



JULY, 1968

## New Company Formed

### Himmelman Heads HASA

LYNN P. HIMMELMAN, WIH Executive Vice President has been elected as Director and President of HASA (Hotel Associates, S.A.) as stated in a press announcement released in late May.

Hotel Associates, S.A. is the new hotel company founded as a combined participation of four parent companies (Braniff International, Adela Investment Company, Deltec Panamerica S.A., and WIH) to build and operate new hotel properties throughout much of South America.

Kenney E. Mallory, WIH Vice President has also been elected as an officer of the new corporation and will serve as Vice President and General Manager in addition to his responsibilities with Western.

The release went on to state that "HASA will provide the first system of major affiliated hotels throughout South American and will offer a 60% increase in first class luxury room accommodations now available or planned for tourists on that continent."

Initial marketing analysis indicates a requirement in excess of 8,000 quality rooms by 1972-74 in the first 15 cities studied. Plans call for an investment of approximately \$150 million over the next ten years to develop and operate these hotels throughout the South American continent.

Braniff International, the leading U.S. carrier to much of South America will provide large-scale international tourist promotion and traffic. WIH will provide hotel design and construction supervision and the day-to-day professional management expertise.



HIMMELMAN

## Camino Real In Mexico City Opens

SOME OF THE pre-opening advertising copy read, "What Mexico City needs is a big, beautiful resort hotel right in the heart of the city."

As of this month it will have one . . . the "marvelous Camino Real" . . . located right across the street from lovely, wooded Chapultepec Park. Workmen are rushing towards completion of what will soon reveal a new and exciting experience in sophisticated resort accommodations.



" . . . exciting experience in sophisticated resort accommodations"

New is the Camino Real's low-spread (5-story) horizontal design. It appears to be almost an extension of the Park itself, especially in its lush, abundant landscaping. It's designed with three separate activity centers . . . one to accommodate 720 luxurious guest rooms and suites, another devoted entirely to restaurants and entertainment (10 different restaurants and nightclubs!) and one more for parking up to 600 cars.

ALSO NEW in the hotel concept for Mexico City is the Camino Real's luxury resort attractions. Tennis courts, and a putting green — plus the services of a social director — are among the varied recreational benefits offered guests. For the swim-suit-set the Camino Real offers 5 swimming pools, sun patios, and the enjoyment of pool-side food and bar service.

The Camino Real is also equipped to offer some of the finest and most versatile meeting facilities in the city. There are 12 meeting rooms in all to accommodate a small group of six persons to a reception for 2,500 people. An impressive group already booked for the hotel later this year are the members of the International Olympic Committee, the National

Olympic Committee and the International Sports Federation attending the XIX Olympic Games in Mexico City in October.

Managing Director of the Camino Real is Frederico O'Farrill.

## Leopold Has Opening

The new motor inn addition to the Leopold Hotel is expected to be ready for occupancy sometime late this month.

This will add 47 more units to the property including an executive suite in the four-story unit. The ground floor will be for parking. An elevator in the new addition allows easy access to the existing motor inn and the heated pool.

Theme decor of the new building conveys a contemporary Spanish feeling with exposed brick walls.

Reference names for the entire Leopold complex will be Tower Building, Cabana and Inn.

## Carefree Plans Expansion

A \$250,000 expansion, increasing the room capacity at the Carefree Inn to 125 suites was announced in late Spring by Hotel Manager, Jim Howard.

The new accommodations, scheduled to be completed by September of this year will consist of six cottage suites, of three rooms each and will be located to the south of the main hotel structure near the tennis courts.

Howard also announced that increased traffic will necessitate a lengthened season starting this fall.

### "The Man From Guatemala"

Part 1 in an exciting two-part story detailing the history and operations of the Western International Hotel' INTERNATIONAL DIVISION.

This is a continuation of the FRONT! series on HOW YOUR COMPANY OPERATES and appears on pages eight and nine.

# front!

A monthly publication for the employees of

Western International Hotels  
Editorial Offices

The Olympic, Seattle, Washington 98111

Gabe Fonseca ..... Editor

LITHO IN U.S.A.

## President's Corner



Perhaps it is because many of us are so closely associated with our own particular properties that we may tend to "lose contact" with the overall company operations. And, as Western continues to expand in many areas, what contact we do have seems increasingly difficult to maintain.

We were very pleased therefore, with the excellent story of Western International Hotels that appeared in the June first issue of Business Week. It capsuled in three or four well written pages some of the history and much of the goals and operational philosophy of Western International Hotels. Space did not allow an "in depth" presentation but the article did put into fairly clear perspective where WIH stands at the moment. If you've not yet had an opportunity to read the magazine it should be available at your local library.

We would also like to point out that the article emphasized the global activities of our International Division operations. Coincidentally this very active and important Division is the subject of a current "How Your Company Operates" series featured on pages 8 and 9 of this issue of FRONT!

Both of these articles should prove helpful in "maintaining contact" with your company's operations and with the WIH family.

Edward E. Carlson  
President  
Western International Hotels

## COMINGS AND GOINGS

Kurt Bieri, former Sous Chef of the Century Plaza has been named Executive Chef at the Benson . . . Larry Jim Kane is appointed F&B Controller at the Ilikai from former Assistant Banquet Manager at the Continental Plaza . . . New Sales Manager of the Century Plaza is **Walter Reeves** . . . **Charles Mellors** leaves the WIH Accounting Center to take on Controller at the Space Needle Restaurant . . . **Adrian Sliedrecht** is now Catering Manager of the Benson Hotel where he formerly served as Manager of its London Grill . . . New Manager for the Benson's London Grill is former Restaurant Manager of the Owyhee Motor Inn, **Seth Hill** . . . Also at the Benson, **Gary Ulibarri** moves from Banquet Captain to Banquet Manager . . . former Marine Room Captain of the Olympic Hotel's Marine Room, **Wolfgang Dix**, is now Manager of its Piccadilly Corner . . . **Diane Martin** is appointed Convention Manager of the Bayshore Inn . . . at the Cosmopolitan Hotel **Arthur Smith**, former Assistant Banquet Manager-Steward, is appointed to Manager of the Gun Room.

International Division appointment lists new Manager for the Camino Real-Tapachula, **Herman Elger** . . . **Ernesto Barberi** has been named Manager of the Posada de Don Vasco . . . at the Caleta, **Guillermo Hernandez** has been appointed Rooms Manager and **Ruben Gamez** is now in charge of Reservations . . . at the Camino Real-Guadalajara, **Jose de Jesus Olivares** is appointed F&B Manager and **Oscar Perez Gutierrez** is new Controller . . . at the Camino Real-Tampico, new Financial Manager is **Eliseo de la Serna** . . . **Abelardo Vara** has been named Controller of the Camino Real-Salttillo . . . Two appointments at Hacienda Cocoyoc are **Gunther Spath** to Assistant Manager and **Eduardo Santana** to Reservations Manager . . . at the Alameda, **Ulrich**

**Schwartz** is Assistant F&B Manager and **Max Gomez Soto** is new Director of Banquets . . . new Accounting Manager of the Majestic is **Carlos Nieto** . . . at the Ritz, **Fernando Murillo** becomes Assistant Manager and Reservations Manager and **Roberto Sanchez** is new Accounting Manager . . . **Fernando Martin del Campo** is charged as contact at the Mexico City office for the Hotel Victoria in Oaxaca . . . **Enrique Meyer**, formerly Acting Manager at the Colon Internacional Hotel in Quito, Ecuador, has been named Administrative Assistant at the Camino Real, Puerto Vallarta.

### Quito Manager Appointed

Federico Meitel Brandel has been appointed General Manager of the new hotel Colon Internacional in Quito, Ecuador. Meitel was formerly Manager of the Hotel Llano Alto in Venezuela.

### Hunt to Manage Dynasty

Selection of Jim Hunt as Manager of the Dynasty Restaurant, a major addition to the Ilikai Hotel, was announced by Lee Jenks, Manager of this resort property. Hunt has had a lengthy career with Trader Vic's operations and has owned his own restaurant in Scottsdale, Arizona.

Dynasty, a luxury restaurant seating 200 in seven smaller dining areas, will open September 1, with Lily Pai as Hunt's Assistant Manager. It will feature cuisine from the Orient, the Continent and the Islands.

### HCA NEWS NOTES

News Items from Hotel Corporation of America

[NEW ORLEANS] — The Hotel Corporation of America has announced that its new hotel under construction in New Orleans, originally called Hotel America, has been re-named The Royal Sonesta. This is in accordance with a recent HCA policy to identify all new properties in the United States, Canada and Europe by the "Sonesta" name.

### Correspondents

This is the list of *Front!* correspondents. Please get in touch with your correspondent if you have any news for your paper:

Alameda Michel Sauve; Anchorage-Westward, Jean Perram; Antlers Plaza, Don Berger; Avila, Mrs. S. Guzman Blanco; Bayshore Inn, Steve Halliday; Benjamin Franklin, Allen Wilde; Benson, Ruth Turner; Bonaventure, Joanne Pugh; Baranof, Judy Hall; Calgary Inn, Bent With; Camino Real, (Juarez), Miss Lourdes Lopez; Camino Real (Tampico), Ilena Calderon; Caravan Inn, Bonnie Mautz; Carefree Inn, Julian Reveles; Century Plaza, Jayne Kear; Continental Plaza, Audri Adams; Conahuto-Western, Jose Luis Saavedra; Cosmopolitan, Carol Perry; Georgia, Jack Scott; Guatemala-Biltmore Jorge Senn; Metropolitan Airport Hotel, Jack Dallas; The Ilikai, Roberta Watson; Imperial Inn, Ian Jamieson; Leopold Analee, Brethour; The Miramar, Robert Yue; Myako, S. K. Kawana; Northern, Con Carter; Oasis, Carolyn Razzar; Olympic, Fran Vitulli; Owyhee, Patsy Rice; Palace Y. Koya; St. Francis, Jane Dillon; Sir Francis Drake, Jane Dillon; Space Needle Restaurant, Leonard Erickson; Western International Hotels Executive Office, Ruth McCloy; Western Service, Rose Shaffer; WIH Credit and Accounting, Beverly Fricke and Karla Ostlund; WIH New York Sales Offices, Lona Wong; HCA Executive Office, Martha Raho.

# Western News Notes

## "Topper" Winner Flashes Winning Smile



One of the recent photo contributions we received from our Calgary Inn correspondent is the one above showing Bell Captain, David Yip, (left) former "Topper" contest winner. A happily smiling Yip is being presented with the first prize \$25.00 check from Calgary Inn General Manager, Mike Lambert.

If you could use \$25.00, why not put yourself in the winning picture? Read the contest rules at the end of this article and send in your "Topper" story today.

Meanwhile, at the Century Plaza Hotel, Front Office Cashier Jackie Shannon was made \$25.00 richer for her top prize winning "Topper" entry. And at the Anchorage-Westward Hotel, Waltraude E. Hadsell of the House-keeping Department has added the \$15.00 second prize award to her savings kitty. Both entries are printed below:

### FIRST-PRIZE WINNER

Jackie Shannon — Century Plaza

"A smiling, dapper guest checking out of a penthouse suite, glanced over his rather large account then reached into his pocket and handed me a roll of \$100.00 bills. He held out his hand for his change while I rapidly counted out . . . 20 . . . 40 . . . 60 . . . in brand new bills, snapping out each one of them separately when suddenly I came across, and inadvertently ripped in half, a tattered old twenty which had somehow found its way among the others. I quickly tossed it aside and continued counting. At this, the guest roared gleefully, 'This hotel has done everything to impress me, but tearing up old money . . . that tops 'em all'."

### SECOND-PRIZE WINNER

Waltraude Hadsell — Anchorage-Westward

"While checking out a room one day, I noticed a very peculiar odor. But after a good airing and room cleaning, the smell continued to persist. To try and track the odor to its source I finally got down on my hands and knees and sniffed the carpet from which I seemed to detect the odor the strongest. I had left the door open to the corridor and while I was in this position and sniffing intently, a group of male guests walked by and one of them paused, stuck his head in the door and to my deep embarrassment, loudly whispered, "Say, lady, is the trail still hot?" "

\* \* \*

### CONTEST RULES

1. All contestants must be full time employees of WIH or its subsidiary companies.
2. Entries must not exceed 250 words in length.
3. Actual names of persons mentioned in the story need not be used—just use job titles.
4. Entries for each month's contest must be postmarked by the last day of the month to allow for judging and publishing.
5. The judging committee will consist of WIH Vice President, R. W. Dupar, Director of Advertising Willis Camp and your FRONT! editor.

Send your entry to:

**WESTERN TOPPER**  
c/o FRONT! Magazine  
Western International Hotels  
The Olympic  
Seattle, Washington 98111

## EDITOR'S INN BASKET

Facilities of the Iikai Complex in Honolulu continue to grow at an impressive rate. A 700 parking-space garage opened at the Iikai Marina Building in mid-Spring. It is contained in a seven-story structure and is connected to the main building by a covered skybridge.

\* \* \*

Congratulations to Frank Reid, WIH Treasurer, who has been asked to participate as a contributing author on a book entitled, "Financial Executives Handbook." The editorial board consists of a number of highly respected men in the field of corporate financing.

And congratulations to Russ Nickel, Food Services Planner for Western Service and Supply who has been elected to the International Society of Food Service Consultants at their most recent meeting.

\* \* \*

With reliable regularity the London Grill of the Benson Hotel continues to win Holiday Magazine's accolade as one of the country's outstanding restaurants. This year it won the 12th such honor in a row! Congratulations to an excellent team—on both sides of the swinging kitchen doors.

\* \* \*

During our recent vacation we had the pleasure of staying at the very beautiful Japanese-styled Miyako Hotel in San Francisco for a couple of nights. The family was so wildly enthusiastic about the semi-sunken oriental style bath (furo) that I've had to restrain my wife from formulating plans to completely tile over the extra bedroom and install the necessary plumbing!

## Why "Trust Houses"

A note from Marguerite Allen, Editor of the Trust Houses company publication, INDOORS, reveals the interesting origin of the "Trust House" name.

Miss Allen reports: "For centuries the British inns had been stopping places for the stage and mail coaches and were famous in all Europe for providing a quick change of horses, good food and drink and comfortable beds. Then came the railways and travellers no longer stopped at the inns but at the beginning of this cen-

tury the great old coaching inns were dying.

"Among the people who grieved to see this happening was the fourth Earl Grey. Through his efforts County Public House Trusts were set up to buy the inns and keep them in business. That's where the word 'Trust' in the word Trust Houses comes from."

\* \* \*

COMING NEXT MONTH . . . Willis Camp, WIH Director of Advertising and Public Relations and Bruce McKibbin, WIH Director of Sales for the United States and Canada give their impressions of a marketing and familiarization tour of over 30 Trust House properties taken in late May. Read their fascinating account in the August FRONT!



## FRONT! SPECIAL FEATURE

### Sales Workshop Results In United Effort

BILL NEWMAN, Olympic Hotel Sales Director, perhaps expressed it for the group with his comment, "one of the best things to happen to the Company's Sales Division within the last ten years!"

This "best thing" was the 1968 Sales Workshop, the first in some years, presented in mid-June at the Olympic Hotel for WIH hotel Sales Managers, Director of Sales and Managers of Regional Sales offices and Reservations Centers throughout the United States and Canada. Also participating were two special guests from outside this marketing area: Michel Sauve, Director of Sales for WIH de Mexico and Niall Baird, Marketing

interacting activities of various operating divisions of Western International Hotels. He summarized the objectives as an attempt to instill a heightened attitude of professionalism, esprit de corps and genuine friendship among the group.

EVEN BEFORE the sessions were well underway, it became obvious that the purpose and objectives of the Workshop were being successfully achieved! From the very beginning, an excellent rapport was established not only among the sales attendees but with the thirty-five participating company officers and staff members



"AND here's where . . .". A highlight of the Sales Workshop was a "hardhat" tour of the Washington Plaza construction site. Above, Washington Plaza Sales Manager, Bob Bushman [with outstretched hand] gives a few location pointers to the group.

Director of the Westminster Group of Trust Houses Limited, Great Britian.

WIH PRESIDENT, Edward Carlson's keynote remarks at the opening banquet and reception stressed the theme that was to recur during much of the working sessions — that of greater sales performance and professionalism through a better understanding of the product . . . the total Western International Hotels operation of the WIH family.

This theme was further elaborated at the first session by WIH Sales Director for the U.S. and Canada, Bruce McKibbin, when he outlined the purpose and objectives of the Workshop. McKibbin stated these purposes as generally to provide for a free exchange of ideas within the group and to become better acquainted with fellow sales associates, and to become exposed to the history, traditions, business philosophies and

which provided for some very stimulating and spontaneous sessions.

AS BOB BUSHMAN, Sales Director of the new Washington Plaza enthused, "it was very rewarding to be able to discuss mutual problems with this aware group and get so many fresh, new viewpoints." One of the two saleswomen in attendance, Analee Brethour of the Leopold Hotel expressed another typical comment, "I was impressed with the opportunity to become involved in the exchange of ideas with this very professional group of sales people and to be able to meet them in person . . . I feel I know them and their properties much better now."

In summarizing the result of the Workshop, WIH Vice-President and Director of the Marketing Division, C. R. Lindquist remarked, "it was a tremendous step forward in sales programming for WIH and should bear a lot of fruit in the year ahead."

### "Professionalism", "Quality" Keys to F&B Conference

"PROFESSIONALISM" appears as the key emphasis of the 1968 West-Ed schedule starting with the January Managers Conference which focused on "Growth Through Professional Management."

Again, at the Food and Beverage Conference, held at the St. Francis Hotel during the first week in June, this emphasis on professionalism was stressed in the theme "Progress Through Professional Supervisory Management." And, like the earlier Management Conference, a greater part of the seminar was programmed by the "experts on professionalism," the American Management Association.

THE FAST-PACED AMA sessions that followed alternated between general lecture sessions, smaller group discussions and panel reports with general audience participation. The results . . . fresh viewpoints and greater insight into basic human relations that would better equip Seminar delegates to handle future supervisory responsibilities.

Following the AMA program Mr. Alexander MacLennan, Senior Research Associate, School of Hotel Administration at Cornell University, presented a report on the latest developments on "ready foods" and displayed several ready food samples for taste testing.

DR. EDWARD H. BARKER, Associate Director of Food Facilities, School of Business at the University of Southern California delivered some pointed and helpful remarks in his stimulating talk on "Understanding the Customers Viewpoint."

A highlight of the general session was the presentation by Assistant Director of the Food and Beverage Division, Ronald Jeffrey who reviewed the functions of the F&B Division and how they fit into the overall picture of WIH. Jeffrey prefaced his talk with a definition of the word "Quality" which he defined as "a degree of excellence and superiority." "These six words put together," Jeffrey stated, "form a sentence which we in the Food and Beverage Division have adopted as our motto."

ADDITIONAL SEMINAR highlights included a tour of the Almaden Vineyards, a luncheon at the Sir Francis Drake Hotel and a luncheon and tour of the new Miyako Hotel. The group luncheon on Tuesday at the St. Francis also marked the occasion for the presentation of the Silver Spoon and Golden Chalice awards.

## Host Hotel Is Top F&B Awards Winner

The St. Francis Hotel, winning host for the 1968 Food and Beverage Seminar, was also the winning contender for the coveted "Silver Spoon" and "Golden Chalice" awards.

One of the three Golden Chalice Awards and four of the eight Silver Spoon Awards presented this year were received by the St. Francis at the Seminar awards luncheon.

All Western Hotel properties are invited to participate in any or all categories of these two annual award competitions. The award competitions. The award competitions and the winners in each of the categories are as follows.

### GOLDEN CHALICE AWARDS:

**Outstanding Beverage List**—Medallion Room, St. Francis; **Outstanding Drink Promotion**—Lemon Tree, Oasis Hotel; **Outstanding Drink Recipe**—Joe Connolly, F&B Manager, Cosmopolitan Hotel (see story below).

### SILVER SPOON AWARDS:

Award scrolls are presented for outstanding menus in several classifications and are judged on content, variety, phrasing and description plus attractiveness of appearance. Winning hotels and menus were: **Breakfast Menu**—English Grill, St. Francis; **Coffee Shop or Dining Room Lunch**—Olympic Grill, Olympic; **Coffee Shop or Dining Room Dinner**—English Grill, St. Francis Hotel; **Specialty Room Lunch**—Piccadilly Corner, Olympic; **Specialty Room Dinner**—Medallion Room, St. Francis; **Room Service**—St. Francis; plus two **Special Menu Awards**, one for the Castillion Room of the Bonaventure and one for the Space Needle Restaurant.

This year, judging for the Silver Spoon Awards was done by an outside panel who judged each menu on an established point system. Panel members were selected from such diverse fields as magazine and newspaper publications, education and advertising.

Also presented during the Awards luncheon was the "traveling trophy," awarded semi-annually to the outstanding hotel in wine sales contest competition. Champion was the Calgary Inn. This is the second win for the Calgary Inn during the past five periods of the contests existence.



Silver Spoon Award congratulations are offered Klaus Scheftner [right] Executive Chef of the St. Francis. From left are: Ron Jeffrey, Joe Callihan, Clovis Soubrand, Food and Beverage Manager of the St. Francis and Chef Scheftner.



Belated congratulations are offered Executive Chef, Rudolph Doseger [center] and F&B Director, Dino Vondjic of the Bonaventure for a 1967 Silver Spoon Award. Bonaventure representatives were unable to attend last year's Seminar.



Receiving one of the two Silver Spoon Awards scrolls won by the Olympic is the Hotel's Executive Assistant Manager, Norm Lavin [left]. Executive Chef, Rene Schiess [right] receives a congratulatory handshake from Callihan and an approving smile from Ron Jeffrey.

## Connolly "Cools It" With Gimlet Cooler

JOE CONNOLLY, the amiable, affable and very expert Food and Beverage Manager of the Cosmopolitan Hotel, can also display a certain expertise behind the bar.

Proof of this was in his win of the "Outstanding Drink Recipe" award presented at this year's Food and Beverage Seminar. Connolly's winner, a tall, cool refresher which he labeled a "Gimlet Cooler," made the number one spot from among 48 entries submitted for judging from WIH properties throughout the U.S. and Canada.

As with all entries, Joe's Gimlet



JOE CONNOLLY [right] Food and Beverage Manager for the Cosmopolitan hotel receives his Silver Cocktail Shaker Award from WIH Vice-president and Director of the F&B Division, Joe Callihan.

Cooler recipe was submitted to the Seattle F&B Division offices and judged for Taste, Appearance, and Drink Name. Judging was done in two sessions by a 15-member panel and entrants names and drink origin remained anonymous.

Connolly, who was presented with the traditional engraved silver Cocktail Shaker during the Awards luncheon in San Francisco, has enjoyed an extensive F&B field background. Previous to joining Western at the Carefree Inn in 1963, when it opened, Joe had tended bar and worked in clubs dining rooms and restaurants in Philadelphia and Florida for several years.

# Front! News Pictorial



**ILIKAI YACHT GETS GOOD SEND-OFF.** Staff members of the Ilikai gather "on deck" of the recently purchased yacht to assist in boat blessing ceremonies. The sleek and handsome 50-foot vessel is available for the pleasure of hotel guests and will be used for cocktail parties, fishing excursions and for cruising to the sister property, the Makaha Inn & Country Club.

**MARINE ROOM "MERIMAIDS" MODEL.** The lovely quartet are cocktail waitresses of the Olympic Hotel's Marine Room proudly modeling their new green and blue velvet costumes. From left: Glenna Lester, Sandy Johnson, Shirlee Miller and Sharon Minteer.

**MEANWHILE, AT MAKAHA.** Project Director, Jim "Makaha" Wilbert is missing no bets touting this fabulous new property opening in February. His colorful sport shirt, promoting the area's surf championship event, also carries a very large and very readable, "MAKAHA" imprint!

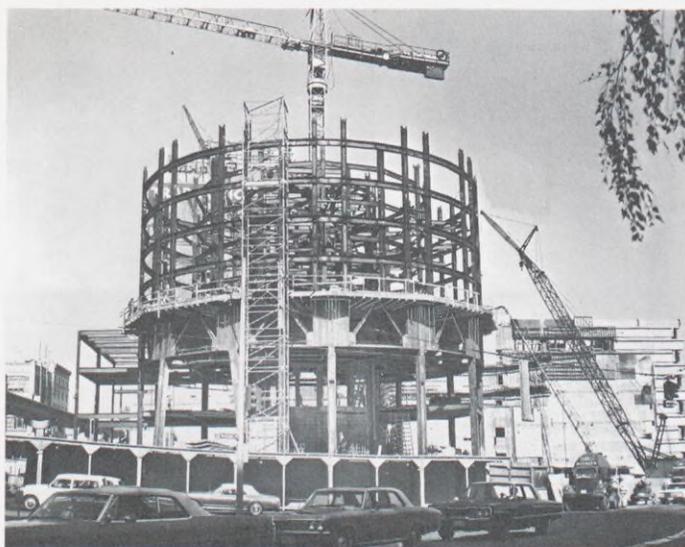


**PLEASE PASS THE PEACOCK TONGUE!** When a Vancouver radio station treated its sponsors to a gala evening at the Georgia they left it to the creative talents of Catering Manager Herman Schaad to provide the theme. Schaad's "Roman Night" result proved a wildly acclaimed success, and included such details as Roman costumes for the staff members. "Noble (and lovely) Romans" above are Conny Szendry, Guss Westerham and Yvette Guiles with a Roman version of the Blue Plate Special.



**"OLD TIMERS" AWARDS AT BONAVENTURE.** May marked the first anniversary of the Bonaventure opening and staff members celebrated with an Employees' Awards Banquet. Certificates were presented to all staffers who had been with the Hotel since opening day declaring them charter members of the Hotel Bonaventure "Old Timers Club." Receiving her certificate from WIH Vice President Bob Lindquist is Floor Housekeeper, Rose Abran.

**"IT'S ALWAYS BEEN A GOOD PLACE TO WORK"** states Esther Croughan [Center], recently awarded her 30-year pin as coffee shop waitress of the Cosmopolitan. With Esther during the hotel's Employee Awards Banquet ceremonies are WIH Vice-president Joe Mogush [left] and Cosmopolitan General Manager Tom Lee (right).



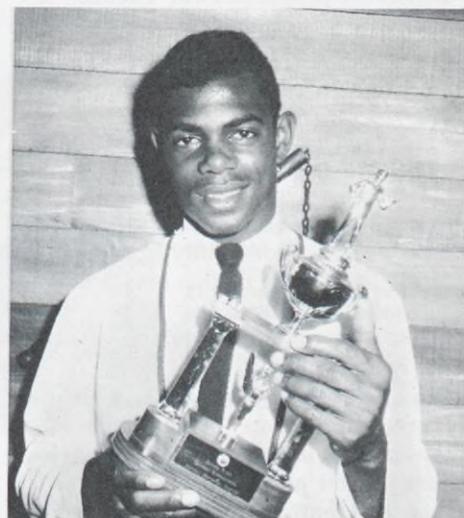
**HOTEL IN THE ROUND.** The circular Washington Plaza Hotel is beginning to take shape on the Seattle skyline and is the subject for this Seattle Times news photo. At this point concrete was being poured for the fourth floor [the first guest room floor] of the 40-story structure which will be completed in the summer of 1969.



**INTERNATIONAL STUDENT STUDIES WESTERN INTERNATIONAL.** The young man at right is Naveen Ahuja of Pakistan who is studying the Front Desk operations at the Calgary Inn aided by Senior Assistant Manager, Cecil Ravenswood [left]. Naveen, who works at the Front Desk on a part-time basis, is a student at the Southern Alberta School of Technology in Calgary and has previously studied hotel operation in Great Britain, Switzerland and France.



**WINNERS' CIRCLE!** These Continental Plaza staffers came home with trophies, awards and ribbons from the National Culinary Art Show "Concepts in Food" presented in Chicago through the Executive Chefs Association. From left: Hans Fillinger, Helmut Wind, Sieger Strohmeier, Teddy Jucker, Karl Hutter, Cornelius Saint-Nicolaas, Herbert Ennzger, Volkhard Herder, Heinz Zasche, and Executive Chef Tony Ruegg.



**GOLDEN VOICE OF THE GOLDEN CHALICE.** Wade Marshall of the Caravan Inn proudly displays the handsome trophy presented to him by the Arizona Optimists Club as second place winner in the State Optimist Cratorical contest. Wade is a Busboy in the Caravan Inn's Golden Chalice Dining Room.



**4,000 YEARS OF SERVICE!** The group of St. Francis employees, left, received their 20-year awards at the annual Banquet, in May. Eligible staffers attending this year's banquet added up to 4,000 years of hotel service! Above [back row]: Jack Pettit, Dan London, Larry Cronander, Robert Elfrey, Cliff Martin, Henri Benguerel. [front] David Romans, Pearl Stephens, Tom Kiramis, Larry Lewis, Shaddock Brooks, Bessie Lockett, Frank Arten.


**How Your Company Operates**

# INTERNATIONAL DIVISION

## Part I – "The Man From Guatemala"

TEN YEARS AGO, a somewhat reluctant decision was made by Western management that has since proved to be one of the most significant in the Company's history!

The decision was to create an international division within the organization to accommodate interests beyond the then accepted United States-Canadian operating structure.

Today, just 10 years later, not only does the word "International" share equal billing with the "Western Hotels" name, but the number of international properties far exceeds the combined U.S.-Canadian group! Today, Western's International Division operations reach into Mexico, Central and South America and the Orient. Today, Western's International Hotels development activities are seeking out new interests in these areas as well as in Africa, Europe and Australia (this will be more fully explored in the second article of this series on the International Division).

The story of the Division's rapid and remarkable growth is the story of a hotel company with a highly favored reputation, of opportune circumstances, and of people with vision, courage and persistence. All three of these elements figured in the events surrounding the "reluctant" decision of 1958 that followed the visit from "the man from Guatemala."

### Begins in San Francisco

It began in the San Francisco offices of Western Hotels Vice-president, and current President of International Western Hotels, Willard Abel. Abel was approached by a Mr. Edward E. Carrette, Sr., of Guatemala, who had heard of Western's management capabilities and was in need of such professional management for his hotel the Guatemala-Biltmore, then under construction in Guatemala City. The proposition excited Mr. Abel, but when he presented it to the other Western executives he was met with resistance . . . a strong reluctance to operate a property in an unknown and totally foreign marketing area. Abel continued to persist, however, until his convincing arguments finally won a general agreement. A management contract was signed and in August, 1958, the International Division was born. Included in the management contract



package was the condition that Western was also to manage the Antigua Hotel in Anaigua, the Pan American Hotel in Guatemala City and the Tzanzuyu Hotel at Lake Atitlan . . . all Carrette associated properties. The contracts with all but the Guatemala-Biltmore properties have since expired.

### Mexico Interest

The circumstances of an earthquake, an unplanned airflight stopover and a visit with a casual acquaintance combined to activate Western's next international move . . . its entry into Mexico.

As the story goes, Western President, Edward Carlson, was in Guatemala with Willard Abel when a rather severe earthquake so "shook" them up that they immediately booked passage on the first plane out of the country. It so happened this plane was scheduled to stopover in Mexico City before going on to the United States. **This inspired the two men to contact a gentleman in the city with which they previously had some correspondence relative to possible mutual hotel interests. The gentleman was Mr. Jose Brockmann, now president of WIH de Mexico—the rest is history!** Today these "mutual hotel interests" with the assistance of Mr. Brockmann have grown to incorporate eighteen

operating hotels throughout Mexico with two more under construction including the "Marvellous Camino Real" opening next month in Mexico City and the Camino Real in Puerto Vallarta scheduled for a Summer 1969 opening.

Another key figure in the development of the International Division operations in Guatemala and Mexico is WIH Vice-president, Kenney Mallory. Mallory joined the Division with his appointment as General Manager and Vice-president of the Guatemala-Biltmore in 1960. Currently, a Vice-president of WIH and headquartered at the Seattle offices, Mallory, is directing his efforts toward the Division's development activities throughout Latin America.

### Western Looks East

About the time Mallory went to Guatemala, Western was looking Eastward to the Orient and Japan. By this time the Division had gained such confidence and experience in the handling of international operations that it was actually on the lookout for new worlds to conquer. Such an opportunity arose in April 1960 when a representative contract was arranged with the Fujita Tourist Enterprises of Japan with Western representing the Kowaki-en Hotel in Hakone, the Kokusai Kanko in Tokyo and the Taiko-en Restaurant



(Above) Jose Brockmann, President of WIH de Mexico influenced Western's interests in that country.



Shig Katayama (above), with Arthur Mori were key agents in Western's expansion into Japan.



Reinaldo Herrera, President of the Avila Hotel and WIH de Venezuela, and a key figure in WIH Venezuelan operations.



Kenney E. Mallory, WIH Vice President, has been prominently associated with the International Division for the past eight years.



(Left) Willard Abel, President of the International Division and WIH Senior Vice President with "The Man From Guatemala," Edward Carrette, Sr. (right).

(Left) Western's first International Division property, the handsome Guatemala-Biltmore hotel. Upon completion of the adjacent 304-room Camino Real project, the combination hotel complex will be the largest of its kind in Central America.

in Osaka. Some of the key figures in this expansion involved Japanese agents Mr. Arthur Mori and Mr. Shig Katayama (now both Vice-presidents of WIH Japan) and Messrs. Eiichi and Kunio Ogawa of Fujita Enterprises. The contract with Fujita stipulated that if the Fujita company did not build a hotel in Toyko within a specified period of time, WIH was a free agent to make contracts with other hotel operators in Japan for representation. As a result, our association with Fujita was subsequently phased out.

Then in 1966, largely through personal efforts of President Carlson, then on a trip to the Orient, a representation contract was negotiated in Japan with the Palace Hotel in Tokyo and the Miyako in Kyoto. During the same trip, Carlson concluded a similar contract with Miramar Hotel in Hong Kong. Three of the finest hotels in these two countries were now associated with the Western family.

**Into South America**

Also in 1966, in August, WIH negotiated a management contract with

President Renaldo Herrera-Uslar, of the luxurious Avila Hotel in Caracas, Venezuela. This marked Western's first entry into that country and into the South American Continent. Mr. Herrera-Uslar was also highly instrumental in Western's behalf during the negotiations with the Venezuelan Government agency (Conahotu) for the management contract of ten Venezuelan hotel properties a few months later. Willard Abel represented WIH in signing the management contract and WIH de Venezuela was formed with Herrera-Uslar as our partner in Venezuela as President. Alfred Freudenthaler was asked to come down from the Calgary Inn, where he was Executive Assistant Manager, to take over as General Manager of the new operation. Freudenthaler agreed, but only as a temporary 6-month assignment. He soon became so intrigued with the Division's operations in Venezuela that his assignment was extended indefinitely. Last April, when Freudenthaler was transferred to his new position replacing Ken Mallory in Mexico City, he was in turn replaced by William Jauregui. Jauregui

was formerly Assistant General Manager of the Conahotu-Western properties and held administrative positions with WIH in the United States and Central America for the last 10 years.

This Spring, the International Division looked again to South America and to the capital city of Quito in Ecuador. Here, a contract was negotiated to manage the beautiful and recently completed Colon Internacional Hotel. The principals involved were Ken Mallory for WIH and Herman Correa, President, with Hugo Deller and Tommy Wright, Directors of the Colon Internacional.

Because of the recent tremendous growth of the International Division, a distinct separation of responsibilities and administration has been necessitated between the Division's operations and its development activities. The significance of this action, some of the key people involved and the influence of the International Division on the future development of WIH will be the subject of next month's article.

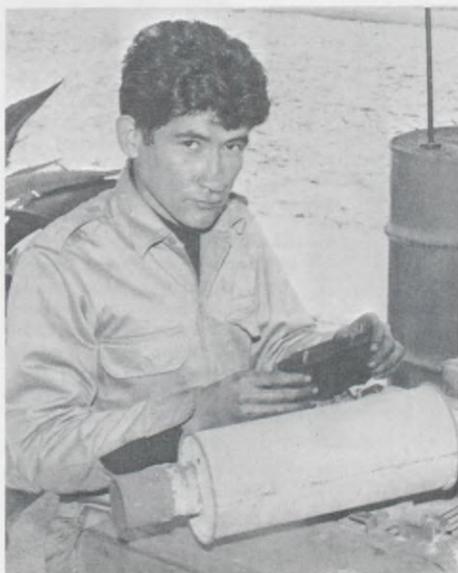
# FRONT! INTERNATIONAL



MEMBERS OF THE Bakery Department of Tokyo's Palace Hotel demonstrate their creative artistry. Here they are applying the finishing touches on two five-tier wedding cakes. The talented bakers from left are Yoshinaga Nakasone, Akira Horie and Shig-eharu Takahashi.



THOMAS J. BEYKOVSKY, Executive Assistant Manager for the Guatemala-Biltmore has also assumed those same duties for the adjoining Camino Real now under construction. Seventy-five rooms of the projected 304-room Camino Real were opened to the public in March.



ENRIQUE GUTIERREZ of the Guadalupe Camino Real Maintenance department is deeply involved in an exterior maintenance project for the hotel.



SOME OF THE Colon Internacional (Quito, Ecuador) staff gather at the front desk for the FRONT! Camera. From left: Mario Dalgo, Bell Captain; Hugo Sosa, Reception Manager; Alina Ortega, Reception Secretary; Maria Elena Vasconez, Switchboard and Receptionist; Lutz Mehler, Assistant Manager and F&B Manager; and Leopoldo Dobronsky, General Cashier.



THE NINETEEN PARTICIPANTS in the 3rd convention of WIH de Venezuela pose for their portrait at the Hotel Tama, just before the inaugural session. Front: [left to right] Jean Marc Blouet, General Manager of the Hotel Avila; Francisco Alvarez Torres, Industrial Relations Manager; Guillermo Contreras, Comptroller; Jean Pierre Faouen, Assistant General Manager, WIH de Venezuela; Robert Dupar, Executive Vice President of I.W.H. Ltd.; William Jaurgui, Vice President and General Manager of WIH de Venezuela; Jose Luis Saavedra, Maintenance Supervisor; Birger Bertelsen, F&B Supervisor; and Argenis Carmona

Contreras, Manager, Hotel Miranda. Back [left to right]: Sigifredo Gonzalez, Reservations Department Supervisor; Ernesto Bello Borges, Manager Cumanagoto Hotel; Virgilio Mata, Manager, Prado Rio; Guy Detrie, Manager Moruco; Jose Faillace Russo, Manager, Hotel Tama; Jose Cardona, Manager, Aguas Calientes; Eduardo Ariza, Manager Bella Vista; Federico Meitel Brandel, former Manager of Hotel Llano Alto [now Manager of the Colon Internacional in Quito]; Uberto Sabatini, Manager, Hotel Trujillo; and Luis Fernandez Sauco, Manager Maracay Hotel.

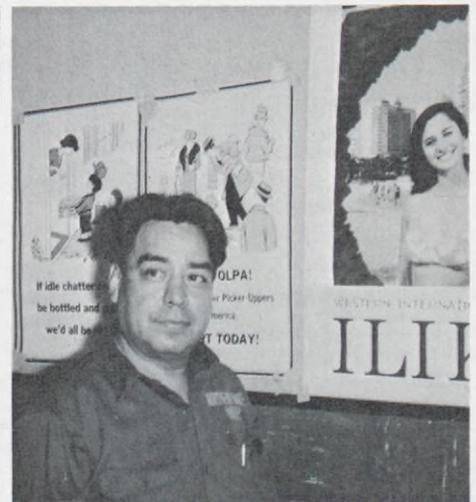
# Front! Photo Album



High man on the totem pole at the Baranof's Latchstring restaurant is recently appointed Manager, Raul Pacana.



Mary Nakamura, Reservations Manager of the Sir Francis Drake has her camera ready to prove her "fish story."



The Iliikai poster gives Northern Hotel Houseman, Eusebio Romo an idea where he would like to spend his vacation.



The quiet, gracious service of Cocktail Waitress, Jean Ott Stolley and Bartender Michael Yee is one of the charms of the Century Plaza's Lobby Court.



Phyllis George, Staff Planner at the St. Francis displays a bowling trophy she recently won for having a 139 average —and belonging to the winning team!



Members of the Bayshore Inn Engineering Department are from left: Brian Foss, Bob Frost, Albert Lewis and Building Superintendent, Jack Jenni.



Bob Keith, new Controller for the Benson Hotel takes to his new job with apparent calm composure.



[Below] Assistant Manager of the Calgary Inn, Michael Bowes gives an assist to Reservations Supervisor Joanne Enger.

## Hotel Profile

**OWYHEE**.. Idaho is justly famed for its rugged scenic beauty, outdoor sport activities, potatoes, and . . . the Gamekeeper dining room!

This elegant oasis of culinary delights is located at the Owyhee Hotel and Motor Inn in the city of Boise, Idaho. Its atmosphere is patterned after a 17th Century English Country Inn in its tasteful blending of rustic elegance. Created by the Western Service Design Division, the Gamekeeper Room theme even involves the service personnel who are costumed in knickers, longhose, vests, leather aprons and pouches. Of the many fine dishes offered on the menu, "Henry the Eighth's Delight" a prime rib specialty is one of the most popular.

While the Gamekeeper has been a fairly new arrival to the scene, it opened in January of 1966, the Owyhee has been a Boise landmark and a showplace of community hospitality for some 58 years. It became a member of the WIH family over 20 years ago in 1947.

In recent years, the Owyhee has continued to place greater emphasis upon its motor inn facilities. In fact, within the last several months

much of the main hotel building has been planned for conversion into office space accommodating some of the community's leading businesses.

Meanwhile, motel renovation plans call for a complete exterior remodeling of the motor inn plus the addition of a third floor that will include at least 20 new guest rooms. These new rooms will be deluxe in character and will include such luxurious "extras" as motorized draperies and color TV. An additional restaurant, new meeting rooms, and the expansion of the Gamekeeper show lounge is also planned.

In its long range plans, the Owyhee's goals are to maintain its reputation as the popular host landmark for Boise and Southern Idaho. Under one roof the Owyhee complex will continue to offer the finest in food and beverages, sleeping accommodations, and guest facilities. In addition, a part of this complex will offer one of the leading business addresses in the city.

### OWYHEE PEOPLE

The Owyhee's long established reputation for friendliness and service only reflects these same qualities of its great group of employees! A few of them are pictured here.

## OWYHEE



Lovely Gamekeeper Cocktail Waitresses Edy Newsom [left] and Jana Lakey with Bartender Amelio Basani.



Steve Stephens from Housekeeping with Vern Miller, Engineer.



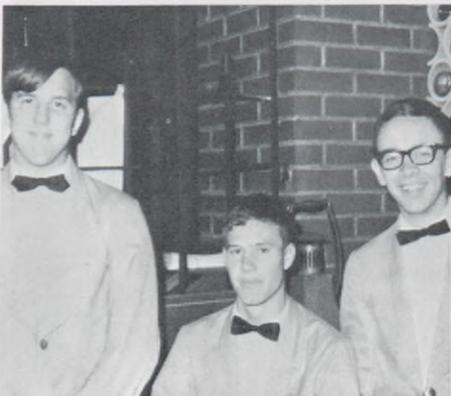
Gamekeeper Headwaiter, Minor Inouye [left] with Waiters Jan Von Bilson and Mike Foster.



Charlotte Elwood is Cashier in the Gamekeeper Room.



[L. to R.] Margaret Paige of Housekeeping; Gertrude Joslin, PBX Operator and Dave Smith, Front Desk Clerk.



Morning Busboys at the Gamekeeper from left: Bob Arnold, Scott Lund and Dave Emery.



Sous Chef of the Gamekeeper is Larry Gardner.



Morning Waitresses of the Gamekeeper from left: Betty Adamson, Roberta Roush, Ferne Evans and Bonna Brice.