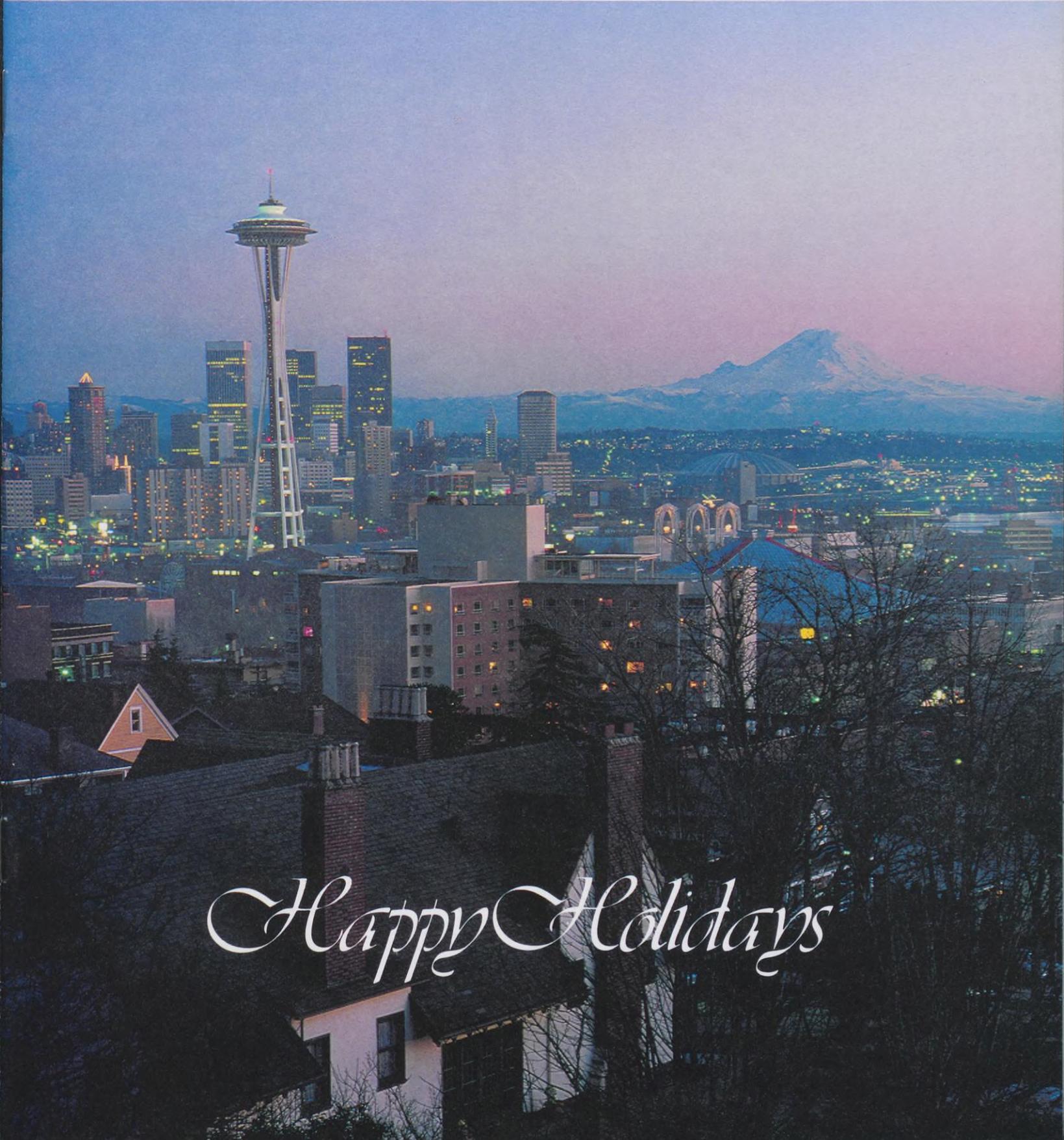


Front!



December, 1978

WESTERN INTERNATIONAL HOTELS



Happy Holidays

*Merry Christmas
Happy New Year*



It has been my pleasure to share with you some views on a variety of topics through this monthly column. I have attempted to express these views based on an awareness of your contributions to the progress and success of our company.

As 1978 draws to a close, all indications point to another outstanding year for Western International.

Our gains are not only to be counted in earnings, but also in the many new friends we have made for WIH, our growth as professional hotel people, and the improved services we offer to our guests.

Along with my thanks in appreciation for your efforts I would like to share my best wishes for the holiday season with each of you. May your new year be filled with peace, prosperity and happiness.

HARRY MULLIKIN
President and Chief Executive Officer

on the move

GREG FORD from sous chef Space Needle Restaurant to sous chef Benson.

STEPHEN J. GOLD from director of convention services Los Angeles Bonaventure to director of convention services Century Plaza.

KATHLEEN MORAN from assistant director of housekeeping Washington Plaza to assistant director of housekeeping Ilikai.

BERNARD SCHERBAUM from director of catering Los Angeles Bonaventure to director of food and beverage at the Wailea Beach Hotel.



OUR COVER

The Space Needle and snow-clad Mount Rainier dominate the Seattle skyline in this wintry scene of Western International's headquarters city. From Seattle to all WIH family members throughout the world, FRONT! conveys warm holiday greetings for a **Merry Christmas and a Happy New Year.**

Front!

A monthly publication by and
for employees of
Western International Hotels

GABE FONSECAEditor

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LITHO IN U.S.A.

Consultant 'speaks out' on concerns of traveling businesswomen

During the course of her business career, Regina Henry has done a heap of traveling.

In the first nine months of this year alone, including a Far East vacation trip, she chalked up over 60,000 on-the-road miles.

Ms. Henry, who last June was named Western International's public relations representative in New York and had formerly served as the advertising and public relations director at The Plaza, happily admits, "I've loved every mile of it!"

Now, she has taken on an added assignment that will allow her to share her travel enthusiasm and expertise with others. She will add even more miles to her travel record in the process.

That assignment is as Western International's travel consultant. Her efforts in this newly created role are largely directed toward women who, like herself, travel on business.

In this consultant capacity, she travels the United States sharing the results of Western International's research on the needs and concerns of traveling businesswomen with the public and hotel employees.

One outcome of the research was the development of a "Tips for the Woman Business Traveler" booklet.

The booklet contains answers to such questions as how much to tip a hotel

door attendant for calling a cruising cab and such advice as how a woman can arrange to have a luncheon check gracefully presented to her when she is hosting a male guest.

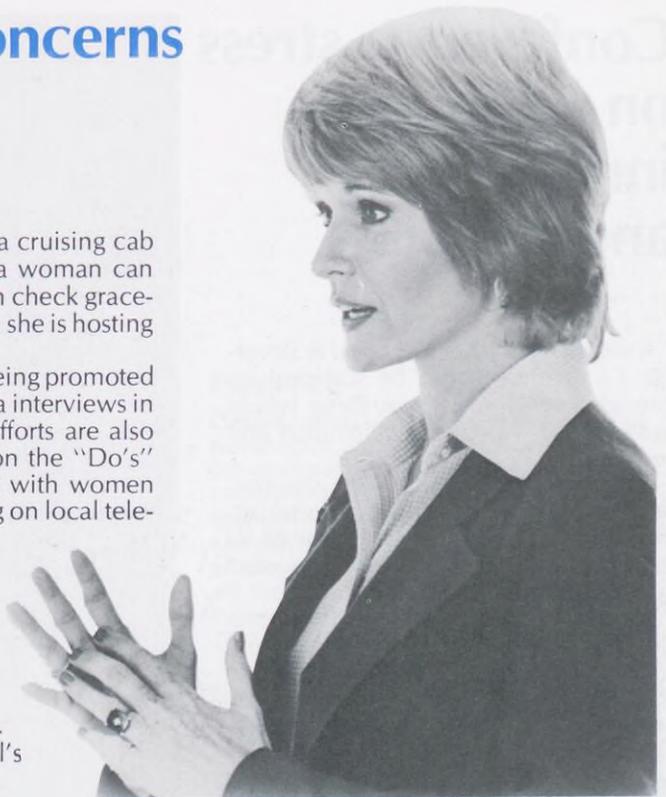
The free publication is being promoted by Ms. Henry during media interviews in the cities she visits. Her efforts are also supported by a film clip on the "Do's" and "Don't's" for dealing with women travelers which she is using on local television "talk shows".

Also promoted, of course, is Western International's awareness of the special needs of the woman traveler and what the hotels are doing in response to these needs.

As Western International's travel consultant, Ms.

Henry's schedule may also include travel agency visitations and presentations to employees of WIH hotels.

Her first public appearance in her role as WIH travel consultant was in Kansas City in late November. There Ms. Henry appeared as a participant in a panel on the traveling businesswoman as part of the American Hotel & Motel Association's national convention held at the



Crown Center. She also made a number of personal appearances on television and radio and was interviewed by local newspapers.

Her travel schedule calls for visits to Seattle, Portland and Honolulu this month and visits to the remainder of Western International's "hotel cities" in the United States in early 1979.

WIH scores in public relations competition

- A communications program designed to inform employees and guests of the Mauna Kea Beach Hotel of the hotel's management transition from Rockresorts to Western International.
- A press weekend at the Los Angeles Bonaventure.
- A fine dining familiarization program for the benefit of Honolulu's high school home economics classes sponsored and presented by the Ilikai.
- And the 1978 WIH Public Relations Workshop held at The Arizona Biltmore in August.

It was these four activities that earned Gold Key Public Relations Achievement Awards for Western International in the 1978 awards competition sponsored by the American Hotel & Motel Association.

To Ken Kitchin, WIH public relations manager, went a first-place Gold Key plaque in the Regional or National System Programs category for the Public Relations Workshop entry.

Corporate Public Relations also shared an Honorable Mention Award in the Promotional Publicity category with Paul Lasley and Associates of Los Angeles for the "Press Weekend at the Los Angeles Bonaventure" entry.

Joan Bigelow, Communications-Pacific, Inc.'s account executive was presented a third place award in the Communications Programs (Guest & Employee) category for the Mauna Kea Beach Hotel entry.

An Honorable Mention went to Gene Erger, Promotions Unlimited, for the Ilikai's Honolulu high school program in the competition's Community Relations or Public Service category.

Public Relations Achievement Awards were presented at AH&MA award ceremonies during the hospitality group's annual convention held at the Crown Center in late November.

Hotel management changes

Announced in early November were these changes in hotel management positions:

Jerry Wolsborn, formerly manager of the Miyako, was named general manager of the Mayflower. Wolsborn succeeded George DeKornfeld who left the company to assume management of the Drake Hotel in New York.

Lon Kellstrom, formerly general manager of the Carlton House, is now general manager of the Miyako.

Named as acting manager of the Carlton House is Don Mellon, the hotel's director of sales.

Announced in late October was the appointment of Enrique Meyer as manager of Camino Real, Saltillo. Meyer was previously manager of Camino Real, Tampico, which is no longer associated with WIH.

Conference stress on inflation, innovation and people

If the focus of the 1978 Food & Beverage Conference could be summed up through key words, these three would head the list—inflation, innovation and people.

The challenge of inflation was presented as one of the major concerns facing the group. Stressed was the need for more rigid control of costs and product pricing.

Inflation was also the subject of President and Chief Executive Officer Harry Mullikin's featured Conference address. In his remarks, Mullikin noted that the company intended to support wage and price guidelines in responding to the U.S. government's anti-inflation program.

The cause for aggressive, innovative merchandising was also hit hard throughout the conference.

In one effort to stimulate innovative thought in this area, 18 attendees participated in a series of idea exchange presentations. Their reports, based on what was happening in their hotels, ranged from new restaurant concepts to theme party ideas for group banquets.

As to people, the focus was on career development. A number of working sessions were devoted to establishing career development path guidelines. Emphasis was also placed on upgrading the employee evaluation process, salary administration procedures and improvements in the WIH Culinary Apprenticeship Program.

The three-day annual conference was hosted by the Bayshore Inn in mid-November. Attending were executive chefs and directors of food and beverage from throughout WIH as well as Food & Beverage Division members and program participants from the Seattle corporate offices.



A Silver Spoon Award certificate for the Wailea Beach Hotel is accepted by Stephen Lee (center), F&B director for the hotel. Accepting a similar award for the Carlton is Wolfgang Leyrer (right), the hotel's executive chef. At left is Harry Mullikin, WIH president and chief executive officer, who made the award presentations.

Awards, honors highlight F&B luncheon

Recognition for outstanding achievement in company-wide competitions and other honors highlighted the traditional F&B Conference Awards Luncheon at the Bayshore Inn. Harry Mullikin, President and Chief Executive Officer, made this year's presentations.

Golden Chalice Awards:

To Duc Nguyen, head bartender at the Space Needle Restaurant, went a certificate and silver trophy for winning the company-wide Outstanding Drink Recipe competition with "Tonight, Tonight", an original semi-frozen cocktail concoction.

The Outstanding Wine List award went to Montagues restaurant at the Williams Plaza. The Whale's Tail at the Wailea Beach Hotel was number one in the Outstanding Beverage Promotion competition.

Silver Spoon Awards:

Outstanding Food Menu certificates were awarded to these category winners: Dessert Menu - Space Needle; Cocktail List - Tequila SOS, Camino Real, Guadalajara; Special Menu (two awards) - Restaurant "17", Alameda, and Night Owl, Shangri-La; Holiday Promotion - Holbergs, Hotel Scandinavia, Oslo; Children's Menu - Philippine Plaza; Snack Menu - Maui Onion, Wailea Beach Hotel; Brunch Menu - Space Needle; Coffee Shop/Breakfast - Palm

Court, Wailea Beach Hotel; Coffee Shop/Lunch - Glass on the Green, Williams Plaza; Coffee Shop/Dinner - Beef Room, Washington Plaza; Special Outlet - Oyster Bar, The Plaza; Fine Dining/Lunch - Three Ships, Carlton; Fine Dining/Dinner - Raffles', Wailea Beach Hotel; Room Service - St. Francis.

Chef Keller Awards:

First Place, an engraved copper skillet, gold medallion and certificate to Mike Shafer of the Century Plaza.

Second Place, an engraved chef's knife, silver medallion and certificate to Alain Bourg of the Camino Real, Mexico City. Third Place, a copy of Paul Bocuse's nouvelle cuisine cookbook, bronze medallion and certificate to Lisa Charmichel of the Peachtree Plaza.

This year's Chef Keller competition specified original dessert or salad recipes.

Academy appointments:

Four executive chefs were honored with presentations of WIH Academy of Master Chefs medallions. They were: Joseph Trombetti, The Plaza; Neil Sint-Nicolass, Wailea Beach Hotel; George Savio, Las Brisas; Reiner Gruebel, Los Angeles Bonaventure. The Academy, founded in 1963, honors executive chefs with at least five years of service in that capacity with WIH.

photo news



Expecting

Detroit - Renaissance Center is expecting twins! Plans are now underway to construct two 21-story office towers (superimposed in the foreground) on the east side of the complex due for completion by 1981. Anticipating the twin additions to the Renaissance Center family are the four 39-story "big brother" office towers (background) and "big daddy", the 73-story DETROIT PLAZA.



Assistance

New York - The public affairs message promoting the American Hotel & Motel Association (AH&MA), now being shown on television screens across the nation, was filmed entirely at THE PLAZA. On hand to offer standby assistance during a shooting sequence in one of the hotel's penthouse suites, is Bill Spitzer (white shirt), head electrician for The Plaza, and Gina Henry, WIH public relations representative in New York.

First Year

Phoenix - In late October, a little over a year after THE ARIZONA BILTMORE joined the WIH family, the hotel's employees gathered for their first Employee Service Awards Banquet and to celebrate a year of great accomplishment. Awards ranged from certificates for employees with one to four years of service to Quarter Century Club memberships that included two employees—Joe Bautista and Howard Godown—who had been with the hotel for 40 years. Bud Kamp (left), of the hotel's engineering department, is presented with his five-year pin from Ralph Van Noy, WIH vice president.



photo news

Bright 'n sunny

Wailea - The weather report for the WAILEA BEACH HOTEL's lobby remains a steady "bright and sunny" thanks not only to the usual daytime sunshine that floods the area through the open side-portals, but also because of the stunning wall mural (background), an abstract design of three sun forms done in bright, vibrant colors. At center right, bellperson Dean Richardson chats with Sandy Carvalho, hotel executive secretary, and Larry Seward, senior assistant manager at the Crown Center, who assisted at the hotel's pre-opening.



Try-out

Toronto - The sign reads, "for guests and members only", but some lucky HOTEL TORONTO staff members had an opportunity to try out the exercise equipment in the hotel's new health facility, the Country Club, prior to opening. The consensus was "puff . . . puff . . . great" according to (back row from left): James France, Betty Ann Vertolli, Neil Bruton, Steve Boone, Pat Arsenault, John Lorenzoni and Andre Lanz. (Front row): Tony Bernard, Andrew Jones, Margery McLaughlin, Robert Deillon and Eleanor Townsely.



Millionth

Omaha - At approximately 3 p.m. on Monday, September 18, the fire alarm went off at the CENTRAL RESERVATIONS offices in Omaha. Staffers responded, not in panic, but in happy celebration. The moment marked the office's millionth reservation call for 1978, which was taken by package agent, Sherry Willard. Joining in on the champagne celebration that followed was Michael Tan (right), Shangri-La's director of sales, shown here congratulating Harvey Cannova, Central Reservations office manager, on the achievement. (Last year, the millionth-call record was made in December.) Tan had visited the offices following his attendance at the Marketing Conference in early September.





Auction

Seattle - A recent fund-raising auction to benefit Seattle's public television station found WIH people in the thick of the auction action for one full night of the eight-day event. Over 100 employees and spouses of the CORPORATE OFFICES staff, the WASHINGTON PLAZA, OLYMPIC and the SPACE NEEDLE volunteered their services, mostly to handle phone bids, but also to operate auction boards or perform a number of other tasks. Participating partners in the seven-hour event was United Airlines who, along with WIH, sponsored the evening's production costs.



'How to'

Phoenix - Gathered at THE ARIZONA BILTMORE in early October were 28 WIH marketing people from the U.S., Canada and Mexico to attend the annual Tour & Travel Seminar. The largely "how to" sessions were conducted by guest panelists representing the tour and travel industry. Workshops that followed produced ideas for the application of the "how to's" learned from the guest panelists. Jim Weiss, manager of travel industry sales for WIH (standing right), conducts one of the workshop sessions assisted by Bob Chamberlin, WIH regional sales and reservations director (standing left). The session was held at the Wrigley Mansion located on the hotel's grounds.



Leadership

Johannesburg - In recognition of the number of very successful employee training projects executed over the last four years, the CARLTON was recently presented with the coveted Dale Carnegie Leadership Award. These projects have included literacy and supervisory training programs, training technique workshops, AH&MA courses and apprentice chef programs. Accepting the Leadership Award plaque from Terry Ostrowaik, managing director of Dale Carnegie, is Merilynn van den Waagen (left), Carlton director of personnel.

At the OLYMPIC, the registration card read, "Mr. and Mrs. S. Claus", with assignment to the Presidential Suite.

At the ILIKAI, Santa listens carefully to a "what I want for Christmas" request.



Popular WIH guest makes regular holiday visit

He checks into the hotel just about this time every year.

No guest is more welcomed by the staff or is given more attentive treatment.

There's always a warm greeting awaiting him at the hotel entrance by the doorman. His eight-reindeer-powered sleigh is carefully whisked away to the specially-reserved garage space by a parking attendant. Bellpersons vie to carry his gift-laden bag. And room service awaits the call to serve "the usual"—a plate of cookies and a glass of milk.

In no time at all the message sweeps throughout the hotel:

Hey—put on your brightest and friendliest holiday smile. 'Tis the season to ring out with cheery greetings of good will. A time for Christmas shopping and gift giving. A time to gather with co-workers, friends and family in festive fun and celebration.

And it's a time to "shape up", 'cause that jolly old gent with twinkling eyes and knowing smile is back in town.

You can't miss him; he really stands out in a crowd. But just in case you need a little visual reminder, these photos taken during last year's visit will help.

Shangri-La

Hotel Toronto



At the HOTEL TORONTO, Santa, affectionately known as "the jolly red giant", enjoys some helper assistance.



At a ST. FRANCIS Christmas party, Santa gets his beard tweaked by a pretty girl: he didn't mind it at all.

At the SHANGRI-LA'S Christmas party for under-privileged children of Singapore, Santa does some fast talking to convince one youngster that he is the real thing.

celebrities

Vancouver - For BAYSHORE INN Trader Vic's waiter Norman Chan, the opportunity for a face-to-face meeting with his favorite singer, Joanie Sommers, happened recently when the popular entertainer was having lunch at the restaurant—and at Chan's table!



Los Angeles - Marje Bennets (right), front office manager at the LOS ANGELES BONAVENTURE, hoped that some day she would come face-to-face with her sports idol, Johnny Bench of the Cincinnati Reds. That meeting became a reality—with a little arrangement help from senior assistant manager, Andy MacLellan—when Bench was a recent guest of the hotel.



New York - Imogene Coca (left), television personality and co-star of the current off-Broadway musical, "On The Twentieth Century", visits with Thé Deprez, public relations director for THE PLAZA, following an interview at the hotel on her acting career. That story appears in the holiday issue of The Plaza Newsletter.



Chicago - When "Miss Mexico", Alva Cervera, visited the CONTINENTAL PLAZA recently she was welcomed with smiles and roses by staff admirers (from left): Roberto Mejia, housekeeping; Samuel

Gonzales, Balfre Bustamaute and Olegario Munoz, stewards; Minerva Aguilar, Diana Alexander and Socoro Lopez, housekeeping.

people



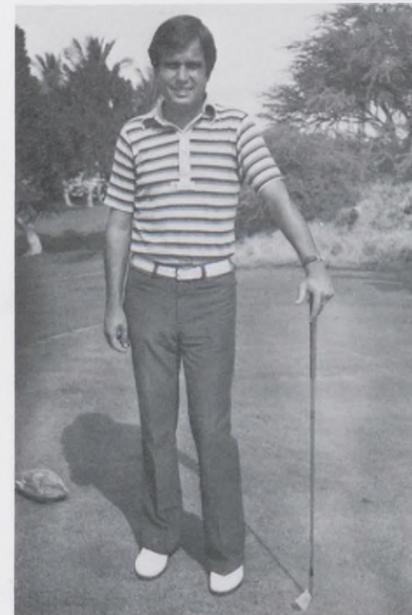
Taking it from the expert

San Francisco - Hans Lenz, executive chef of the ST. FRANCIS, displayed his expertise in the fine points of nouvelle cuisine cookery to a fascinated audience during a "Bon Appetite" week promotion at a San Francisco department store. Nouvelle cuisine is the new low-calorie method of French cookery being popularized throughout the world.



Bowlers score for benefit

Toronto - The HOTEL TORONTO's ten-pin bowling team of Trader Vic's staff members raised over \$400 for the Kidney Foundation of Canada when they participated in the Foundation's recent "Bowlation". Displaying the plaque presented to the hotel in appreciation for their part in the fund-raiser is this Trader Vic's team foursome (from left): Peter Ng, Longo Kwang, Ken Dong and Clement Yee.



They're gonna' miss him

New York - Retiring after 32 years of service with THE PLAZA's bellstaff, Steve Hall (center) surrounds himself with a few of his favorite type people—women—for a last round of fond farewells. Among those who are "gonna hate to see Steve go", are (from left): Hannele Cotton, Deborah Weiss, Eleanor Hoffman, Alberta Richardson, Thé Deprez, Pearl Sharpe, Margitta Braun, Susie Swihart, Nellie Ingram, Linda Montes and Eartha Heatly.

On to the big money

Kamuela - Dennis Rose, assistant golf pro and teaching pro at the MAUNA KEA BEACH HOTEL, won the PGA Aloha Section Assistants Championship played at the Waialae Country Club on Oahu. His two-round total of 144 included a one under par 71 in the morning round. Rose's victory qualifies him to play in the National PGA Assistants Championship next year in Massachusetts where 41 contestants will vie for \$25,000 in prize money.

Heading a new venture

Seattle - Western Service & Supply recently expanded its operations to include contract sales—selling WS&S design, food facilities and general procurement services to the hospitality industry. Heading the new venture as contract sales manager is Gary Fletcher, a former WIHer who had worked at both the Washington Plaza and Olympic hotels during the early 70's.



Like son, like father

Kansas City - Sam Caruso (left) has been a CROWN CENTER bellstaff member since the hotel's opening in 1973. Following in his son's footsteps is Sam's dad, Steve, who joined the hotel's bellstaff a few months later. And, to top it off, both Carusos share the same birthday!

inn basket

A LITTLE TRAVELIN' MUSIC - "Travel is the third largest industry in the U.S., and by the year 2000 it will be the number one U.S. industry." So says Lee R. Noe, editor and publisher of the Travel Marketing Yearbook. Basing his prediction on a number of sources and studies, Noe noted that travel expenditures by U.S. citizens in 1978 is expected to increase a whopping 15 percent over 1977 to reach a record \$140 billion. And traveler expenditures for lodging will go even higher than that—up 22 percent over last year for a total of \$18 billion. (Source: THE TRAVEL AGENT, October 16, 1978)

* * *

CANCUN 'BOOKED' - When Space Needle manager, Chuck O'Leary, vacationed at the Camino Real, Cancun, this summer, he learned that Cancun schools were in great need of English textbooks. After his return to Seattle, a local newspaper reported the need with the result that over 5,000 books were donated to the cause. However, getting the books shipped from Seattle to Cancun took a little more doing. It involved the combined efforts of O'Leary, the Needle's employee council, the district sales manager for Mexicana Airlines and, in particular, the Boeing Company. Boeing happened to be delivering some new airplanes for Mexicana to Mexico City. They consented to juggle their route plan a bit by making a stopover in Cancun to deliver the books.

* * *

DOUBLE-HEADER - WIH played a winning double-header in the October '78 issue of LODGING HOSPITALITY magazine with two major feature stories. In case you missed 'em, here's a quickie wrap-up: In one article, "The Century Plaza: A tale of two hotels", the writer details how that stunning Century City property successfully performs its dual role as a posh and popular transient hostelry on one hand, and as one of the country's busiest convention hotels on the other. Credit goes to the hotel's architectural design that allows for a more than usual separation of guest activity. But the writer also noted that equal credit goes to a hotel's management that makes a special effort to cater to the distinct needs of each group.

In a second feature—part of the magazine's report series on urban renewal hotels—the Detroit Plaza takes center stage in the report entitled, "The Detroit Plaza: Ford's better idea." With due credit given to Henry Ford II for conceiving the Renaissance Center project, the writer focuses on the dramatic effect the Center, and the Detroit Plaza in particular, has had on the revival of the motor city's once-dying downtown heart. As the article suggests, key to the project's success, and an impressive success in its own right, is the Renaissance Center's "magnificent centerpiece", the Detroit Plaza.

* * *

STREET WISE - The street addresses of many WIH hotels are not only well known within their communities, but are often recognized nationally or even internationally. The Plaza's world-famed Fifth Avenue address in New York is such an example. Another is Atlanta's Peachtree Street off which the Peachtree Plaza is located. Listed below are ten other WIH hotels and the names of the well-known streets on which they are located. Test your hotel "street-wise" I.Q. by matching them up:

- | | |
|----------------------------|------------------------------|
| 1. Michigan Avenue | A. Mayflower |
| 2. Roxas Boulevard | B. Hotel Toronto |
| 3. Avenue of the Stars | C. Continental Plaza |
| 4. Holbergs Gate | D. Shangri-La |
| 5. Powell Street | E. Century Plaza |
| 6. Avenida Juarez | F. Camino Real, San Salvador |
| 7. Connecticut Avenue | G. St. Francis |
| 8. Orange Grove Road | H. Hotel Scandinavia, Oslo |
| 9. Boulevard de los Heroes | I. Alameda |
| 10. Richmond Street | J. Philippine Plaza |

ANSWERS: 1-C, 2-J, 3-E, 4-H, 5-G, 6-I, 7-A, 8-D, 9-F, 10-B.



HOTEL TORONTO-ans

FRONT! correspondent for the Hotel Toronto is public relations director, Pat Samson. You can contact Pat at the public relations office with your input for **FRONT!** (All other WIH people submit **FRONT!** items to your local correspondent listed below:)

Alameda, **Elena Ruiz**. Bayshore Inn, **Joy Metcalfe**. The Arizona Biltmore, **Anne Mello**. Benson, **Debbie Spellecy**. Bonaventure, **Claudia Couture**. Camino Real, Cancun, **William Sproul**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Carlos Pizano**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Carlton House, **Cynthia Durler**. Carlton, **Lydia Wissing**. Crown Center, **Becky Gapp**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Carole Schultz**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Liv Herud**. Hotel Toronto, **Pat Samson**. Los Angeles Bonaventure, **Bill Buffington**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mauna Kea Beach Hotel, **Stella Akana**. Mayflower, **Nancy Cummings**. Michigan Inn, **Maris Brenner**. Miyako, S.F., **Hiro Tanaka**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Mauritsen**. South Coast Plaza, **Sandie Pratt**. St. Francis, **Lynn Kelly**. Shangri-La, **Yap Cheng Tong**. Space Needle, **Barry Flink**. The Plaza, **Thé Deprez**. Wailea Beach Hotel, **Valery Satin**. Washington Plaza, **John Poquette**. Winnipeg Inn, **Eileen Warren**. Camino Real, Guatemala, **Evangelina Amezaquita**. WIH Reservations Center, **Carolyn Clemens/Patty Molloy**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WS&S, **Nancy Newman**.