

Front!

December, 1980

WESTERN INTERNATIONAL HOTELS



● *Your 1980
Christmas wishes . . .*

● *Special 50th
anniversary insert*



On the move

The Christmas spirit

What is the Christmas spirit? Is it fancy flocked trees with shiny red balls? Parties and family get-togethers? Religious celebrations? The giving and receiving of gifts?

Certainly, these are all part of it, but for many of us it is something more than this. It is also the spirit of caring and the giving of our time and energies to brighten the lives of others less fortunate than us.

That kind of Christmas spirit is happily demonstrated by people throughout all of our hotels each year.

For example, this year, as in Christmases past, our hotels across Canada will be participating in a variety of yuletide fund-raisers for charitable organizations.

Last year, Hotel Torontonians helped raise \$47,000 in the community to benefit the local Children's Hospital Foundation. The Calgary Inn people gave of their time and energies to help raise over \$100,000 in their community program to make Christmas — and all year long — a lot happier for victims of cerebral palsy. Other Canadian hotels contributed to similar fund-raising efforts.

And there are many more hotels and employees whose giving and caring Christmas spirit is helping to make the holidays special for many of the less fortunate in their communities.

It's obvious that this spirit is alive and doing very well throughout our Western International family.

To all of you, my best wishes for a very merry Christmas and for a happy and prosperous new year.



Harry Mullikin
President and
Chief Executive Officer

Harry Mullikin

Jeffrey Cerreta, from senior accountant, The Arizona Biltmore, to assistant controller, Cincinnati Plaza.

Jeff Durham, from director of conventions, Century Plaza, to senior assistant manager, Shangri-La, Hong Kong.

Heinz Hofmann, from director of F&B, Continental Plaza to director of F&B, Hotel St. Francis.

Mark Morgan, from assistant front office manager, The Olympic, to assistant manager, Central Reservations Office, Omaha.

Robert Niederhauser, from director of F&B, The Plaza, to director of F&B, HOCASA (WIH in Mexico).

Faiz Qureshi, from director of restaurants, The Olympic, to manager of Beaudry's, L.A. Bonaventure.

Monica Rafter, from convention services manager, Crown Center, to director of conference services, The Arizona Biltmore.

Victor Shook, from assistant controller, Detroit Plaza Hotel, to controller, Williams Plaza.

Continued on page 4



Mauna Kea Beach lobby last Christmas.

COVER: STEP INTO ANY Western International hotel lobby at Christmas time, and you are likely to step into a holiday wonderland with a beautifully decorated Christmas tree as its stunning centerpiece. The dazzling tree featured on our cover brightened the

Front!

A monthly publication by and for employees of Western International Hotels

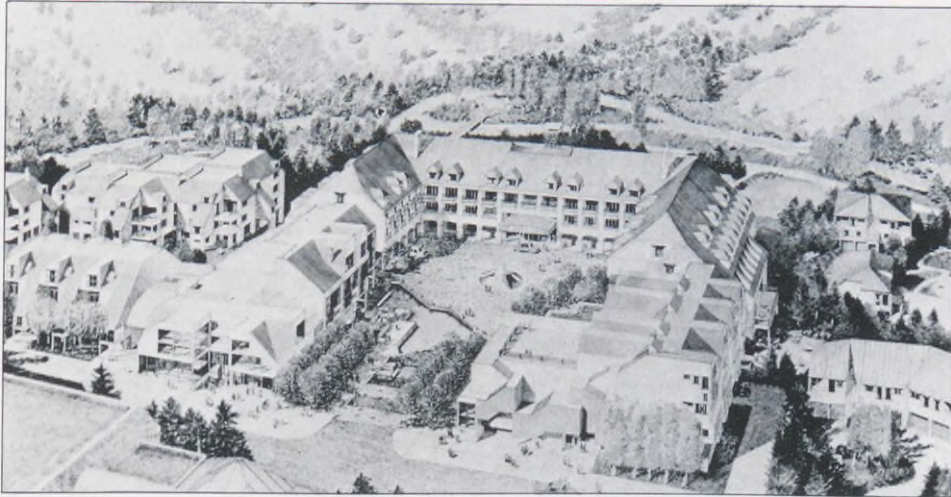
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Plans for Vail resort complex unveiled



Rendering of Vail resort complex with main lodge (center) and surrounding condominium units.

Vail, Colorado, one of North America's most popular ski/vacation destinations, is the site for Western International's newest resort property.

The yet unnamed property, a 17-acre, \$42-million resort and condominium complex, is now under construction in Vail's Cascade Village at the base of Vail Mountain.

The resort will include 150 deluxe guest rooms and 62 three- and four-bedroom condominium rental units. Completion of the guest room portion of the project and the first of the condominium units is planned for November, 1982. The total complex will be completed in 1985.

In announcing the project, Harry Mullikin noted that it was the company's intention to manage and participate in the ownership of the resort complex.

"This new property in Vail has been designed to offer year-round recreational facilities, and will rank among the top resorts in the world. The area will attract not only sports enthusiasts, but will be a major center for meetings and conferences," said Mullikin.

Meeting and conference facilities will include a main ballroom with a seating capacity for 320 persons, and a 285-seat auditorium plus other meeting room space. Parking for the entire complex will be under cover.

The complex will have two specialty restaurants and a hearth-side lounge. Outdoor and pool-side food and beverage service for year-round guests will also be offered.

Gardens in the project will include cascading waterfalls and fountains. Man-made pools will provide outdoor ice skating for winter guests.

The resort's complete sports facilities will offer indoor racquetball, squash and handball courts, indoor tennis courts, sauna and massage facilities for men and women, an Olympic-sized swimming pool and outdoor ice skating. In addition, saunas, Jacuzzi pools, steam baths and massage facilities will be located in the main lodge.

Additionally, throughout the Vail Valley there are 15 miles of bicycle trails, 26 miles of hiking trails, 15 horseback riding stables, and two PGA championship-class 18-hole golf courses, with two more courses under construction.

Boston, Philadelphia hotels announced

As this issue of FRONT! went to press, WIH announced confirmation of the company's intention to manage and participate as an investor in two hotels.

One is the yet-to-be-built 800-room, 36-story hotel in Boston's Copley Place complex. The other is the existing "grande dame" of Philadelphia's hotels, the Bellevue Stratford (formerly known as the Fairmont Hotel).

Details on both hotel acquisitions will be reported in the next issue of FRONT!

Hotel management changes

The following promotions and transfers in management positions were recently announced:

Peter Smith, formerly general manager at Edmonton Plaza, is now general manager at Hotel Toronto.

Steve Halliday, former manager at Hotel Toronto, has been named general manager for Edmonton Plaza.

Larry Dustin has been named project director with the Design and Construction Division in Seattle.

Formerly, he was general manager at Williams Plaza.

Bill McCreary, former resident manager at Century Plaza, takes Dustin's place as general manager at Williams Plaza.

Larry Saward, former senior assistant manager at Century Plaza, has been promoted to resident manager at that property.

All three Hawaii hotels earn top honors



Travel/HOLIDAY-award winning dining at Wailea Beach Hotel's Raffles.

Western International is a winner in Hawaii — a triple award winner, in fact.

Travel/HOLIDAY magazine has just announced that all three hotels' gourmet restaurants have earned that magazine's prestigious fine dining award for 1981, ranking them among the best dining establishments in America.

This is the first such award for Raffles' at Wailea Beach (new hotel restaurants are not eligible for award consideration until after one year of operation); the third year for the honor for Champeaux's at The Ilikai; and the fifth consecutive award year for Mauna Kea's Garden Pavillion.

WIH is the only hotel company in the Islands that can claim the distinction of having all its properties honored with the top *Travel/HOLIDAY* award.

Restaurants (non-hotel also) are selected based on the careful evaluations of restaurant and wine editor Robert Balzer. Balzer is assisted in his evaluations by an anonymous crew of restaurant critics throughout North America. Judging criteria include selection, preparation and service of foods; atmosphere; and the consistency of a warm, friendly reception from the restaurant staff.

While Balzer was sampling the culinary expertise in the WIH Hawaiian restaurants, he became so inspired by Raffles' at Wailea Beach that he donned chef's hat and apron and joined executive chef Neil St. Nicholas and sous chef Jonathan Robinette in the kitchen to create some special recipes. Balzer's culinary creations, which included a pineapple and rum sauce dessert, a curry appetizer and a saddle of lamb entree, are now offered on the Raffles' menu.

On The Move, continued from page 2

Heinrich Steffen, from executive sous chef, Crown Center, to executive sous chef, Hotel St. Francis.

Jack Tachiyama, from director of central purchasing, Space Needle, to director of central purchasing, WIH F&B Division.

Michael Thornton, from chief accountant, Crown Center, to assistant controller, South Coast Plaza.

Norman Wade, from chef de cuisine, Hotel St. Francis, to executive chef, Cincinnati Plaza.

Otto Weibel, from executive chef, Philippine Plaza, to executive chef, Shangri-La, Hong Kong.

The Vineyard for fine wining and dining

At Century Plaza, it's fine dining all the way in the just opened The Vineyard restaurant. The restaurant is located in the hotel's lower lobby and replaces the former Granada dining room.

The Vineyard is designed to provide a showcase for California's finest wines as well as for the finest in contemporary cuisine.

The decor echoes the restaurant's name. Wines are showcased in lighted wine cabinets. Colors are in earth tones, and a lattice-work ceiling with filtered lighting completes the mood. Oriental carpets and palms grace the entrance to the restaurant.

Rather than create a menu around a single type of cooking, executive chef Raimund Hofmeister has created a flexible, varied menu uniquely his own, which includes the freshest of ingredients in all dishes. Fresh vegetable choices change daily, depending on what is available in the market. Daily specials give the menu even more variety, and also feature the freshest of choice ingredients.

Service is top quality, too, with no less than four people waiting on a table. The captains are attired in tuxedos.

Exquisite service, food and wines — that's The Vineyard at Century Plaza.



Oriental carpet, palms and wine cabinets grace the entrance to The Vineyard.

WESTERN INTERNATIONAL HOTELS

ANNIVERSARY IT ALL STARTED WITH TWO CUPS OF COFFEE

It all started over two five-cent cups of coffee. The year was 1930. The nation was teetering on the brink of the Great Depression.



S. W. Thurston

In Yakima, a small farm community town in central Washington state, two out-of-town hotelmen happened to enter a restaurant within minutes of each other. As former acquaintances, they sat together at a table,

ordered coffee, and began discussing the hotel business. Their mutual concern was the imminent depression and the possibility that the worsening situation could lead to financial ruin for their businesses.

As the conversation between the two hotel competitors developed, it began to make sense that instead of working against each other, perhaps they should combine forces to better meet the challenges of an uncertain future.

By the time they had ordered a couple of refills, Western Hotels, Inc. was well on its way toward actuality.

The participants of that eventful get-together were S. W. Thurston, representing the Maltby-Thurston Hotels, Inc., and Frank Dupar, representing Frank and Harold Dupar and Associates.

Shortly after this momentous meeting, Western Hotels, Inc. was organized (August, 1930) in

Seattle as a hotel management company. It combined the interests of Maltby-Thurston and the Dupars plus those of the Puget Sound Hotels, another group of hotels represented by Peter and Adolph Schmidt.

That first year, 1930, there were 18 hotels under the new company's management; all but one of them — the Boise in Boise, Idaho — were located in the state of Washington.

By the exchange of ideas, stabilization of rates, establishment of effective cost controls, group buying and cooperative advertising, Western Hotels, Inc. was able to escape the financial destruction that plagued the industry in the early 30's.

For the first 30 years, with S. W. Thurston, Harold Maltby, and later, Troy Himmelman calling the shots, Western Hotels flourished, adding hotels throughout the west including properties in

Alaska and Hawaii.

The impact of the next generation of leaders of Western Hotels was equally important in the history of the company. Edward



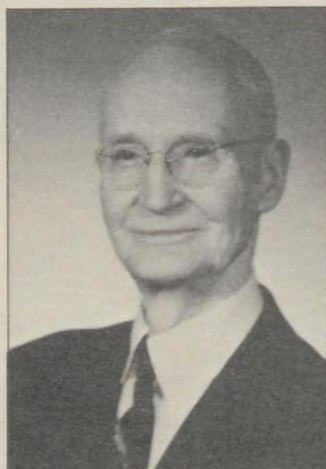
Frank Dupar

Carlson became president in 1960, and Lynn Himmelman, himself a veteran hotelman, was named executive vice president.

Continued on next page.

WESTERN INTERNATIONAL HOTELS

Under Carlson and Himmelman (who became president in 1969) and Gordon Bass (named president in 1971) the company expanded — geographically, operationally



Harold Maltby

and financially. Canada, Central America, Mexico and the Far East as well as additional cities in the U.S. became new hotel destinations for the company. Western Hotels was continuing to grow — nationally and internationally — a growth that was recognized in the name change in 1963 from Western Hotels, Inc. to our present Western International Hotels.

In 1970, Carlson, chairman and chief executive officer for Western International, helped direct an agreement in which UAL, Inc., already the parent company of United Airlines, acquired the company. Six months later, Carlson moved to Chicago to become president and chief executive officer of UAL, Inc. and United Airlines, while Himmelman moved up to take over Carlson's chairmanship of Western International and Bass was named president.

The third generation of leadership began with the naming of Harry Mullikin as president in 1973 (the chief executive officer title was added in 1977). Under

Mullikin's direction, Western International moved into Europe, expanded its number of hotels in the Pacific Rim and accelerated expansion with the construction and acquisition of major properties in North America. The company had entered one of the most exciting and dramatic growth periods in its history.

Today, as Western International Hotels celebrates its 50th anniversary, it enjoys a world-wide recognition as one of the finest and most successful hotel companies in the industry.

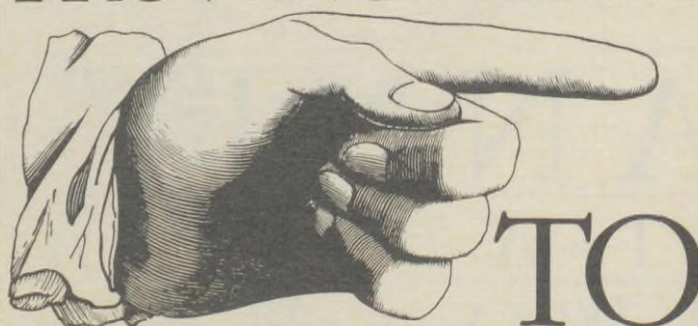
As Western International enters its second 50 years, plans and potential for the company's continuing expansion and growth for its people have never looked brighter. The best — as the company's anniversary message promises — is yet to come.

And it all started over two five-cent cups of coffee.



Western International Building — the company's world headquarters opening mid-1981, Seattle.

FROM PACIFIC NORTHWEST PROVINCIALISM



TO INTER- NATIONAL PROMINENCE IN FIVE DECADES

To record the colorful and exciting history of Western International's first 50 years in detail would take volumes. Here, sectionalized according to the past five decades, are some of the major highlights that sketch in broad brush

the company's half-century of development. The decade approach is used only as a convenience for this presentation. History, of course, is not regulated by specific multiple time segments but by the people and events that shape it throughout its course.

WESTERN INTERNATIONAL HOTELS

THE 1930'S

STABILIZATION AND SURVIVAL

The hard-luck times of the depression years proved the major challenge facing the fledgling company. But thanks to the business acumen, hard work and daring of the company's management — namely, S. W. Thurston, president; F. A. Dupar, secretary-treasurer; and Harold E. Maltby, first vice president — Western prospered.

Though seven more hotels were added to the original 18 during the decade, the company divested itself of ten properties during this same period to enter the 40's with 15 properties.

Two of the hotel acquisitions — both



Troy Himmelman (at blackboard), who opened and was first manager of Seattle's Benjamin Franklin in 1929, emphasizes the importance of guest service during a staff meeting. At the time, two floors of the hotel had been set aside for the exclusive use of women guests "... in recognition of the growing tendency of women to travel alone."



The Georgia in Vancouver

happening in 1931 — provided for two significant milestones in the company's history.

The first marked the company's first venture into a "foreign" country with the management of The Georgia in Vancouver, B.C. The 316-room property was to remain an important member of the Western family for the next 41 years.



Seattle's New Washington Hotel was Western Hotels' corporate headquarters until the move to the 12th floor of The Olympic in 1955.

A second significant milestone was the acquisition of the Multnomah Hotel in Portland, Oregon. The importance of that transaction was that it represented a change in philosophy of the original company concept of a strictly management operation. The Multnomah acquisition required a joint investment on the part of the company's principles. This financial involvement practice was to continue in varying degrees in the succeeding years.

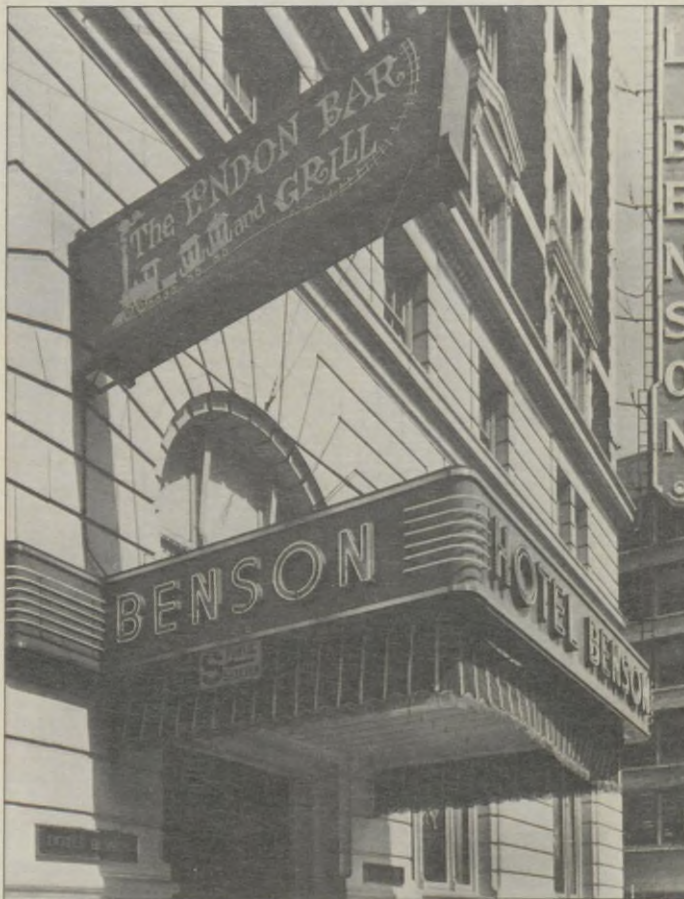
By 1940, Western Hotels had not only survived the depression era, but had stabilized as a major hospitality influence in the Pacific Northwest.

WESTERN INTERNATIONAL HOTELS THE 1940'S THE WAR YEARS AND EXPANSION

The beginning of the 40's marked yet another major milestone in the company's development when Western made its first move out of the Pacific Northwest to acquire an equity interest and the management of the Sir Francis Drake in San Francisco. The transaction took place just days before

of challenges for the company — mostly of shortages in supplies, in staffing and, very often, in rooms to accommodate the highly mobile wartime civilian and military population.

In 1946, after the war, the three men who were to form the "second generation" of the company's



Portland's Benson hotel, shown here in this 1957 picture (since undergone a multi-million dollar restoration) has been under the longest continuous management among Western International properties.

the attack on Pearl Harbor that initiated United States involvement in World War II.

Three years later, in 1944, The Benson in Portland, Oregon, was added to the Western Hotel's roster.

The war years, through 1945, presented its own set

leadership — Edward Carlson, Lynn Himmelman and Gordon Bass — rejoined Western: Carlson as assistant to president S. W. Thurston; Himmelman as manager of the Benjamin Franklin; and Bass as associate manager of the Multnomah.



Hotel conventions, shows, and exhibits were fast becoming a way of life in the late 40's when this photo of the unveiling of the newest Hudson automobile models was taken in the lobby of the Cosmopolitan Hotel in Denver.

A significant operations step was taken in 1947 when Western introduced "Hoteltype," its first private wire reservations service with a 12-city hookup. By

the time the 40's decade had come to a close, six more hotels had joined the Western family to include the cities of Los Angeles and Salt Lake City, Utah.

**For Hotel Reservations
in any of 12 cities—phone**

We will gladly make and confirm reservations for you in any of the Western Hotels Inc. listed below at no extra charge.

VANCOUVER, B. C. Georgia	SEATTLE, WASH. New Washington Benjamin Franklin Mayflower Roosevelt Waldorf	OLYMPIA, WASH. Olympian Governor	MT. VERNON, WASH. President	BELLINGHAM, WASH. Leopold	TACOMA, WASH. Winthrop	WALLA WALLA, WASH. Marcus Whitman	WENATCHEE, WASH. Cascadian	PORTLAND, ORE. Multnomah Benson	SAN FRANCISCO, CALIF. Sir Francis Drake	BOISE, IDAHO Boise Owyhee	POCATELLO, IDAHO Bannock
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Western hotels inc.

Newspaper ad promoting Hoteltype

WESTERN INTERNATIONAL HOTELS

THE 1950'S

FROM ALASKA TO GUATEMALA

In the early 50's, four more cities and two more states (Montana and Colorado) became Western Hotel destinations. Edward Carlson was named executive vice president in 1952. And two years later, the company acquired one of its most prestigious properties, Hotel St. Francis in San Francisco.



The rotunda reception area for Western International's corporate offices on the 12th floor of The Olympic as it appeared in the late 50's.

In 1955, Seattle's Olympic joined the company and, in turn, the company "joined" the hotel when it moved its corporate offices from the New Washington hotel to the 12th floor of The Olympic.

By mid-1950, Western's subsidiary company, Western Service & Supply, began to



Ad logo from the 50's



The Hotel St. Francis, shown prior to its 1972 32-story tower addition, joined the Western International family in 1954.

set the course for its future growth and development with the appointment of J. William Keithan (now senior vice president) to head the operation.

In 1956, the company's reach was to Hawaii with the acquisition of the Hawaiian Village in Honolulu, and then it reached north in 1959 with the Anchorage-Westward in Alaska. A more significant "reach," in terms of international expansion, occurred in 1958 when Western acquired the management of three hotels in Guatemala. One of these, the Guatemala Biltmore (now the Camino Real,

Children under 14 Free

Bring the family on your trip to Seattle. Pay the regular rate for yourself and your wife. No charge for children under 14 years, accompanying you.

ROOSEVELT HOTEL
SEATTLE

Family Plan promotion

Guatemala) still remains a WIH family member. The 50's saw a total of 18 hotels joining the fast-growing Western family including two properties in the state of Arizona.

In 1952, Western introduced its "Family Plan," and in 1959, its company "Pledge." Both concepts were the first of their kind for a major hotel company.

And in 1958 the company's most prestigious employee recognition program, The Thurston-Dupar Inspirational Award (named after two of the company's founders), was established.

WESTERN INTERNATIONAL HOTELS THE 1960'S WESTERN ADDS "INTERNATIONAL"

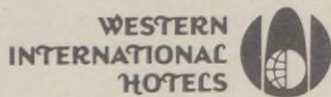
The 60's began with the election of Edward E. Carlson to president of the company to establish the company's "second generation" of management. Thurston was named to chairman of the board.



Edward E. Carlson

In conjunction with the newly formed Western de Mexico Company, Western opened the Alameda in Mexico City in 1961. Before the decade was over, the company was associated with 19 hotels in Mexico.

A departure from hotel operations in 1962 was the company's management of the restaurant at the top of the Space Needle, symbol of the Seattle World's Fair of which event Carlson was a prime instigator. A year later in 1963, the company took on its "International" middle name.



Under the Western International Hotels banner, the company ventured across country in 1964 to add the



The Century Plaza — "World's most beautiful hotel"

Continental Plaza in Chicago and the briefly-held Savoy Plaza in New York.

Two years later, in 1966, the company opened the Century Plaza, proudly acclaimed as "The world's most beautiful hotel."

WIH formed a management contract with the Conahotu Hotel chain of Venezuela (ten hotels) in

1966 and a representation contract with the Avila Hotel in Caracas, Venezuela. That same year two hotels in Japan and one in Hong Kong were added. (In 1961, Western had held, for a short period, a representation contract with the Fujita Tourist Enterprises which involved two hotels and two restaurants in Japan.)



L. P. Himmelman

A marketing agreement with the European-based Trust Houses group was formed in 1968 (terminated in 1973) and the same year saw the Wentworth in Sydney, Australia, and the Colon International in Quito, Ecuador, added to the properties list.

The decade closed with the introduction of the company's first computerized reservations system, "Hoteletron," and the election of Edward Carlson to WIH chairman, Lynn Himmelman to president, and Gordon Bass to executive vice president.



Gordon Bass

WESTERN INTERNATIONAL HOTELS

THE 1970'S

MERGER AND WORLD PROMINENCE

One of the most significant milestones in the company's history occurred in mid-1970 when Western International became a wholly-owned subsidiary of UAL, Inc. In December of that year, Carlson was named president and chief executive officer of UAL, Inc. and United Airlines. Lynn Himmelman was named chief executive officer of WIH and Gordon Bass was named president.



Harry Mullikin

In December 1973, Harry Mullikin, representing the "third generation" of the company's management, was named company president and four years later, in April 1977, was elected to his present position as chief executive officer.

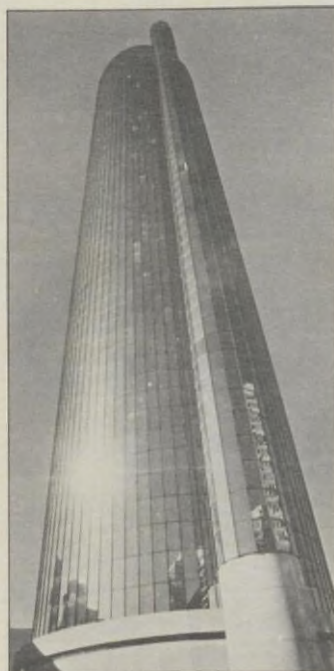
The decade of the 70's saw one of the greatest periods in the company's growth which helped firmly establish its position of acknowledged leadership in international quality-class innkeeping.

Twenty-two hotels were added to the Western International family including its three largest — Peachtree



The Plaza in New York

Plaza, Detroit Plaza Hotel, and the Los Angeles Bonaventure; one of its most prestigious — The Plaza; and such premier resort properties as Las Brisas,



The Peachtree Plaza in Atlanta

Mauna Kea Beach, and The Arizona Biltmore. It was also the decade of Western International's entry into the European market with the Hotels Scandinavia in Copenhagen and Oslo, and into South Africa with the Carlton Hotel in Johannesburg.

In June 1974, Western International established its Central Reservations Center in Omaha, Nebraska and a few months later introduced its highly sophisticated reservations/communications system, Westron.

By decade's end, the reach of Westron's communications/reservations services had extended throughout the United States (including Alaska, Hawaii and the U.S. territories of Puerto Rico and the Virgin Islands), Canada and Mexico. Further, a Telex/telephone reservations operation had been established in Frankfurt,

Germany. As the company moves into its sixth decade, prospects for an electronic reservations system linking Western International properties worldwide appeared extremely promising.

The company's entrance into its second half century dawned with an ambitious expansion program in full swing. Ground had been broken for a new resort hotel and condominium complex in Vail, Colorado, as well as



The Shangri-La in Singapore

for a luxury hotel for the Copley Place project in Boston. The 565-room Bellvue Stratford hotel in Philadelphia had been acquired. The twin hotels planned for Raffles City in Singapore were under construction, and hotels were poised for opening ceremonies in Cincinnati, Hong Kong and Ixtapa/Zihuatanejo in Mexico.

And on the drawing boards were more than a score of new hotels and resorts scheduled to join the Western International family by 1985.

WESTERN INTERNATIONAL HOTELS

DID YOU KNOW

That during its 50-year history, Western International has, at one time or another, managed or has been affiliated with over 150 hotels.

That over this same period, the company managed or was/is affiliated with hotels in these 17 countries: United States, Canada, Mexico, Guatemala, El Salvador, Ecuador, Venezuela, Japan, Hong Kong, Singapore, Thailand, Philippines, Australia, Norway, Denmark, South Africa and Korea.



That the largest hotel (most rooms) managed by the company is the 1,500-room Los Angeles Bonaventure.

That the company pioneered the "Family Plan," adopted in 1952, which allows children under 14 (since amended to 18 years) to stay in a room occupied by parents at no extra charge.

Family Plan
Children under 14 Free

That approximately 28,000+ people are employed by Western International Hotels and its affiliated properties world-wide.



That as of December, 1980, WIH lists 52 operating hotels offering a total of 28,732 guest rooms. (The total room count for the original 18 hotels that formed the company was 3,237.)

That of these 52 operating hotels, WIH lists a 100 percent ownership (in some cases, a lease ownership) of these twelve hotels: Century Plaza, Continental Plaza, Crown Center, Galleria Plaza, Houston Oaks, The Ilkai, Michigan Inn, The Plaza, South Coast Plaza, The Bayshore, Hotel Bonaventure, and the Hotel Toronto. It also has a controlling interest in the Calgary Inn and the Edmonton Plaza.

That the hotel with the longest company affiliation is The Benson in Portland, now in its 36th year with WIH. (The Benjamin Franklin — demolished this year to make way for the new Washington Plaza tower — had held the record with a 50-year association with the company.)

That Western International Hotels is a wholly-owned subsidiary of UAL, Inc. (as are United Airlines and GAB Business Services).

UAL INC.

That the WIH "Pledge," which reads, "When you have our Reservation Confirmation and arrive by the time stated, we will have a room for you. If, for any reason, that's not possible, we will secure a room for you in another hotel at our expense, provide your transportation there, and the next day bring you back to our hotel where we both wanted you to be in the first place," was introduced in 1959 as an industry first.



Harry Mullikin
President and Chief Executive Officer

THE BEST IS YET TO COME

Western International Hotels is celebrating its 50th anniversary.

This half-century milestone is not merely a celebration of years, but, more importantly, a celebration of achievement in growth, hospitality—innovation leadership and in an established international reputation for quality accommodations and guest service excellence.

Highlights of our company's development from a small, regional hotel

management company to one of world-wide prominence are reviewed in the preceding pages.

Many things have led to the success of Western International over these past 50 years. Much of them have to do with our high quality standards and in keeping abreast of and innovating changes, particularly as they benefit our guests.

But that success also has to do with some things that have never changed.

Among them are attitudes of efficiency and courtesy. The genuine warmth, the caring spirit and the friendly manner of Western International people in serving our guests are, and always will be, among our most treasured assets.

We're very proud of our first fifty years. The best, however, is yet to come — for our company, our people and our guests.

Harry Mullikin

(We would like to acknowledge the many contributing sources to this Western International Hotels anniversary presentation; in particular, Sid Copeland's "The Story of Western International Hotels" for historical data; and vice president and company archivist, Bill Keithan, and the WIH Audio-Visual Department for supplying the photographs — FRONT! editorial staff.)

WESTERN INTERNATIONAL HOTELS



Christmas may mean many things to many people, but to those employees of our Canadian hotels, it means that very special "Christmas spirit," the spirit of giving — the giving of time and energy to raise money to help those who are less fortunate.

Since 1970, when The Bayshore and CKNW radio joined forces to raise money for the Orphans' Fund, the WIH Canadian hotels have been deeply involved in fund-raising programs for charity, particularly at Christmas time.

Over three quarters of a million dollars have been raised among the Canadian hotels since that first fund-raiser at The Bayshore.

While each hotel handles its fund-raising programs in a different way, the Edmonton Plaza, Calgary Inn and Hotel Toronto all have had similar "light a bulb" projects. For every donation given, a light is either placed on a Christmas tree, or a bulb is lighted up elsewhere as a visual display of the fund drive's progress.

Over the past four years, the Edmonton Plaza, together with radio station CJCA, have raised more than \$225,000. In Calgary, station CHQR and the Calgary Inn have been involved in fund raising for the past five years. Donations climbed from \$3,000 the first year to \$120,000 in 1979. Recipients of their "Light Up a Child's Life" promotions have been the Calgary Cerebral Palsy Association, Baker Sanitorium and Alberta Children's Hospital.

"We couldn't do it without our volunteers," says Grahame Black, director of sales and organizer of the Calgary Inn project. "Girl Guides, Scouts and our corporate clients all take turns soliciting funds in our lobby. They do a great job."

In Winnipeg, General Manager Timothy Whitehead and Director of Sales Chris Green do their bit for the

Canadian hotels show 'caring' Christmas spirit

Winnipeg Inn's favorite charity, the Salvation Army Christmas Kettle Appeal. They each take their turn standing on the corner and ringing the bell for donations. CKBC radio personalities do the same and sports personalities also get into the act. Instead of a tree, the west side of the hotel is decked out in lights that light up floor by floor as donations pour in, so that Winnipeg citizens can watch the success of the fund drive.



"Santa for Secretaries" is one of the many events held at Hotel Toronto to raise money for the Hotel Toronto/CKFM Children's Holiday Fund. Secretaries are invited to sit on Santa's knee, and for a donation, have their picture taken. Santa and his helpers (from left) are Nancy Thompson, reservations supervisor; Brian Hornyak, sales manager; and Pamela Mercado, sales secretary.

Provincial lieutenant governors, sports personalities, politicians, the famous in the world of entertainment, as well as "citizens on the street" all participate in the hotels' fund-raising events.

"We get fantastic cooperation from everyone," says Bob McCauley, vice president for Western International Hotels in Canada.

The radio station personalities play a large role in these fund-raising campaigns. They all get into the spirit of the projects and encourage their listeners to make a donation or participate in events which benefit the holiday fund.

At Hotel Toronto, for instance, special fund-raising events have included a Norman Rockwell exhibition sponsored by Graphic Gallery, an auction sale of Polaroid photographs of celebrities, and a Grey Cup football game party (the game is shown on a giant screen in the ballroom).

This year, radio deejay Don Daynard of CKFM will host a Nostalgia Night in the Hotel Toronto ballroom. Hotel staff will participate by donating their time as ticket takers, popcorn salespeople, etc.

Hotel Toronto has helped bring in over \$100,000 since its first effort in 1976 when \$9,000 was raised. In 1978 the \$35,000 raised was presented in the form of a solid gold hockey puck by hockey player and honorary chairman of the fund drive, Darryl Sittler. The learning disabilities center at the Hospital for Sick Children was the recipient.

In Montreal this year, Susan Davis, public relations manager, is getting a fund-raising venture started, modeling the Bonaventure's Christmas project after those of the other Canadian hotels.

And she has some fine examples from which to model.

Your 1980 Christmas wishes . . .

Your FRONT! editors took a sampling of our WIH family to find out what their personal Christmas wishes are for this holiday season. We found some unique and some traditional, but all definitely worth sharing.



Earl Loo, sales manager, The Ilikai

"Looking over the Alpine mountains on one of my sales trips."



Julian Pereira, captain, Lobby Court/Bar, Shangri-La

"My dearest wish is to visit the WIH properties and to hope for world peace."



Doma Brown, front office cashier, Continental Plaza

"On the first day of Christmas, my truest wish would be Hostages in a land free. On the second day of Christmas, I'd look up above For Peace of a soaring dove.

**On the third day of Christmas, I would say a prayer
All men's judgement be fair.
On the fourth day of Christmas, I would sing a song
Justice rights a wrong.
On the fifth day of Christmas, I would dance the tune
Hunger will be gone soon.
On the sixth day of Christmas, I would love a friend
Brotherhood has no end.
On the seventh day of Christmas, my sincere wish would be
Health for you and me."**



Rose-Marie Altherr, pastry cook, Washington Plaza

"My Christmas wish is for everyone who works during the holidays — may they too feel comfort and cheer during this special season."



Lani Bowman, cocktail waitress, Mauna Kea Beach

"I would sure like to get my little home built on my property in Kobala in time for Christmas."



Craig Robatzek, Calgary Inn

"All I want for Christmas is my front tooth!"



Edna Bulkeley, room service cashier, Crown Center

"I have no monetary wish or material wish, but I do wish for a good president, world peace and that the hostages come home."



Bert Pisapia, bell captain,
The Mayflower

"To finish my last five years at the hotel safely, and retire – and then to be able to say that after 47 years, this is the only job I have ever had."



Ed Dimzon,
superintendent of bell
service, Philippine Plaza

"There are a thousand and one wishes I can think of. For one, I wish I could settle all my accounts payable (so I can apply for new ones!) . . . Kidding aside, my true Christmas wish

is for peace all over the world so that newspapers will stop reporting about wars and bombs."



Matilda Malete, hostess,
Koffiebuis restaurant,
Carlton Hotel

"My Christmas wish is to work in the main kitchen so that I may taste and be surrounded by all that lovely food!"

"For the year to come, it is my intention to give all my efforts to obtain a position of responsibility. And what I desire most is to do all of this within Western International Hotels. My second wish is to travel and gain experience from different societies. My final wish is to be able to continue my life full of joy and hope, and good ideas for the future."

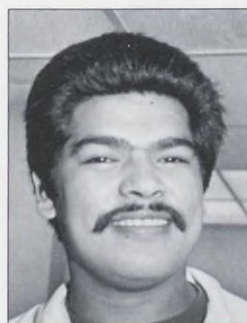
Sylvie Dagenais-Darce, relief night manager
and senior room clerk, Hotel Bonaventure



Hassan Sakr, waiter, The Terrace, Hotel Toronto (Sakr chose to express his wish in artistic terms).



Hassan Sakr, waiter,
The Terrace,
Hotel Toronto



Mike Navarro, employee
cafeteria, The Arizona
Biltmore

"Two days with no complaints about the food."

And from the FRONT! editorial staff – our wishes are for your happiest Christmas ever and a very rewarding 1981.

Inn basket

Toll free reservations coverage expanded

— Travel agents, business and pleasure travelers in Puerto Rico and the Virgin Islands may now dial toll free for reservations at any WIH hotel worldwide. The toll free number, 800-228-3000, is the same one in use for residents of the continental United States. Both Puerto Rico and the Virgin Islands are territories of the United States, and a recent change in the areas covered by this phone system extends the toll free service to these new areas. WIH also has toll free numbers for Alaska and Hawaii, and for Canada.

The best chefs in South Africa

— Carlton Hotel chefs won a total of 31 awards — the most of any hotel or restaurant represented — at the recent South African National Salon Culinaire. Just over 200 exhibits were displayed by culinary professionals in the hotel and restaurant industry. The Carlton chefs entered 35 dishes in the competition which included 12 categories ranging from hors d'oeuvres to decorative pastries. In recognition of this fine performance, executive chef Wolfgang Leyrer was invited to be a member of the four-man South African team which competed in the International Culinary Olympics in Frankfurt in October. This was the first time a South African team has participated in this event.

Shangri-La is bankers' favorite

— In a poll by the New York-based magazine *Institutional Investor*, the Shangri-La hotel was voted by readers as their "favorite home away from home" whenever they are in Singapore. In the first such survey three years ago, bankers around the world had also given their vote to Shangri-La as the number one hotel in Singapore. Respondents to the 1980 survey described the hotel as "world class," "centrally located" and "nice and quiet." The monthly magazine itself is read by over 60,000 key personnel in the international finance industry. Just over 200 bankers in 67 cities around the world responded to the survey.



A new twist in Christmas lighting

— San Francisco's Union Square is going space-age with a laser beam light show this Christmas. The show, which began beaming its laser lights the day after Thanksgiving, will continue through the end of December. And guess where the best seat in the house is to view this holiday spectacular? The Hotel St. Francis. The picture windows of OZ and Victor's offer "box seats" and Compass Rose and Dewey's Union Square Bar and Monument Saloon will put you "front row center." This Christmas light extravaganza is the first public laser beam show of this nature, with the only similar show seen at the closing of the Winter Olympics. Four "gift-wrapped boxes" at the base of Dewey's monument conceal the Xenon Sky Projectors that throw colorful beams of light over two miles into the sky. Two additional motorized beams at either end of the square sweep the night sky, opening and closing as petals on a flower, say the show producers. Agran laser systems located on adjacent buildings shoot crisscross green beams above the square creating their own galaxy of stars in the sky. Sounds like quite a show, San Francisco!

WIH all the way — Western International can claim at least a footnote in history in the making of a president — 1980. President-elect Ronald Reagan was nominated as his party's candidate at the Republican National Convention held at the Detroit Plaza Hotel in July. His election eve victory in November found Reagan at the Century Plaza, the site for the victory party celebration. (Future prospects for this office, take note.)

Hotel Torontonians



FRONT!
correspondent for
Hotel Toronto is
Debbie Ellis. You
may contact Debbie
in the Public

Relations office, extension 1194. (All other WIH people, submit items to your local correspondent listed below.)

HOTEL ALAMEDA, Fermin Trucios.
THE BAYSHORE, Monica Hayes.
THE BENSON, Gayle Larson.
HOTEL BONAVENTURE, Antoine Khoury.
CALGARY INN, Susan Reeves.
CAMINO REAL, CANCUN, Jose Tamayo.
CAMINO REAL, GUADALAJARA, Carlos Reyes.
CAMINO REAL, MAZATLAN, Lupita Torres.
CAMINO REAL, SALTILLO, Enrique Meyer.
CAMINO REAL, SAN SALVADOR, Anna Maria Vides.
CARLTON HOTEL, Patricia Squires.
CENTURY PLAZA, Lindsay Geyer.
CHERRY CREEK TOWNHOUSE, Linda Dirkson.
CHOSUN HOTEL, Nancy Langston.
CINCINNATI PLAZA, Carol Brown.
CONTINENTAL PLAZA, Audri Adams.
CROWN CENTER HOTEL, Marilyn George.
DETROIT PLAZA HOTEL, Mozelle Boyd.
EDMONTON PLAZA, Joanne Cass.
GALLERIA PLAZA, Esther Feinerman.
HOUSTON OAKS, Lindy Valintin.
HOTEL CAMINO REAL, S.A., Hector del Valle.
HOTEL SCANDINAVIA, COPENHAGEN, Dorthe Thing.
HOTEL SCANDINAVIA, OSLO, Liv Herud.
HOTEL TORONTO, Debbie Ellis.
THE ILIKAI, Valery O'Brien.
LAS BRISAS, Derek Gore.
LOS ANGELES BONAVENTURE, Mary Jordan.
MAUNA KEA BEACH, Sheila Donnelly.
THE MAYFLOWER, Bill Hobbs.
MICHIGAN INN, Bill Arthur.
MİYAKO HOTEL, Kerstin Bertram.
PEACHTREE PLAZA, Carolyn Bryson.
PHILIPPINE PLAZA, Lynn Romero.
SHANGRI-LA HOTEL, Herbert Teo.
SOUTH COAST PLAZA HOTEL, Judy Perry.
THE SPACE NEEDLE RESTAURANT, Nancy Watson.
HOTEL ST. FRANCIS, Katie Meyer.
THE ARIZONA BILTMORE, Sally Thompson.
THE PLAZA, Suzi Forbes.
WAILEA BEACH HOTEL, Sheila Donnelly.
WASHINGTON PLAZA, Sue Brush.
WILLIAMS PLAZA, Al Wrinkle.
WINNEPEG INN, Penny Brookes.
WIH EXECUTIVE OFFICES, Dorothy Stauffer.
WIH FINANCIAL SERVICES, Bob Graves.
WIH RESERVATIONS CENTER, Andy Gyure.
WS&S, Nancy Newman.