in conjunction with WIH Director of Personnel Gordon Schneider and WIH Management Consultant Don McCutcheon.

At the conference's conclusion, Blewett rated the group as "one of the most responsive" he had ever worked with.

From the attendee viewpoint, delegate Jim Weiss, WIH tour and travel manager, evaluated the week's learning experience as "an excellent opportunity to gain a most complete overview of WIH operations in all divisions, and to better understand

working relationships." He added, "I was most impressed with the caliber and commitment of all participants."

18,000*
ways to
CONSERVE ENERGY.

One of them is
YOU!

*Our employees world wide.

Place Your Bets on Camino Real

Tour and Travel Manager
Named for Mexico Hotels



Recently, all of the WIH hotels in Mexico joined forces to sponsor the "Camino Real Handicap" — an afternoon of horse racing at the Mexico City race track.

Executives of major accounts from throughout Mexico were honored guests of the hotel group and were feted at a gala luncheon at the track's exclusive Jockey Club.

Hotel members dressed in traditional Ascot garb — tails and striped trousers for the men, and ankle-length dresses and straw hats for women — welcomed guests as they arrived, and ushered them to the terrace overlooking the race track.

Other employees, including hotel bellmen, circulated among the tables and placed bets for guests during the ten-race event.

Each of the races was named after a particular hotel, with the major race named after the Hoteles Camino Real S.A. Executive Offices.

The occasion gave the executives of the various hotels an opportunity to visit leisurely with their guests and to further good will relations with them in a non-business atmosphere.

Among those acting as hosts for the event and pictured from left are: Luis Aguilar, director of sales, Camino Real, Puerto Vallarta; Pedro Jimenez, sales manager, Alameda; Ulrich Schwartz, vice president marketing, WIH Mexico; Ramiro Reina, sales manager, Acapulco Malibu; Jesus Careaga, administrative assistant, WIH Mexico; Teresa Torres, account executive, WIH Mexico; Guillermo Guidimin, sales manager, Ca-

mino Real, Cancun; Javier Gorozpe, director of sales, Camino Real, Puerto Vallarta; Rafael Roller, regional director of sales, WIH Mexico; Elia Calderon, sales manager, Camino Real, Tampico; William Godfrey, director of sales, Camino Real, Cancun; Francisco del Cueto, account executive, Camino Real, Cancun; Jorge Lozada, account executive, Camino Real, Cancun; Manuel Escalante, director of sales, Camino Real, Mazatlan; Ernesto Ponce de Leon, director of sales, WIH Mexico; Maruca Tous-saint, reservations supervisor, WIH Mexico; Enrique Prieto, sales manager, Camino Real, Mexico City.



Recently joining the staff of the Mexico WIH offices in Mexico City, is Jose Jove, appointed as Mexico tour and travel manager.

Major responsibilities of the newly created position include the coordination of tour and travel activities for all the WIH properties throughout Mexico, and the maintenance of a communications liaison with the Tour and Travel office in Seattle.

A ten-year hotel industry veteran, Jose began his hotel career as a bellman in a Guadalajara hotel. Subsequently, he has held a variety of hotel positions — largely in sales — with a number of hotel companies in Mexico and Europe.

Prior to joining WIH, Jose was international sales representative for Holiday Inns/Mexicana. In this capacity, he was in charge of promoting group business from Mexico to hotel chain properties outside the country.

An additional responsibility anticipated by Jose is his supervision of the WESTRON reservations system in Mexico, which will replace the present Hotelectron system later this fall.



Spring Fevered Session

Copenhagen — Scheduled was the weekly meeting for the HOTEL SCANDINAVIA, Copenhagen Rooms Department staff. The late spring day was warm and sunny. Then, someone lightly suggested that the meeting should really be held outdoors. That got the quickest decision to be made during the entire meeting. Before anyone could say, "Hans Christian Anderson," the "spring fevered" group had rallied 'round a picnic table in the hotel's gardens.

'Now— BRING ON THE GUESTS!'

There you are . . .

You've got this brand, spanking new hotel on your hands that's just two or three weeks away from completion.

You and your on-line management staff have been hard at it for months. But that final push towards targeted opening is going to be the wildest yet!

There are dozens of details and operations procedures yet to be worked out. Interruptions from unexpected problems or crises that "must be attended to immediately" are happening more frequently.

To top it all, working conditions are at their worst.

You and your staff have just moved into the hotel and are attempting to settle into the not quite completed offices and working areas. Construction noise and workmen activity add to the general air of busy confusion. And though working days are long ones, they seem to be slipping by much too rapidly.

Meanwhile, the locally hired department staff members are scheduled to report for pre-opening training. A lot of time and effort has gone into interviewing and screening just the right applicant for each job position. One of your prime concerns is to develop a staff, as well trained as possible, to service your guests from the moment the hotel opens.

Your problem . . . your management team members just can't spare the full-time effort needed for conducting the various training classes.

But wait! To your great relief, there IS help on the way!

Soon your hotel becomes invaded by new, but very familiar faces.

They are the WIH opening assistance staff — a selected group of experienced professionals that have been pre-assigned to your hotel. They come from the corporate and division offices in Seattle, as well as from a number of hotel properties.

Their task is to conduct, or assist wherever they can, in the training of new employees according to their

specialized capabilities. They work with the hotel's on-line staff members in the kitchens, housekeeping, at the front desk, or wherever else their assistance and services are needed.

Thanks largely to this "little help from some of your friends" opening day is a socko success! You're in business and functioning smoothly with a well organized, well trained hotel team.

Now . . . **bring on the guests!**

While most of the opening assistance people will return home once the hotel opens, others may remain for some days afterwards to give whatever additional assistance is needed as the property becomes operational.

Most recently, WIH opening assistance teams were doing their "to-the-rescue" thing prior to and during the openings of the Hotel Scandinavia, Oslo and the Hotel Toronto.

Pictured on these two pages are some of the activities that involved the pre-opening crew assigned to the Hotel Toronto.



Sharyn Cole, Peachtree Plaza personnel manager (seated) assists the Hotel Toronto's Director of Personnel Rose Jefferson (far right), with job applicant interviews.



Jim Wilson, WIH director of front office operations (right), supervises a WESTRON training session conducted by Hotel Toronto Reservations Supervisor Barbara Fuller for Reservationist Marie Lofranco (seated).



Wayne Bodington (seated) Hotel Toronto Controller, receives accounting procedure input from (left to right), Bill Moffatt of WIH, Ltd., Vancouver, Walt Ketterling, controller at the Peachtree Plaza, and Keith Harmon, F&B cost controller at the Crown Center.



Hotel Toronto Bartender Neil Clarke (center) is briefed by Michigan Inn staffers, Beverage Manager Bob Laskaris at left and at right, Bar Manager Bill Webb.



At the front desk, David Yip (left) director of guest services for the Calgary Inn, reviews bellmen procedures with the Hotel Toronto's Front Office Manager Richard Helfer, and Director of Guest Services James Yee.



Reviewing kitchen equipment with Hotel Toronto Executive Sous Chef Vlastimir Lebeda (center) are Western Service & Supply members, Ken Lamoreaux (left), food facilities designer and Lorene Walter, furniture, fixtures and equipment coordinator.



Hotel Toronto Director of Housekeeping Rosemarie Matheson (left) and Inge Krieg, director of housekeeping for the Peachtree Plaza, instruct a hotel maid on the linen check-out procedure.



Assisting Hotel Toronto Director of Purchasing Bob Poupart (right) with supplier contacts and department procedures is John Rampone, director of purchasing, WIH, Ltd.



Guess Who Cleaned The Plaza

New York — THE PLAZA fairly dazzles the eye these days since workmen have completed a top-to-toe soot removal scrubdown. The "Guess Who's Cleaning The Plaza" sign posted on the temporary traffic protection wall at the front entry, follows up on the original "Guess Who Moved into The Plaza" promotion announcing Western International's takeover earlier this year.



Uh . . . Got Any Sugar Cubes?

Los Angeles — Kojak, a miniature thoroughbred, draws the admiration of CENTURY PLAZA Lobby Court Waitress Susan Isabella while on a recent visit to the hotel. This rare horse breed is considered extremely valuable. Recently a miniature, similar to Kojak, sold for \$40,000.



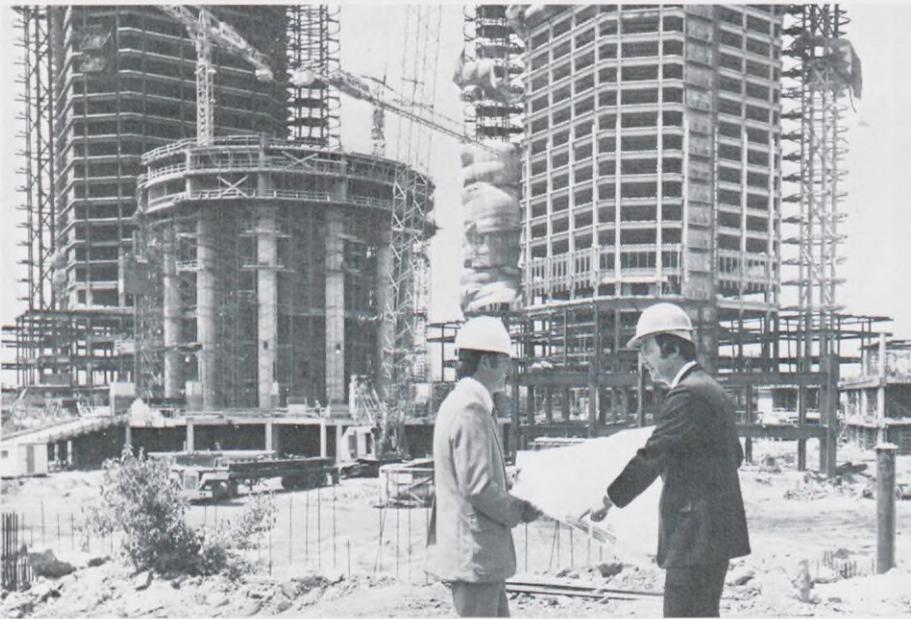
Let Your Fingers Do The Selecting

Seattle — Recently introduced at the OLYMPIC's Golden Lion restaurant are Braille menus for blind dinner guests. Louis Zalesjac (left), Golden Lion manager, and the hotel's F&B Director Peter Egner examine one of the new menus.



Hardhats and Champagne

Detroit — Four Detroit ladies were the high bidders in a television station fund-raising auction that won them a unique champagne luncheon at the DETROIT PLAZA's "Celebration Room." The hard hatted gourmet affair was held on the most recently completed floor of the under construction hotel and was followed by a tour of the site. Surveying the hotel's very first dining guests were sales staffers (from left): Ron Olstad, Ted Urban and Larry Stephan.



'Mr. Convention U.S.A.' Gets a Preview

Detroit — Larry Stephan (right), director of sales for the DETROIT PLAZA orients hotel site visitor R. William Taylor on construction progress. Taylor, general manager for the Society of Manufacturing Engineers, is also current president of the American Society of Association Executives and as such is recognized as "Mr. Convention U.S.A.!" The photo, taken in mid-June, depicts the pouring of guest floor levels above the hotel's nine-story podium lobby. Anticipated opening for the Detroit Plaza is May 1977.



Partnership Produces Prize Photos

San Francisco — Sal Hernandez, top flight photographer for United Airlines based in San Francisco, also occasionally handles photographic assignments for some of Western International's hotels. Recently Sal's "partnership" photo activities won him two major competition prize awards from the Professional Photographers of the Greater Bay Area group for color photos he had submitted. To Sal's left, his shot of the Oak Room at the St. Francis earned him an Award of Merit. At right is the Miramar's lavish Theatre Restaurant, for which he received a Gold Award.



WIH Wins Ad Awards

Seattle — Nancy Vetter, WIH advertising department assistant, displays the two advertising award plaques recently presented to WIH and its ad agency, Cole & Weber, Inc., by the American Advertising Federation (Western Region). The Special Merit award was for the "More Mexico for Less" campaign, and the Second Award plaque was for the "800 number" announcement (Dial soap) program.



Basil and Friends

Portland — Always the gracious host, BENSON General Manager Basil Miaullis happily consents to pose for a photo with two recent hotel guests — Messrs. Mickey Mouse and Pluto. The Disney character pair were among the star attractions participating in Portland's renowned Rose Festival celebration.



"The customer is always right . . . but a Big Mac!"
(H. Kwong Tso, cook, The Plaza.)



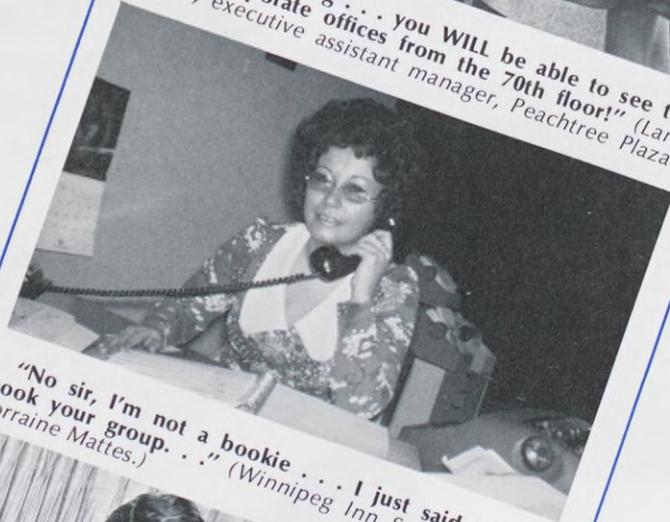
"Watch it . . . you're being followed by a hungry ice cube!" (Washington Plaza Catering Manager Seth Hill and Banquet Waiter Charles Bible.)



"If you think THAT's funny, wait 'til you hear the punch line!" (Cosmopolitan Executive Secretary Barbara Ulsser and Controller Daryl Francis.)



"I'm not kidding . . . you WILL be able to see the Seattle corporate offices from the 70th floor!" (Larry Dustin, executive assistant manager, Peachtree Plaza.)



"No sir, I'm not a bookie . . . I just said I could book your group. . ." (Winnipeg Inn Sales Secretary Lorraine Mattes.)



" . . . and another thing, I think you're using too much starch on your collar!" (Ilikai Executive Assistant Manager Hermann Gammeter and Constane Ines of housekeeping.)



"Sure chef, European wines are O.K., but you should try the stuff my brother-in-law makes." (Century Plaza Executive Chef Walter Roth and Bill Wells, purchasing agent.)

Our nutty photo-caption editor strikes again!

The Thurston-Dupar Award spotlight focuses on . . .



VALERY SATIN, guest services director for the Ilikai, wins the approving applause of her "boss," General Manager Bill Hulett. She was verbally applauded for "her spirit, enthusiasm and energy in everything she does" in her relations with guests and her fellow employees.



EVELYN MURRAY, assistant housekeeper at the Cosmopolitan, receives her Award plaque from Gordon Bass (vice chairman, retired). A 20-year veteran of the hotel and busy mother of six, Evelyn was acknowledged for her devotion to her job, to the well-being of her guests, and for her friendly, cooperative attitude.



WILLIE JONES, Continental Plaza doorman, receives a special bonus — a bouquet of roses for his wife — from General Manager Peter Martin. According to the hotel's selection committee, "Willie epitomizes the desirable qualities of a doorman — consistently warm, welcoming, and willing to meet all guest requests."

Secretary or singer . . . Nina is tops



During the day she is the model secretary. Efficient and business-like, yet warmly personable.

In appearance she is attractively groomed. Her office wardrobe is not only appropriate but smartly tasteful. She wears glasses. More often than not, however, they will be pushed back onto her dark hair which has been neatly brushed back in a bun.

She answers to the name of Nina Rapozo. She is the executive secretary to Ilikai General Manager Bill Hulett.

Most nights after office hours, Nina will be found at home doing all the housewifely things a wife and mother of three teen-aged children ordinarily does.

Then there are other nights when Nina takes on yet another role — and, another name.

Now as Nina Kealiwahamana, she stars in the entertainment spotlight. Gone are her glasses. Her hair falls loosely at the back. A long flowing Hawaiian gown replaces her office attire, and draped around her shoulders is a colorful floral lei.

As the band switches to a traditional Hawaiian melody number, Nina brings the hand mike to her lips, and out pours one of the sweetest, lilting soprano voices in Hawaii. The audience loves it and begs for more.

That scene could be at the Ilikai's popular Canoe House, or at a number of other top entertainment rooms in Honolulu where Nina Rapozo Kealiwahamana has been delighting

audiences for a number of years.

Actually, Nina's vocal talent was recognized by her family while she was still in high school. Her mother had wanted her to study voice at Julliard. Instead, she took up secretarial studies and, as she happily admits, "I just love it — especially working here at the Ilikai!"

Meanwhile, she has managed to earn considerable recognition in her extra-curricular vocal career.

To Nina's credit . . . an impressive string of record albums, mostly with the popular Hawaiian Jack DeMello orchestra; her 17th year as a feature performer with the "Hawaii Calls" show; a featured vocalist spot on the NBC "Today Show" filmed in Hawaii earlier this year; and as a guest vocalist with the Baltimore Symphony for a Hawaiian segment at a concert performance last May.

More recently, Nina has been in contact with the Walt Disney organization, and a major Hollywood studio who have been putting out feelers in her direction. So far, she says, there has been nothing definite.

How does Nina manage the juggling act, flipping back and forth as executive secretary, performer, wife and mother?

"Easy," Nina smiles. "It just sounds busy, but I really have a lot of time."

One clue — she confesses to never being bored in whatever role she happens to be playing at any time.

Quickie Quiz

Since the beginning of the year, a number of significant developments affecting the progress and direction of our company have been occurring.

A few of these, as reported through the pages of *Front!* are listed here.

Test yourself on how well informed you are of these events by filling in the blank spaces in the following statements:

(1) Three of the four new hotel properties scheduled for completion this year are now open. The fourth opens this month. These four new hotel members of our WIH family are the _____ in Oslo, Norway; the _____ in Toronto, Ontario, Canada; the _____ in Cancun, Mexico; and the _____ in Costa Mesa, California.

(2) This spring we introduced a new electronic reservations system throughout our U.S. and Canadian (and soon in Mexico) properties. The system — the most versatile and efficient in the hospitality industry — is identified as the _____ reservations communications network.

(3) Earlier this year, we launched a company-wide program of energy conservation. Our objective for the year is to achieve a _____ dollar increase in energy costs within our hotel and office operations.

(4) In late March, we announced our agreement to manage a 730-room luxury hotel now under construction in _____, principal city of the Philippine Islands.

(5) With the four new hotels opening this year, WIH is currently operating, or is affiliated with _____ hotels in _____ countries, (i.e. U.S., Canada, Mexico, Australia, Denmark, El Salvador, Guatemala, Hong Kong, Japan, Norway, Singapore, South Africa, Thailand). You will find the answers to our "quickie" quiz below.

QUIZ ANSWERS: (1) Hotel Scandinavia, Hotel Toronto, Camino Real, South Coast Plaza. (2) WESTRON. (3) Zero. (4) Manila. (5) 45, 13.

MS. WALLACE, IT WAS PEOPLE . . . NOT COMPUTERS! — In a recent INSTITUTIONS editorial entitled, "Yes, Virginia, there still is service with a smile . . .", Editor-in-Chief Jane Young Wallace makes this observation: ". . . I have recently been amazed at how nice service people have become. About a month ago, I checked into Portland's Benson hotel. I always expect miracles from the Benson. But even I didn't know that morning that I would be in Portland that night. Nevertheless, the lovely little basket of wine and cheese that is Western International's trademark was delivered to my room shortly after I checked in. I still don't know if the Benson has a very efficient front-desk manager or a very efficient computer. I do know it made me feel very warm and friendly toward the hotel and its management." ***

WHO'S TURN TO MAKE THE BED? — We suppose it had to happen to the hotel biz. The "no frills" flight service adopted by some airlines is now being tested in a block of rooms by at least one Miami Beach hotel. For two adults and two children under 12, the no frills room rate for a minimum one week stay is just \$100. For that price guests go without maid and telephone service but not the all important TV. Full use of recreational facilities are included in the plan. (From INSTITUTIONS, June 15, 1975) ***

IT'S A WONDERFUL (WEEKEND) WORLD — Got some friends, relatives or business acquaintances who might be interested in taking a super mini-vacation some weekend? Well, your very own Western International Hotels is now offering a whole bundle of super "Weekend World" tour packages that could provide just the ticket. Participating in the "Weekend World" packages are 19 WIH hotels throughout the United States (excluding Hawaii) and Canada. The three-day, two-night hotel accommodation packages include three purchase options — "Fly 'n Dine," "Fly 'n Tour," and "Fly 'n Drive" — to select from. There is a colorful 12-page "Weekend World" brochure available that gives all the super details. Check with your sales department or write: Jim Weiss, tour and travel sales manager, Western International Hotels, 2000 Fifth Avenue Bldg., Seattle, Washington 98121. ***

INN-DINGS — In the July 1974 issue of *Front!*, we asked the question, "What is your idea of a dream vacation?" From the ILIKAI, maintenance man Mel Crech replied, ". . . to have my father (from the mainland) come to Hawaii to spend his much needed vacation together with me . . ." Last June, less than a year later, Mel's dream came true when his dad finally made it to Honolulu for an extended vacation . . . Hey, HOUSTON OAK-ers! Congratulations for your team effort that produced a Four Star rating in the latest MOBIL TRAVEL GUIDE . . . and stars by the bunch to the great OLYMPIC crew for their immediate and open-hearted response to a home fire tragedy that took the life of fellow employee, Rodney Lee. Various fund raising efforts among the hotel's staffers quickly netted some \$300 for Rodney's family, with additional monetary donations as well as household furnishings and clothing items still coming in. ***

. . . AND PROJECTING (LITERALLY) INTO THE FUTURE — A Roper Organization study of predicted lodging industry developments by the year 2000 (and that's just 25 years away!) forecasts some exciting futuristic guest attractions. Among them, guest room "thrill rides." The in-room electronic entertainment medium was pictured this way: "With a flick of a switch, the hotel room will plunge into darkness. A curtain will swish into place — creating 360° of movie screen — on which will be projected a roaring surf in three dimensions, complete with sound effects. Or the guest will be able to man the helm, of a rolling ship, a combat plane . . . or barrel along steep mountain roads in a high-speed car." (Room service, send some Dramamine tablets — and hurry!) (From HOTEL & MOTEL MANAGEMENT, June 1975)