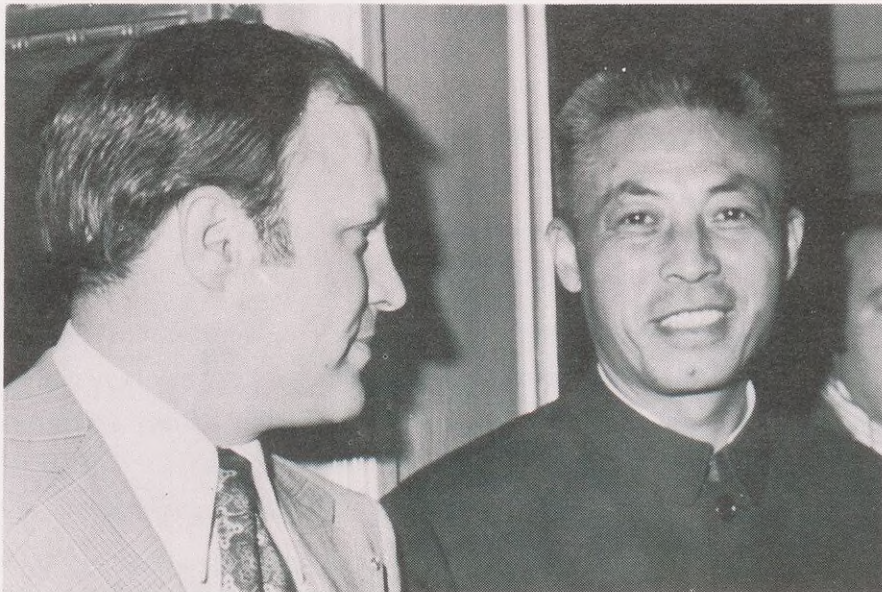




## WIH Hotel to star on Broadway

### Mayflower is temporary Chinese "embassy"



MAYFLOWER GENERAL MANAGER Bill Hulett with Mr. Han Shu, the leader of the Chinese delegation.

The Mayflower Hotel has added another history-making chapter to its long and eventful career.

As of April 19, the famed Washington, D.C. hostelry has been housing the 10-member Peking delegation representing the liaison mission of the People's Republic of China. The group, which is occupying some dozen rooms all on the same floor of the hotel, is temporarily headquartered at the Mayflower until permanent quarters are established.

This is China's first diplomatic delegation to the United States in 22 years. With the eventual diplomatic recognition between the two countries, the mission office is expected to attain official embassy status.

Bill Hulett, general manager of the Mayflower, in expressing his pleasure and that of his staff for the opportunity of

hosting this very important group, commented, "Everybody in town wanted to be chosen to house the delegation."

In his remarks to the press Hulett pointed out that the hotel has hosted many of the world's leading political figures during its prestigious 48-year history. He added, "every U.S. President from Calvin Coolidge on has stayed at the Mayflower."

In consideration of the delegation members' dining preferences, Hulett arranged to have the executive chef of Washington, D.C.'s Trader Vic's restaurant temporarily assigned to the Mayflower's kitchens to provide the guests with "home cooking," dishes Mandarin style. Dessert-wise, however, the group has apparently taken to American style ice cream. For many of their meals it was one of the most popular menu items ordered.

AS FRONT! GOES TO PRESS, WIH executive offices announced plans for the construction of a 2,020-room convention hotel in New York City.

The 54-story property, designed by architect-developer John Portman, is to be located on the west side of Broadway between 45th and 46th streets in the Times Square area.

Construction is scheduled to start in early 1974 with completion in 1977.

Next month's issue of Front! will feature full details, including photos, of this spectacularly conceived new hotel addition to the WIH family.

### Cake makes big hit



The Washington D.C. Presentation

To promote the opening of the Hotel Scandinavia, the Washington D.C. Regional Sales and Reservations office presented a large sheet cake decorated with the announcement "Hotel Scandinavia Now Open" to the staff of the Scandinavian Airlines System regional offices in that city.

In the above photo Regional Director of Sales Roger Smith reviews a Hotel Scandinavia brochure with members of the SAS sales staff upon delivery of the cake. Also taking part in the delivery presentation was Regional Office Reservations Supervisor, Rosie Anholt (center).

# front!

A monthly publication for the  
employees of

Western International Hotels  
Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121  
Gabe Fonseca.....Editor  
LITHO IN U.S.A.

## COMINGS AND GOINGS

### In-Hotel

These promotions at the Calgary Inn: **Cal Hopfner** to director of sales; **John Foster** to sales manager; **Glen Bogdan** to assistant manager of the Grill; **Stan Sakamoto** to credit manager; **Richard Vrijmoet** to assistant banquet manager; **Mike Jenkins** to purchasing agent • At the Cosmopolitan, **Ron Samuelson** to assistant purchasing agent; **Dee Evans** to Coffee Shop and Grill manager; **Delores Salazar** to assistant manager of Coffee Shop and Grill; **Harvey Cannova** to front office manager; **Dianne Howie** to head cashier • At the Carlton Hotel **Tony Beart** is appointed to executive assistant manager • At the Antlers Plaza **Timothy Norton** to bellman • At the Century Plaza, **Chan Brainard** to liquor controller; **Steve Lachman** to chief clerk • Hotel St. Francis promotions include: **Michael Jacob** to banquet captain; **William Edmonds** to storeroom manager; **Terry Tufts** to assistant purchasing agent • At the Winnipeg Inn, **Eddie Vanderbros** to assistant banquet manager; **Dorothy Kaiser** to personnel director • Bonaventure changes include: **George Marsan** to sales manager; **Linda Robertson** to room clerk; **Patrick Rudd** to assistant banquet manager • **Linda Winslow** moves to reservations clerk at the Benson • At the Space Needle: **Juan Arambula** to assistant restaurant manager; **William Lane** to storeroom manager; **Stanley Douglas** to snack bar manager • Washington Plaza promotions include: **David Higginbottom** to front office assistant manager; **Anthony Jewitt** to senior assistant manager; **Ken Hakemack** to assistant chief engineer • At Olympic **Brian Whisenant** is appointed to trainee steward; **Russell Korich** to front office cashier.

### Transfers

**Eduard Genhard** from the Century Plaza to executive chef of the Bonaventure • **Pat Mullin** from the Washington Plaza to national sales manager for the

(Continued on page 10)



## Executive Offices Report:

The "perfect hotel has never been designed. It may never be.

One obvious reason is change. People and their needs change; styles change; new concepts and outside influences -- such as increased traveler sophistication, the advent of greater leisure and an expanding travel market -- force other changes.

These changes are the challenges that the hospitality industry must answer if it is to continue to grow and prosper. It is particularly true with such industry leaders as Western International Hotels.

We look to everyone to help provide the answers with new ideas and fresh approaches to these continuing challenges. They may come from the various division groups and committees, from a hotel's management or from among the individual employees in any area. Certainly, no one person, nor one group, has all the answers.

While ultimate perfection in our hotel operations may be the "unreachable dream," we can all reach for a better way to do our jobs and serve our guests.

We will welcome any "better way" suggestions you may wish to submit. A note to either of us is all it takes. Be assured such suggestions will receive our personal and considered attention.

**LYNN P. HIMMELMAN**  
Chairman and Chief  
Executive Officer

**GORDON BASS**  
President

## Correspondents

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

Anchorage-Westward, Linda Besse; Antlers Plaza, Marilyn Crawford; Bayshore inn, Barbara Danuke; Benson, Nelvia Turner; Bonaventure, Leona Dureau; Calgary Inn, Jo Anne Revell; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Zona Visser; Century Plaza, Charlene Chabin; Crown Center, Carlin Grant; Continental Plaza, Audri Adams; Cosmopolitan, Janey Fisher; Houston Oaks, Becky Black; The Mayflower, Larry Stephan; The Miramar, Edward Y. Hsu; Miyako S.F., Kristina Templeman; Olympic, Fran Vitulli; Prince Hotels, Y. Sekiya; St. Francis, Sharyn O'Reilly; Shangri-La, Harry Crabb; Space Needle Restaurant, Sandy Rogers; Washington Plaza, Nancy Wendler; Winnipeg Inn, Al Rennie; WIH de Guatemala, Mary Lina Ruiz-Ciani; WIH de Mexico, Carolina Mijares; WIH Executive Office, Brenda Coburn; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

## Roberge's 'mission to Moscow' books Russian sports team



ROBERGE RECEIVES some attractive assistance in making medal award presentations to Russian team members.

Early this year, Fern Roberge, general manager of the Hotel Bonaventure, was contacted by Canadian sports officials to make a special mission to Moscow.

As a member of a four-man commission, his assignment was to negotiate a contract with the Russian Federation of Athleticism for, among other things, accommodating their track and field sports team at the Hotel Bonaventure. The Russian group had been previously contacted to participate in a Canada-USSR track meet at the Montreal Forum in late March.

The negotiations were successful and on March 18 the team of Russia's fifty-nine top field and track athletes "invaded" the hotel for their week-long stay.

The event itself turned out to be one of the most successful in the history of Canadian track and field events with close to 212,000 people attending this the first international meet ever presented at the Montreal Forum.

The affair was climaxed by a banquet at the Hotel Bonaventure honoring the opposing teams and hosted by the Premier of Quebec.

Roberge, who served on the Accommodations Committee and acted as Budget Director for the meet, was also given the honorary assignment of presenting the winning medals for the Triple Jump Event.

Commenting on the selection of the Hotel Bonaventure by the Canadian officials for accommodating the Russian team, Roberge stated, "They (the com-

mission) wanted the meet to be a first-class operation all the way and since they considered the Bonaventure to be the most prestigious hotel in Montreal, we were contacted for our participation. This was quite an honor and we received national as well as international publicity in connection with the event."

The success of the meet also helped to stimulate interest and enthusiasm for a forthcoming event of world-wide interest -- the 1976 Olympics which will be held in Montreal. The Canadian team was composed of the best athletes from across Canada presently training for this Olympic competition.

## Broomball bout comes to cloudy conclusion

We recently received a report -- or, rather, a series of stapled together bulletins -- from the Calgary Inn cueing us in on a hotel sports event.

It was a "Broomball" tourney that pitted Staff vs. Management. Since we were totally unfamiliar with the sport, we checked our abridged Websters, but it was of no help. The word listings skipped from "broom" to "broomcorn" and on to "broomrape" (which isn't what you might think it is!)

Reviewing the bulletins indicated only that varying degrees of violence and the hurling of cheating accusations were among the sport's more popular attractions. Also, there is apparently no accepted method for determining a final score -- at least one that is mutually satisfactory to both sides.

One bulletin, issued by the management team, indicated that they had won by a score of "at least 7 to 5."

On the other hand, a bulletin issued by the staff council firmly stated that the staff team had "wolloped" (their own word) management by the score of 8 to 7.

Still another bulletin, issued by the Office of Administrative Services (who and what that office is was not explained) saw it as a 7 to 7 tie.

Both sides reported incidents of biting, scratching, kicking, tripping, and "bulldogging of female members" (evidently Broomball can have its fun moments) and general foul play among the opposing teams.

## INN BASKET

CLIPPINGS -- From the TODAY section of the Chicago American, a feature on Chicago's leading executive chefs that included the Continental Plaza's own Andre Mena. For young men interested in entering his field, Mena gave this telling-it-like-it-is quote: "There are no short cuts. It requires hard work and long hours and few week ends off." But he enthusiastically added, "It's all worth it!"... and from the FORD TIMES, a pocket sized periodical for Ford owner readers, a nice bit on the Antlers Plaza. More specifically, the article focused on the recipe for a gourmet dish -- Steak Diane -- as featured in the Hotel's London Grill Restaurant. For you interested FORD TIMES subscribers, find it in the March issue in their "Famous Recipes from Famous Restaurants" section.

\* \* \*

## SPOTLIGHTED PEOPLE --

Belated congrats to Earl W. Larson, who was elected Western International Hotels Senior Vice President - Canada in action by the WIH Board of Directors last April. Larson is responsible for the financial, legal and corporate affairs of the Canadian properties.



A toast to WS&S veep Russ Nickel who has been designated President Elect of the International Society of Food Service Consultants during their annual meeting held in Chicago last May.

Russ, who will take over the office of President in 1975, has been Treasurer for the group and also serves on their board of directors. The Society's 170 membership is represented world-wide and includes fellow WS & S employee Bill Manahan.

But, in spite of these exhibitions of avid sports passions -- or maybe because of them -- both sides also indicated that the event had been more fun than home-made sin, and a rematch was eagerly anticipated.

## SEMINAR REPORT

### 'Input printout' climaxes management seminar session

**8:30 A.M.** -- After a brief explanation to the group on the testing procedures, Professor **Joseph T. Bradley**, former head of the School of Hotel Administration at Washington State University (retired), passed out the exam questionnaires which he had prepared. He was assisted by **Gordon Schneider**, WIH Director of Personnel and Education.

Taking the examination were some twenty-five promising young management people representing WIH properties from throughout the U.S. and Canada, plus one member each from Mexico and San Salvador, and employees of WIH Seattle offices. They had been selected to participate in the annual WIH Management Seminar held this year at the Washington Plaza from June 4 to 9.

\* \* \*

**8:47 A.M.** -- A hand, raised by one of the test takers (and a gesture that was repeated throughout the exam by various individuals), signaled for some questionnaire clarification assistance from Professor Bradley.

For the week previous, the attendees had been concentrating on the presentations that had covered a wide-ranging field of WIH operations both in corporate and in-hotel procedures. Copious notes had been taken. Ring binders had grown thick with the daily accumulation of handout materials. Almost every waking hour, including late night rap sessions, had been spent in sorting out and digesting the steady input. Now, that the "computer of the mind" was being asked for a "printout" that would test how well the data had registered, it was crucial that each question be clearly understood before answering.

\* \* \*

**9:25 A.M.** -- The silence of heavy concentration filled the room. Professor Bradley, for the umpteenth time, again reread the list of 41 questions and problems he had prepared, rechecking them with the seminar program to see how well

he had covered the various presentations made throughout the four working-day sessions.

It began with a corporate briefing by President **Gordon Bass** during the reception and dinner on Monday evening. The sessions opened the next morning with a presentation on the corporate organization by Executive Vice President, **Harry Mullikin**; WIH Director of Personnel and Education **Gordon Schneider** on the Personnel Division; and Management Consultant **Don McCutchen** on communications completed the morning program. Checking off the afternoon topics, there were presentations by the Rooms and Marketing Divisions and the feasibility study team project.

On to the second day with the financial services organization, the two-part hotel profit plan, cash management techniques and credit and collection presentations. Most of that afternoon was devoted to the analysis of a hotel operating statement. Thursday led off with a session on hotel accounting services and internal audits, corporate financial statements and operating reports, and Senior Vice President **John Calvert's** report in the area of law and finance. After lunch it was the Food and Beverage Division, the evaluation interview (Bradley smiled as he recalled the role-playing skit that highlighted this presentation), the feasibility study problem reports, closing with the senior officers' panel.

Friday, the final session day, started off with discussion group reports, then on to employer-employee relations, and a briefing by the Design and Construction Division.

Luncheon was highlighted with a talk by **Jack Elliott**, WS&S Research Director, who spoke as President of the WIH Hard Corps. (The Hard Corps membership is comprised of management seminar graduates, which membership would soon be increased by this latest group of attendees upon their successful completion of the seminar course.)

The final half-day session covered the topics of application analysis and interviewing techniques, the semi-annual performance review and wrapped up with a general question and answer session regarding seminar content. Bradley nodded -- he had covered it all.

\* \* \*

**11:30 A.M.** -- The examination period officially closed and all papers were turned in. Attendees were given a half hour to unwind and change from their drip-drys before attending the Chairman's reception and luncheon which featured WIH Chairman **L. P. Himmelman** as the guest speaker.

\* \* \*

**(EPILOGUE)** For the attendees the seminar is over but hardly forgotten. For one thing, the very thorough if concentrated course had served to considerably broaden attendee knowledge of corporate operations -- the "why" as well as the "what". Secondly, attendees came away better equipped for identifying those areas where they may need to broaden their self-development. And, thirdly, the notes and printed material obtained from the seminar would prove of tremendous value for their future reference and study.

In addition, each attendee was given an "unforgettable" take home assignment requiring a considerable amount of time, research and thought on their part, for their completion and return by early August.

Finally, as qualifying Hard Corps members, this "class of '73" will be entitled to wear with pride their Hard Corps membership pins as a continuing recognition of their achievement throughout their WIH career.





**COSMOPOLITAN** — Esther Croughan, waitress at the hotel's grill and coffee shop, was specially honored during the recent Annual Employee Awards Banquet. She received her 35-year pin and was cited for her years of loyal service—the most of any employee in the hotel. On hand for her award presentation was Dan McClaskey, WIH Vice-president; WIH President, Gordon Bass; and Bob Wilhelm, General Manager of the Cosmopolitan.



**TORONTO PLAZA** — Is it a bulldozer in the banquet room or a pile driver in the pantry? Whatever, the piece of equipment pictured is somewhere on the site of the 600-room Toronto Plaza Hotel now under development in Toronto, Ontario. Also on site are hard-hatted hotel staff members, from left- Denis Beaulieu, director of marketing; Jean-Pierre Schweizer, national sales manager; Nan Wrigglesworth, executive secretary; and Michael Lambert, general manager.



**CONTINENTAL PLAZA** — F & B Director George Scudder recently introduced a new dining feature to the Consort Room—the "Crown Buffet." The luncheon presentation has gained tremendous popularity with Chicagoans as serviced by (left to right) Chef Felix Del Gado and Waiters Lavi Pinto, Fabio Vasquez, Ivan Uribe, George Patres and John Doupis.

**CALGARY INN** — Each year the Calgary Tourist & Convention Association chooses a single individual from all Calgary hotels to receive their "Clerk of The Year" award. Mel Anderson, Calgary Inn desk clerk, was this year's winner, receiving a plaque from the C.T.C.A. as well as a letter of commendation from General Manager Peter Martin. In addition, Mel was presented with a \$25 cash gift and a \$25 gift certificate for use in the Owl's Nest Dining Room, both from the hotel.



**BAYSHORE INN** — Door prizes were one of the attractions highlighting the recent dance party sponsored by the hotel's employee council—the Inn Counter Group. Winner of the number one prize was Demetrios Sawis (left) of the banquet department as drawn by Executive Chef Xavier Hetzman (center). Group President, Barbara Danuke (face hidden behind mike) MC'd the affair.



**OLYMPIC** — General Manager Warren Anderson (right) received the banner of the People's Republic of China gymnastics team from team officials Wang Chiatung and Kung Ke-fei. The presentation was made as a token of appreciation for the hotel's hospitality during the team's stay while performing in Seattle in early June.

# What's in it for you...

## PART II

Last month *Front!* introduced the first in a series of articles focusing on Western International Hotels' growth projections over the next few years, and the paralleling need for meeting the staffing demands of this physical growth.

That article featured an interview with WIH Executive Vice President Harry Mullikin who presented the broad picture view of this corporate growth challenge. At one point in the article, Mr. Mullikin made mention to the effect that employee self-development was among the key factors in meeting this staffing challenge.

In this second article, Gordon Schneider, WIH director of personnel and education, adds some further specifics on Western International's projected staffing needs. But, more importantly, he discusses some of the avenues of self-development opportunity available to the career-minded employee interested in his own "growth projections" with the company.



**FRONT** In last month's *Front!*, Mr. Mullikin projected that within the next three years WIH will need some 500 qualified individuals to fill key administrative position needs. Can you give us further specifics?

**SCHNEIDER**

Well, I can give you some figures based on projects the Development Division is working on and are fairly well firmed up. To cite a few position title examples, at this moment we will be needing six new general managers, nine new executive assistant managers, nine new directors of food and beverage, nine new controllers, nine new executive chefs, and five new directors of sales. This is only a small sample of the many positions to be filled. A major property like the Crown Center, for instance, involved the advancement transfer of some 30 people.

A promotion advancement may not always mean a change of title however. Individuals can also advance, say, from a 400-room house to a 700-room house or 700-room house to a 1,000-room house and take on increased responsibility and job diversification without a title change.

**FRONT**

What is your definition of "management development"... is it just a more selective term for "career development"?

**SCHNEIDER**

There are similarities, of course, but there are also some distinctions. Management development is creating and developing the skills necessary for successfully managing a department or a hotel -- basically of getting things done by managing or supervising others. For instance, it requires such abilities as screening and interviewing prospective candidates for positions; obtaining the cooperation and support of those people who work with and for you; of handling grievances; of planning; controlling and budgeting. These are skills that have to be acquired through experience, on the job training, and such formal training as seminars and conferences, etc.

Career development is a more general term that applies to any individual interested in developing his or her work skills. It is a continuing learning process to better equip people for their job. You know, jobs are becoming more sophisticated all the time with new methods of operation, new products and new concepts. To a great extent, this learning process is necessary just to maintain an individual's status quo. In effect, career develop-

ment is a personal responsibility that belongs to everyone who wants to maintain his job, grow along with it, and hopefully to advance beyond it.

**FRONT** For these individuals who want to "grow along with their job" or advance their management potential, can you suggest some approaches to be followed in their development?

**SCHNEIDER** First, the individuals have to analyze where they want to go -- both in their short-range and long-range goals. Then they should try to analyze their own strengths and weaknesses to see if they qualify for these goals. The semi-annual performance review is one of the best ways to analyze these strengths and weaknesses. They can ask their supervisors during the evaluation discussion for their perspective as to how the supervisor has observed the individual in the job situation. Supervisors would not only be glad to do this, but in most instances, could give specific, helpful suggestions for self-development improvement. Perhaps someone may need additional courses in accounting or in public speaking or in report writing. This is up to the discretion of the individual hotel manager of course, but in some instances if an outside course has a direct bearing on the individual's job, management may pick up the tab for all or part of course fees.

There are a number of educational resources available to most people -- night courses, extension courses, and such groups as Toastmasters, which is excellent for developing confidence in speaking to groups.

One of the best programs for hotel career oriented people is the AH&MA Career Development Program. There are Career Development Chapters located in almost all of our hotel communities in the United States and Canada.

**FRONT** You've given particular emphasis to the AH&MA Career Development Program. Can you elaborate a little more on this?

**SCHNEIDER** The AH&MA program offers 21 courses including Human Relations, Hotel Accounting, Food Purchasing, and others. These courses can be taken through Career Development classes in cities where chapters are located or

through correspondence studies. Over 200 WIH people are enrolled in these courses and, in fact, some of the courses are being taught by WIH people. Western International officially endorses and supports the program to the extent that dues are reimbursed to any chapter member who takes at least one course a year. Further, the cost of the course is reimbursed if an individual passes a course. If he or she attains a grade of "B" or better, that individual will receive a \$25.00 bonus. For people who want to take courses other than those being currently offered, or if there is not a Career Development Chapter in their community, or because of job conflict, these same courses may be taken by correspondence and the same reimbursement benefits apply. There are some advantages in taking the Chapter classes, however, since the individual is exposed to classroom discussion, the exchange of ideas, the opportunity of meeting people from other hotels and, in addition to the text, the individual can gain from the instructor's experience and background.

**FRONT** Speaking of self-development, how do you picture the career-minded individual's responsibilities in this area?

**SCHNEIDER** Well, of course, self-development initiative has to come from the individual. We can show the individual the self-development opportunities that are available and provide the resources. But it's like the old bit about taking an individual to dinner. It's up to each person to decide whether or not he or she is going to dine, as it were. The individual may indicate an interest in self-development, but it takes a commitment, it takes time, and it may even take money. But I don't think it is unrealistic for an individual to apply this investment toward his future in providing for his economic well-being.

**FRONT** Mr. Mullikin mentioned in his interviews a trend toward accelerated advancement within WIH for qualified individuals. Would you like to comment on this and add some statistics on advancement transfers over the last few years?

**SCHNEIDER** Well, as Mr. Mullikin indicated, with the rapid growth and expansion of our

company, we have to keep qualified people on the move to meet our staffing requirements. We also need to make the best utilization of each person's skills to the benefit of both that individual and the company.

As you know, ours is an advancement - from - within philosophy and there are lots of advancement opportunities for the skilled, career-minded individual. I can cite a number of cases of what you refer to as "accelerated advancement" including one individual who joined us seven years ago just out of school and was recently named a hotel general manager, and we have another general manager of a major property who is only 30 years old. There are many other instances of accelerated growth almost as impressive-- for both men and women.

As to promotion transfers, in 1970 we transferred 108 people; in 1971 it was 116, in '72 there were 146 transfers; and this year, through the end of May, we've transferred 70 people. These are transfers between hotels and does not reflect the much greater internal movement that has taken place. To give you an idea of these in-hotel promotions, check the "in-hotel" promotion listing in any issue of Front!

**FRONT** One final item. Recently a new member has been added to the Personnel Division operations--Dick Blewett. Can you outline his projected responsibilities particularly in relation to WIH personnel development and staffing?

**SCHNEIDER** Yes, Dick Blewett joined us in May with the title of Manager, Management Development. Currently he is going through an on-the-job indoctrination process within a number of hotels. Basically, he is being assigned to evaluate our future staffing needs and to work out a program as how we can best accomplish our staffing goals. At this time, however, I think it would be best to interview him personally in his area of operations once he is established in Seattle. I'm sure such a report will be of great interest to Front! readers.



## INTERNATIONAL



**MEXICO CITY** - Return to "Gay 90's." A big hit with guests of the Camino Real in Mexico City is the newly opened LA CANTINA bar. The facility, opened last May, captures the atmosphere of a Mexican cantina circa 1900's in its decor and staff costuming. With the bar hostess in the photo are Francisco del Valle (center) Camino Real director of personnel and LA CANTINA manager, Manuel Mozota (far right).



**SAN SALVADOR** - Salute to Secretaries. In celebration of "Secretary's Day" in El Salvador, and particularly as a token of appreciation for their own secretaries, the "bosses" at the Camino Real hosted their "gal Fridays" to a luncheon at the hotel's El Escorial Restaurant. The group from left: Marta Ines Martinez, Louis Drake, Mabel Acosta Hinds, Eva Maria Lemus, Fermina Rochac, Maria Enriqueta Pinto, Isabel William, and (standing) Rafael Marquina and Rafael Morales.



**ACAPULCO** - Before the show. Ron LaRue, WIH Director of Advertising and Public Relations and Vicky Sabah, Public Relations Manager for the El Mirador, enjoy their dinner at the hotel's La Perla Night Club while awaiting performances by the world famed Acapulco divers. LaRue visited a number of Mexico properties in May for consultations on the WIH de Mexico advertising and promotion program.



## COPIED and CONTRIBUTED

**COPIED** — these quotables after browsing through a number of WIH in-hotel publications: (Olympic **ORATOR**) - "Have you ever noticed one odd thing about blunt people? They are the ones who usually come to the point!" (Antlers Plaza **INN-CIDENTS**) - "A nite club is a room where tables are reserved and guests aren't." (Continental Plaza's **BACK**) - This thoughtful guest relations reminder from the General Manager's Column, "No extra effort slips by unnoticed. No friendly offer of help goes unappreciated."

\* \* \*

**CONTRIBUTED** — by **Bob Graves** of the WIH credit division offices, this short course in human relations:

The **SIX** most important words —

"I admit I made a mistake"

The **FIVE** most important words —

"You did a good job"

The **FOUR** most important words —

"What is your opinion"

The **THREE** most important words —

"If you please"

The **TWO** most important words —

"Thank You"

The **ONE** most important word — "we"

The **LEAST** important word — "I"

\* \* \*

**COPIED** — From the **BEAR FLAG REPUBLIC**, a California publication aimed primarily toward the business traveler, this

observation on one aspect of the travel industry:

"Too many businesses seem to run exclusively for employees and stockholders, not the paying customers . . . elaborate decor, gourmet menus and the widest seats in the world count for nothing if the clerks are rude, waiters surly or stewardesses indifferent." In identifying those businesses who try to please their customers, the article interprets "trying" as ". . . going all out to make the customer feel relaxed, comfortable, rewarded and cared for." In that interpretation, our conscientious "I tried my best," efforts can win a lot more approval from our paying customers than we might think.

\* \* \*

**CONTRIBUTED** — by **Jim Weiss**, WIH Tour Sales Manager, this "it-finally-happened" incident:

In connection with the joint WIH-UAL "Western Weekends" tour promotion, Jim has been making presentations on our WIH properties to the staff members of UAL offices in Seattle. At the conclusion of one session, a UAL reservationist approached Jim, reporting that earlier that day she had received a reservation request from Chicago for a double room with a king-sized bed. . . at the Space Needle! (For the enlightenment of WIH newcomers, the Space Needle is strictly a restaurant operation.)

## Young People's Puzzle Corner

1. This person may be in charge of a fine specialty \_\_\_\_\_.
2. Or it may be a coffee shop, entertainment lounge \_\_\_\_\_ a bar.
3. They are responsible for all of the \_\_\_\_\_ of their assigned area or areas.
4. In some restaurants, they may carry the title of \_\_\_\_\_.
5. The day to day \_\_\_\_\_ of their staff is another major responsibility.
6. Their \_\_\_\_\_ toward their staff is important to their operation's success.
7. While the \_\_\_\_\_ and title of staff members may vary, they would most always include waiters or waitresses and busboys.
8. Depending on type and size of operations, staff \_\_\_\_\_ may also include hostesses, captains, wine stewards, bartenders and barboys and cashiers.
9. The satisfaction of \_\_\_\_\_ is a prime objective.
10. Quite often these people will work closely with the hotel's \_\_\_\_\_ chef and other kitchen staff members.
11. Additional general \_\_\_\_\_ include hiring and training of personnel, and their continual supervision.

## FUNNIES

An expert doesn't necessarily know more than you do, but he has it better organized and he uses slides.

\* \* \*

A diplomat is a man who can make his wife believe she looks fat in a mink coat.

\* \* \*

You've reached middle age when the morning after lasts all day.

## FRONT! HORO-SCOOPS CANCER

**June 22 — July 23.** "The Crab." Regardless of any such suggestive implications, Cancers are not crabby people. Oh, you may meet one occasionally, but their crabbiness is usually caused by something like wearing shoes that are a size too small. Also, in spite of the fact that Cancers are ruled by the moon which is supposed to make them changeable, they are usually of a placid nature. Some are, however, affected by a full moon which is characterized by excessive howling and an over stimulated glandular reaction (usually followed by an overwhelming desire for a shave and facial). Cancers by nature are sentimental and tender and do not appreciate others who may seem to aggressive. Therefore, they seldom make good as used car salesmen, or, for that matter, hardly ever buy used cars. In their dress, they choose to present a dignified appearance in public, preferring clothes of a conservative nature. (Some have their troubles with stuck zippers, however.) Their gem is the moonstone (or anything that can be palmed off as one!) Their lucky number is 563,927.07, which is just how many chances to one they have of ever seeing a lucky day!

### PUZZLE CORNER ANSWERS

This person is a **ROOM MANAGER**  
 1. Restaurant 2. Or 3. Operations  
 4. Maître'd 5. Management 6. Attitude  
 7. Number 8. Additions 9. Guests  
 10. Executive 11. Responsibilities

## In the service of our hotel operations

### PAUL MOEN - Chief Concierge Hotel Scandinavia

Paul Moen and the Hotel Scandinavia's management have been acquainted with each other for less than a year. But the impression is that they have been life-long acquaintances!

This compatibility springs from a mutually shared and strongly felt philosophy that "personalized service" is the ONLY way to run a hotel.

Paul is the chief concierge for the Scandinavia, a position he has held with some of Denmark's leading hotels over the past 20 years. (The chief concierge position compares somewhat with that of director of services in an American hotel, only with much greater guest contact and service responsibility.)

During his lengthy hotel career, Paul has developed his talent for personalized service to a fine art popularly recognized throughout the hotel world of Copenhagen.

It is a service attitude based on patience, understanding and a truly genuine interest in people -- all kinds of people. In fact, he is especially attracted to the ill-tempered or dissatisfied looking hotel guest. To him they offer a very special -- and even welcomed -- challenge.

After an encounter with Paul, it is the rare guest indeed, whose day hasn't been brightened; whose good humor hasn't been restored; or whose real or imagined dissatisfactions haven't been righted.

Over the years Paul has developed a keen sense for attention to detail in his guest relations. Wherever he's worked, he has put together and maintained his own personal guest history file on all regular clients. In this file he makes notations as to the particular likes, dislikes, preferences and habit peculiarities of these individuals. He is firmly convinced that all guests, and regular guests in particular, should expect and receive service request satisfaction. If the guest wants a particular newspaper to be regularly delivered, special flowers put into his room, an additional pillow for his bed or whatever, Paul sees to it that these requests are unhesitatingly carried out promptly and to the letter.

Paul is Scandinavian in its multi-national sense. He was born and raised in Norway, attended the University of Oslo in Norway, and most of his hotel experience has been in Denmark. His introduction to the hotel world came while attending the University. To support himself as a student, he worked part time at Oslo's Hotel Bristol, both at the reception desk and at the hallporter's desk.

At the time he was studying law with the full intent of becoming a lawyer as was his father. His experiences at the Hotel Bristol, however, completely captivated him and when the hotel's owners required a trained receptionist for their hotel in Copenhagen (the Palace), he accepted the position and was transferred.

Two years later, a major new hotel, the Europa, was being built in Copenhagen and Paul was offered the position of Chief Concierge. Willing to accept, but not feeling fully qualified for this new responsibility, Paul took leave to attend the hotel school in Lucerne, Switzerland for eight months of intensive study. Upon his return, he was ready to take over the new position.

Then in 1960 when the Scandinavian Airlines System (SAS) began their first hotel venture in Copenhagen, (the Royal), Paul was appointed the Chief Concierge for that property. He stayed with them for twelve years until he joined the staff of the Scandinavia (a partly owned SAS hotel). While with the Royal, Paul made study tours of hotels all over the world -- the Far East, the United States, and throughout Europe.

In recognition of his professionalism, Paul has been a member for some years of the very exclusive international organization, "Les Clefs d'Or". The group, composed of Chief Hallporters from around the world, has a select membership of some 2,000 members.

Paul eagerly looks ahead to his association with the Hotel Scandinavia as an exciting new chapter in his hotel career. In his experienced judgment, he predicts the Hotel Scandinavia will be the leading



hotel in Copenhagen, in Scandinavia, and in fact, in all of Northern Europe. A great deal of this prediction is based on the fact that, as he puts it, "...the management of the Hotel Scandinavia attaches just as much importance to personalized service as I do."

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### COMINGS AND GOINGS

(Continued from page 2)

Michigan Inn • William Smith from the Winnipeg Inn to engineering director for the Calgary Inn • Roger Terrell from the Shangri-La to executive assistant manager of the Hotel Scandinavia • Lorene Walters from the Crown Center to F.F. & E. administrator for Western Service & Supply • Sandy Irwin from the Calgary Inn to regional sales manager in Toronto • Denis Beaulieu from the Bonaventure to director of sales for the Toronto Plaza • Rolf Gurtner from the Space Needle to sous chef at the Olympic.

### New

John Meissner joins the Bayshore Inn as sales manager • Harmut Ballin named manager of the Chicago '93 Restaurant and Bar at the Continental Plaza • Neil Sabin to the Los Angeles Regional Office as sales representative • Richard Blewett to WIH Personnel office as manager of management development • David Appleton to the Carlton Hotel as director of marketing.



**MAYFLOWER** — New uniforms for waiters in the Carvery Restaurant. The knickers and hamlet shirt costumes, as worn by waiter Jose Aragon suggests the style of dress worn by the waiting staff of an early English Inn.

## So, What's New? (Well... sort of)



**COSMOPOLITAN** — A hotel visit by the young stars of one of TV's newest and most popular dramatic series, "The Waltons." Show viewers will recognize the Walton "kids" Judy Norton and Jon Walmsley pictured above with Executive Assistant Manager Jerry Wolsborn and Banquet Manager Jim Bray.



**CALGARY INN** — Something new to write home about for the engineering department's Sam Brown who was recently selected for the hotel's "Employee of the Month" award.



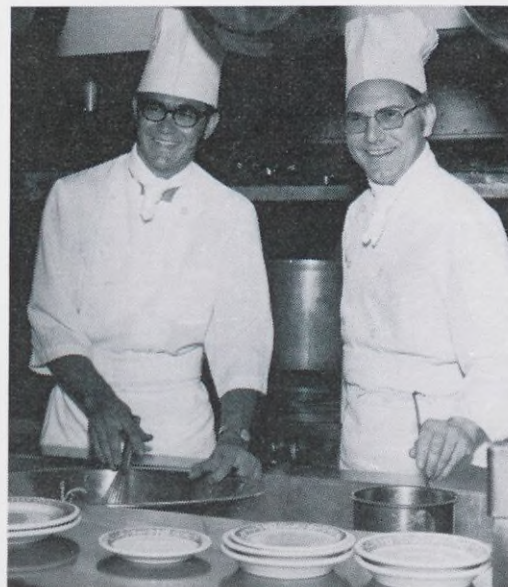
**BAYSHORE INN** — A new post for Xavier Hetzman (right—formerly with the Georgia Hotel) as Executive Chef for the Bayshore Inn. Former Executive Chef Everett Miller (left) who has retired to go into private business, passes on the cleaver in symbolic change-over ceremonies as presided over by General Manager, Arthur Oades.



**HOUSTON OAKS**—A new year for the hotel as it celebrated its second anniversary in conjunction with the annual Employee Awards banquet on May 1. Enjoying the festivities from left are: Becky Bratton of personnel; Beverly Neel and Kathy Greer from accounting; and, peeking from behind, Luther Luper of the engineering department.



**WINNIPEG INN** — A new position transfer for Building Superintendent Bill Smith (right) who recently moved to the Calgary Inn. Extending best wishes is Winnipeg Inn General Manager, Cecil Ravenswood.



**OLYMPIC** — A new and very exciting opportunity for hotel apprentice chefs Mel Porter and Roland Roy, who were recently transferred to the Hotel Scandinavia in Copenhagen, Denmark on a post-opening temporary assignment.

# FRONT FOCUSES ON

## London Regional Sales and Reservation Office

The number 10 Conduit Street address identifies a narrow, three-story building located in the heart of London's tour and travel business district.

Except for its unique second floor bay window that extends over the street sidewalk, the unpretentious building may go unnoticed by the casual passerby.

But to tour and travel people, as well as a number of business enterprises and associations throughout the United Kingdom and Western Europe, it is recognized as the address of Western International's Regional Sales and Reservations office headquarters. (As a matter of fact, the previously mentioned protruding bay window is that office's window wall.)

The office, established just since last October, is headed by Regional Director of Sales, **Bob Chamberlin**. Assisting Chamberlin in its operations are staff members **Ann Machin**, reservationist and office secretary **Margaret Stonely**.

Before his appointment to the London office, Chamberlin had served as the Director of Sales for the Shangri-La Hotel in Singapore. Both Margaret Stonely and Ann Machin were born and raised in England. Previous to joining WIH, Margaret worked for some three-and-one-half years with a firm of insurance brokers and financial consultants in London. Anne had had some previous hotel experience working as a receptionist for one summer at London's Regent Place Hotel.

The "territory" serviced by the office extends throughout the length and breadth of Western Europe and the British Isles. However, London, or more specifically, an area within walking distance of the office,



WESTERN INTERNATIONAL'S  
"bay window" to Europe

is the source of the bulk of its sales contact transactions. In this concentration are located London's major airlines offices, travel agencies and tour offices.

Reaching further afield, Bob's sales contact travels have taken him throughout much of the British Isles and into Germany, France and the Benlux countries of north-central Europe. Mainly these are calls on major corporations and association groups. While some business is being generated for WIH properties in the North American continent and the Orient, so far most of it is being slated for the Carlton Hotel in Johannesburg (the United Kingdom is a prime market for South Africa) and the recently opened Hotel Scandinavia in Copenhagen.

The United Kingdom is also the major source for reservations business -- received either by telephone or Telex -- although call requests are also received from the Continent. Through the overseas Citel system, the office can hook up with the WIH Hoteletron system through Space Bank headquarters.

The London office is Western International's first corporate sales and reservation operation in Europe. Its present staffing is, perhaps, somewhat modest in size, but in its scope it promises a bright, growing potential. During its short history, the efforts of its hard working and highly professional crew have already made some very impressionable inroads in implanting the Western International Hotels' name on the European map and in adding greater meaning to our corporate middle name.



ANN MACHIN, Reservationist



MARGARET STONELY, Secretary



BOB CHAMBERLAIN  
backgrounded by London's Big Ben