

# Front!



May 1978

**WESTERN INTERNATIONAL HOTELS**  
Partners in travel with United Airlines



**Janet Bell - First to receive President's  
Award of Merit honors**

see page 3

## Cleanliness rates



**H**ow does cleanliness rate with our guests? As most of you already know, according to the survey on which the recent "Know Our Business Guest" contest was based, "overall cleanliness" topped the list of guest preferences.

Note the word "overall."

It means that the preference for cleanliness refers to more than guest rooms, although they are of major importance. "Overall cleanliness" also refers to the condition of the corridors leading to the guest room, the lobby area, elevators, restaurants, lounges and meeting rooms—in fact, all public areas in or about the hotel where the guest may be.

Guest awareness of overall cleanliness applies to our personal appearance as employees of Western International Hotels, as well. Our guests appreciate our clean uniforms, shined shoes, clean fingernails and good grooming habits.

There are a lot of obvious reasons why cleanliness ranks so high with our guests. Less obvious, but most important, is the impression of pride that a condition of cleanliness reflects. To our guests, it is an impression that says, "We care about our hotel, about ourselves, and most of all about you."

**HARRY MULLIKIN**  
President and Chief Executive Officer

## on the move

**ANTHONY CHERONE** from assistant director of food & beverage Peachtree Plaza to director of food & beverage Ilikai.

**JEAN GERBASE** from director of housekeeping Benson to director of housekeeping Williams Plaza.

**VICTOR HOFMANN** from director of food & beverage Century Plaza to director of food & beverage Detroit Plaza.

**STEVEN LIBHART** from assistant reservations manager Los Angeles Bonaventure to reservations manager The Arizona Biltmore.

**MARIA LOPEZ** from convention services manager Peachtree Plaza to front office manager Miyako.

**ARCELE SCHIERMEYER** from reservations manager The Arizona Biltmore to reservations supervisor Williams Plaza.

**ROBERT SCHLOREDT** from corporate sales manager Ilikai to sales manager Washington Regional Sales office.

**VOLKER ULRICH** from director of food & beverage Ilikai to director of food & beverage Century Plaza.

## Front!

A monthly publication by and  
for employees of  
**Western International Hotels**

**GABE FONSECA** ..... Editor

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LITHO IN U.S.A.



It came as a complete surprise to Janet Bell when, during the course of the recent Peachtree Plaza's Employee Awards Banquet ceremonies, the announcement was made that she was to be presented with the President's Award of Merit. Participating in the presentation were WIH Senior Vice President Joe Mogush (left), and Peachtree Plaza General Manager Larry May.

## Employee's life-saving actions earns first 'Award of Merit' honors

The unusual sounds coming from the nearby guest room caught Peachtree Plaza room attendant Janet Bell's attention.

She paused by the door and listened. There it was again. But weaker this time.

After knocking on the door several

times and getting no response, she let herself into the room.

Lying on the floor, unconscious, was a woman.

Immediately, Janet contacted the hotel's paramedic force for assistance. She then returned to the guest to provide what comfort she could.

The paramedics were able to bring the woman to a semi-conscious state, but she had to be rushed to a hospital for emergency treatment. It was discovered she had taken an overdose of sleeping pills and was in critical condition.

In fact, if it were not for Janet's alertness, concern and quick action, the woman would very likely have died.

It was this life-saving act that earned Janet Bell first recipient honors of Western International's newest employee recognition award—The President's Award of Merit.

This new award, as described in the WIH Policy Manual, "is limited to the recognition of unusual courage or valor associated with the activities of the company. It recognizes performance of an act which involves the attempt, successful or not, to save human life or to prevent property loss or damage."

The policy further states that any employee is eligible for The President's Award of Merit recognition and that it may be given at any time.

Along with an engraved award plaque, Award of Merit recipients are also presented with a check for \$100 and a letter of commendation from President and Chief Executive Officer Harry Mullikin.

In presenting Janet Bell with her Award honors on behalf of Harry Mullikin, General Manager Larry May noted, "Her willingness to act and show concern is not only an indication of doing a good job, but of going beyond the call of duty to make a decision that saved a life. That's something Janet should be proud of for the rest of her life."

## New hotel slated for San Antonio, Texas

In early April, Western International announced its intent to manage a new luxury hotel in downtown San Antonio, Texas.

A letter of agreement to that effect has been executed by WIH and the development partnership, consisting of principals associated with the Ira H. Hardin Company and AFCO Realty Associates, both of Atlanta, Georgia.

Groundbreaking for the 500-600 room property, located near San Antonio's historic Alamo Plaza, is expected in the late summer of 1978.

The total project will include development and construction of a two-block-long pedestrian walkway, lined with specialty retail shops, which will connect the scenic San Antonio Riverwalk with the Alamo Plaza. Alamo Plaza is one of the most photographed sites in America and

the premiere shrine of Texas independence.

The announcement stated that details of the proposed hotel design, with its extensive meeting and convention facilities, the name of the property and additional information, will be released as available (and will be reported in FRONT!).

Preliminary design work and the finalization of financing arrangements for the new project are already underway.

San Antonio ranks high as one of the most colorful cities in the United States, with a rich Spanish and Mexican heritage. Its top attractions, in addition to the Alamo, include: La Villita, a fully-restored 17th century community and now an art colony; Fort Sam Houston; Paseo Del Rio, a unique mid-city river walk; the 750-foot high Tower of the Americas with a revolving restaurant at the top, and one of the finest convention centers in the country.

## Management changes

In early April, WIH executive offices announced the following changes in management positions:

Hermann Gammeter, formerly resident manager for The Plaza, was named manager of the Detroit Plaza.

Bart Moore, who had been the executive assistant manager at The Arizona Biltmore, was appointed resident manager at The Plaza.

Jack Skinner, formerly food & beverage director at the Continental Plaza, transferred to The Arizona Biltmore as executive assistant manager.

Bob Seddelmeyer, the former director of rooms at the Century Plaza, was named executive assistant manager for the Galleria Plaza.

Also announced was the assignment of Vice President Dwight Call as project officer for the Cincinnati Fountain Square hotel project announced in the April issue of FRONT!

## Engineering Workshop— the stress was on efficiency

“If someone were to ask me to characterize the underlying theme of this workshop, I think one word would do it—efficiency.”

These words introduced Rooms Division Director Ray Sylvester's summation of the WIH Engineering Workshop held at the South Coast Plaza on March 19-24.

Sylvester identified some of the areas of efficiency that had been emphasized and talked about during the four days of workshop sessions.

Managerial efficiency for the more effective use of time and personnel was one of them. So was equipment efficiency, both in preventive maintenance and in the use of new or better equipment. And so was cost-saving efficiency. In particular, Sylvester referred to energy conservation sessions that emphasized savings in energy consumption and energy dollars.

This year's workshop was the first attempt by WIH to bring all attendees together in a single gathering. (Previous workshops had been held on a regional basis.) Attending were hotel building superintendents and engineers from United States, Canadian, Mexican and San Salvador properties.

While most of the sessions were held at the South Coast Plaza, the group spent one day at the Los Angeles Bonaventure on a study-tour of the hotel's back-of-the-house facilities. Their visitation also

included presentations by Los Angeles Bonaventure department heads suggesting ways engineering people could best assist them in their particular functions.

A major workshop highlight was the presentation by Hanne Dittler, WIH director of property services, who spoke on a Rooms Division top priority topic—guest room maintenance. The maintenance program, Dittler emphasized, involves joint responsibility and close cooperation between hotel engineering and house-keeping departments. (The Division program, “Maintaining the Product - the Guest Room,” was featured in last month's FRONT!)

Another highlight of the session was the presentation by Bob Raymond, Miyako chief engineer, and Doug Rainey, Century Plaza building superintendent, on their experiences with the Winfield Lock now being used in their respective hotels.

A number of the sessions offered equipment supplier presentations from among the 40 workshop Exhibit Hall exhibitors.

Pat Collins, WIH director of energy management and engineering, served as workshop chairman and was also responsible for a number of general session presentations.

Working with Collins as assistant chairman was Clay Sweeney, South Coast Plaza building superintendent.

## Energy Conservation Dinner features gourmet fare with a message

The dinner served to Engineering Workshop attendees and exhibitor guests was one that any fine restaurant anywhere would have been proud to present.

It began with relish trays of selected raw vegetables. This was followed by Crepes St. Michelle, a ham and cheese stuffed crepe appetizer.

The creamed soup course was a chilled Vichyssoise. The entree was Coq au Vin en Croute—chicken in a wine sauce served in individual dishes. And to top it all off there was flaky apple strudel served with coffee.

The dinner, however, was more than a gourmet fare experience. As the diners were made aware, they were also being treated to an experience in creative energy conservation.

Imprinted on the back of each guest's menu card was a notation explaining that the entire dinner had been prepared with an absolute minimum of energy use. No energy had been used in the preparation of the relish tray items. The crepes had been cooked in a microwave oven with a savings of about 8,000 B.T.U.'s over a conventional oven.

The chilled soup eliminated the use of the steam kettles used for making hot soups which saved another 12,000 B.T.U.'s. (The chilling was done in refrigeration units already in service for other items.) Both the chicken dish entree and the strudel dessert were baked together in the same oven, thus saving energy on cooking.

The energy conservation dinner had been planned especially for the group by the South Coast Plaza's executive committee, with special assistance from the hotel's executive chef, Jelle Bleyinga.

For the energy-conscious Engineering Workshop group it was a meal with a message. That message—effective energy conservation begins with planning and imagination.



An exhibitor demonstration draws the attention of workshop attendees (from left): Bob Reil, Mayflower; Marvin Glenn, St. Francis; Ray Sylvester; Joe Wellman, Michigan Inn; Jim Green, WIH building superintendent.

Attendees Orlando Menendez of the Camino Real, San Salvador (left), and Luis Lavalle of the Camino Real, Mexico City.



## Red Dog Whoops it up

**Pittsburgh** - All the color and excitement of the Alaska gold rush era lives again at the Red Dog Saloon, the CARLTON HOUSE's new and very popular drinking, dining and fun-time facility. The decor features brass lamps, oak tables and mining gear hanging from barnwood siding. The sandwich and steak menu is priced to the quarter with change in two-bit, four-bit and dollar pieces, and scarlet-clad waitresses, bartenders in suspenders and T-shirts, and a western band add to the informal atmosphere. Pouring two fingers of red eye behind the bar is Bartender Keith "Orville" Tredina.



## 'Hot property'

**Los Angeles** - Featured in some 25 films since its opening in January last year, the LOS ANGELES BONAVENTURE has become a "hot property" location spot for many Hollywood film producers. One of the latest, and longest—six-and-one-half days—filming sessions held at the hotel was for an ABC network show called "Weddings." Making their television debut during a kitchen scene filming were these hotel culinarians (from left): Lin Phon, Thien Phuong, Victor Bustamante, Tony Cervantes and Edith Garcia. With them is a film production technician (with cap), and (in dark suit) one of the show's stars, Tom Bosley, who also stars in the TV series, "Happy Days".



## Big thank-you

**Los Angeles** - Fritz Bleuer, manager of the CENTURY PLAZA's Granada Room, proudly displays the giant postcard sent to him from North Carolina by a former guest who wanted to express a "big thanks for a wonderful time at the hotel and, especially, while dining at the Granada." Bleuer's problem now is to find a scrapbook big enough to handle this outsized keepsake.

# photo news



## Grand Award

**Portland** - Paul Himmelman, general manager of the BENSON, proudly displays the Grand Award plaque presented by the Hotel Sales Management Association for the hotel's winning "Runaway Weekend Package" magazine advertisement (See story in last month's FRONT!). The ad was produced by Cole & Weber advertising agency of Portland.



## Appreciation luncheon

**Houston** - To celebrate the HOUSTON OAKS' seventh anniversary in early March, the hotel's management treated the staff to a banquet luncheon as a gesture of appreciation for their seven years of superb service. Management staffers, dressed in kitchen whites, dished up behind a service line that included this "Three Stooges" trio (from left): Ady Nasser, Savoy Room manager; Bill Perterson, Coffee Garden manager; and Edd Fleckenstein, senior assistant manager.

## Cable car cake kiss

**San Francisco** - Pastry Chef Otto Eckstein of the ST. FRANCIS receives a big kiss from hotel account executive Leanne Latimor, for his outstanding cake replica of San Francisco cable car #60. The occasion was the celebration of the 100th anniversary of the California Street line and the world's oldest operating cable car. The cake was served to the public during the anniversary celebration at the Cable Car Museum in San Francisco.





## Birthday makes history

**Detroit** - In mid-March, the DETROIT PLAZA celebrated its first birthday with three days of public festivities that included lunch-time concerts and dances. In a brief ceremony opening the occasion, Jim Durham, vice president and managing director of the hotel, presented the Detroit Historical Museum with the ribbon and videotaped news coverage of last year's opening ceremonies. Accepting the items is the museum's deputy director, Alma Stallworth.

## How it's done

**Toronto** - In addition to its braille menus in the Terrace Grill, the HOTEL TORONTO has also arranged for staff demonstrations on how to assist blind guests during their hotel stay. Kathy Brown (center) of the Canadian Institute for the Blind demonstrates restaurant help tips with the assistance of Waitress Shirley Poon, who played the role of a blind guest, while Grill staffers watched and listened. Watching how it's done (left) is Melvyn Haupt, Terrace Grill assistant manager.



## Road show

**Los Angeles** - The LOS ANGELES REGIONAL SALES OFFICE, as do the other regional offices, participates in a number of travel shows each year promoting WIH properties. A recent flurry of "road show" engagements involved Los Angeles office staffer participation in shows scattered across the southwest from San Diego, California, to Albuquerque, New Mexico, including the Pacific Area Travel Association Regional Conference in Phoenix, Arizona. Manning this WIH display at the Phoenix PATA show: (left), Regional Director of Sales Sherm Elliott and Sales Manager Lona Wong.



## Bell ringer

**Washington D.C.** - General Manager George DeKornfeld of the MAYFLOWER (left) receives official greetings from London from Alfie Howard, Britain's foremost town crier. Howard was at the hotel in connection with the "Britain Experience" marketing exposition and was charged with carrying best wishes from the Carlton Tower in London, a hotel at which DeKornfeld had been previously employed.

# WIH Culinary Apprenticeship Program

After ten years  
it's still a model for the industry

In the mid-60's, the hotel industry found itself facing a culinary crisis. The pool of European-trained chefs that better hotel restaurants had been drawing from was beginning to dry up. One big reason was a world-wide expansion boom in the hotel industry. The demand for culinary professionals to staff these new properties was rapidly depleting the source.

Since this was also a period of strong growth for Western International, the situation was one that deeply affected the company.

In response to this growing crisis in the United States, members of the American Culinary Federation, the American Hotel & Motel Association and related union groups joined forces to develop a nationwide culinary training program.

Participating in this project was WIH Executive Chef Walter Roth of the Century Plaza.

Roth, along with a committee of other top U.S. culinary experts, was assigned the responsibility for writing the training manual. The group's program, however, failed to materialize.

Meanwhile, a concerned WIH Food & Beverage Division staff was also at work on the problem. The Division's Academy of Master Chefs, of which Roth was a member, was developing a culinary training program for WIH use.

In its favor, the Academy could draw on Roth's earlier training manual effort as the basis for a WIH manual. And, the trainees would be benefiting from the expertise of Western International's hotel chef instructors, who, for the most part, were European-trained.

The WIH Culinary Apprenticeship program—begun as a two-and-one-half-year course, then extended to a three-year course in several areas—was launched in 1968. Its modest beginning first year of operation involved eight hotels and a handful of participants. It was, nevertheless, the first program of its kind in the industry.

Today, ten years later, the program is operating company-wide and boasts some 70 apprentices now in various stages of training development at WIH hotels.

Further, the WIH program is still the only one of its kind being administered among hotel chain operations and, in its thoroughness and scope, is a model for the industry.

#### Committee Members Comment

Recently, in conjunction with an F&B Committee meeting in Seattle, Culinary Apprenticeship Committee members talked with the editor of FRONT! about the program.

The four current Committee members include: Walter Roth, Century Plaza executive chef; Tony Ruegg, Olympic executive chef; Waldo Brun, Peachtree Plaza executive chef, and Fred Zimmerman, Calgary Inn executive chef. All four chefs also act as area coordinators for the program, with supervisory responsibilities for assigned hotels.

There is no problem recruiting qualified people for the training program, according to committee members. As a matter of fact there are more applicants, currently, than the program can handle.

Says Chef Roth, "The success of our program has become so well known that we are getting applicant interest from all over the country—even from areas in which we do not have a hotel."



One of the first graduates of the WIH culinary program—Ed Smith, sous chef at the South Coast Plaza. (below)

... and one of the program's newest—Ken Hilge, apprentice at the Hotel Toronto, who graduates this month. (left)



A group opinion was that today's applicants are generally brighter, more ambitious and dedicated than was true when the program started. One indication of this is that over the past few years the dropout rate has dwindled to nearly zero. This contrasts with about a 50 per cent dropout during the program's early years of operation.

Chef Ruegg noted that during the past few years there has also been a good response to the program from minority and women applicants.

A high school education is a minimum application requirement. But as Chef Brun put it, "We try to look for people who are genuinely interested in the culinary profession. People who really want to make it their career goal." Such a career interest, according to Chef Zimmerman of the Calgary Inn, can begin very early in Canada, where high school cooking classes—taught from the tenth to the twelfth grades—are very popular.

The 30- to 36-month WIH program involves trainees in over 5,000 hours of on-the-job training. Additionally, there are 105 hours of formal class study plus regularly scheduled examinations.

One of the questions most often asked by applicants according to Roth, is how much time it takes to become an executive chef.

Says Roth, "I always answer 'It's up to you.' I let them know there is plenty of opportunity but, like most any other skilled profession, you don't make it to the top overnight."

#### On Way to Top

So far, none of the graduates of the program have become executive chefs. But several are well on their way to that top spot. Roth noted that a number of graduates are now holding sous chef positions in our hotels, including Ed Smith at the South Coast Plaza, Martin Uddenburg at the Olympic and Pat Wheeler at the Los Angeles Bonaventure.

The Committee's main order of business during its Seattle meeting was to develop an improved placement and advancement program for graduates of the course.

Committee members decided to have the F&B Division office coordinate placement activity. As culinary openings appear in various WIH hotels, Division

staffers will check their files for graduates best qualified for the particular opening.

Commenting on the success of the WIH Culinary Apprenticeship Program over the past decade, Peter Blyth, vice president/Food & Beverage, said, "Thanks to the foresight, leadership and a good deal of hard work of a lot of WIH people, that impending 'culinary crisis' of the 60's has been resolved in the 70's. Now, we no longer are forced to rely on European-trained chefs. We have our own talent to draw from. And that includes some excellent potential for future Master Chefs that will be passing on their expertise in training tomorrow's culinary apprentices."

Readers are invited to write to the Food & Beverage Division in Seattle for more complete details on the WIH Culinary Apprenticeship program for family members or friends who may be interested in a culinary career.



## Trophy for the winner

**Tokyo** - Akio Hirao, director of promotion, Far East at the TOKYO PROMOTION OFFICE, proudly displays the golfing trophy he won at the Pacific Area Travel Association (PATA) golf tournament during the group's conference held in New Delhi, India, in January. For his winning 85 score, Hirao was awarded the Air India trophy.



## Memento for the captain

**Acapulco** - When the cruise ship Queen Elizabeth II made a tour stop in Acapulco recently, the ship's captain and other crew officials were invited to a lunch in their honor at LAS BRISAS. As a memento of the occasion, Captain Arnott of Queen Elizabeth II (left) was presented with a Las Brisas plaque by the resort hotel's director of public relations, Derek Gore (center). Participating in the event is visiting Camino Real, Mexico City director of marketing, Jack O'Hara.



## Pro for the courts

**Singapore** - Latest WIH hotel to provide professional tennis coaching service to guests is the SHANGRI-LA. A recent agreement between Peter Burwash International's Larry Eickworth and Hotel General Manager Larry Magnan calls for a top professional to provide coaching two days a week. The Shangri-La now has one tennis court with another under construction. Eickworth (left) gets the ball bouncing on the new program with some "here's how" pointers for Magnan.



## Mexico program benefits trainees

Some sixty young men and women are getting off to a great start on their hotel careers thanks to the efforts of the Mexican government and Western International's Camino Real hotels.

Recently, the government of Mexico, in conjunction with a number of industries, developed an on-the-job training scholarship program. The object is to reduce unemployment and to further the job skills of young people just out of high school. Scholarships are granted for a six-month period during which students are paid while on the program.

All Camino Real hotels are participating. Candidates for hotel career training, mainly graduates of technical high schools, are selected by the personnel managers of each hotel.

Well into their program at the Camino Real, Puerto Vallarta, is this group pictured here with two members of the hotel's executive staff—General Manager, Emilio Calderon (left), and Personnel Manager, Rafael Tabares (third from right). Three of the young men are maintenance department trainees and the other two are in food preparation.

The enthusiasm for the program among the Camino Real hotel managers, particularly for its employment source potential, is very high. Says Emilio Calderon, general manager of the Camino Real, Puerto Vallarta, "We are very pleased with the attitude and progress made by these young fellows, and the interest they have shown for the hotel business."

## Hotels to benefit from new Rooms Division appointments

As of April 1, the Seattle Rooms Division offices increased its hotel assistance staff with two new major position appointments.



Susan Picht



Jim Green

They are Susan Picht as corporate housekeeper reporting to WIH Director of Property Services Hanne Dittler, and Jim Green as corporate building superintendent and reporting to WIH Director of Energy Management and Engineering Pat Collins.

Picht joined WIH in 1971 as a housekeeping management trainee at the Washington Plaza. A year later, she transferred to the Mayflower as assistant housekeeper and within a year was named the hotel's director of housekeeping.

In 1975, Picht was sent to the Hotel Scandinavia, Oslo, as director of housekeeping, prior to the hotel's opening. A year later she transferred to the Philippine Plaza to assist in that hotel's opening and remained at the Manila hotel until her most recent appointment.

Picht will share administrative responsibilities with Dittler, including scheduled visitations to WIH hotels in the U.S. and Canada, with a major responsibility for personnel development.

Green joined the WIH family in 1975 as assistant building superintendent for the Peachtree Plaza. He had previously served as a building superintendent for the City of Atlanta.

In early 1976, Green was named the Peachtree Plaza's building superintendent serving with the hotel until his April appointment to the Seattle office.

Green's major responsibilities will be in manpower development within hotels and in property maintenance assistance for the U.S. and Canadian hotels. He will also assist Collins in his various energy management, engineering and plant operation activities.



'The music—romantic, mellow and heavy on brass...'

## Big bands make a sweet sound for the Olympic

Once again it's chic to dance cheek-to-cheek.

The big band sound of the 30's and 40's—along with the body-close dance style of the swing era—is back at the Olympic and playing to the tune of turn-away crowds.

Begun in mid-February, the open-to-the-public hotel dances are held each Friday afternoon from 5 to 8 p.m. in an available ballroom. One of several local dance orchestras is featured each week.

There is a small cover charge but no minimum drink requirement and patrons can arrive and leave as they wish. The music—romantic, mellow and heavy on brass—spans a range of danceable selections from "golden oldies" to some of the newest hit tunes.

"We thought we would just try the idea, which is patterned after the tea dances of the 30's, as an experiment" General Manager Frank Finneran explains. "A few other hotels around the country have been promoting them with good success. Well—the idea was a winner from the start. By the second week we had to turn away about 200 people. Our only problem has been trying to find available ballroom space each week that's big enough."

Interestingly, the dances appeal to all age groups. The door-opening line-up, which begins around 4 p.m., is mostly comprised of "remember when" patrons.

Later, the dance floor is gradually taken over by rock generation younger folk, mostly from the surrounding business community.

In addition to regular cocktail service, dance guests can order from the special strawberry bar which features strawberry daiquiris as well as fresh strawberries served with choices of brown sugar, sour cream, whipped cream and hot fudge.

Looking back over the Olympic's now long-running "experiment" Finneran commented, "Response from the community has been terrific. People come here because they can have a great time, dance all they want, and at little or no cost. And it's paying off for the hotel, not only in good community relations, but in increased food and beverage business from dance patrons who often will dine afterwards in one of our restaurants or visit our lounges."

He added, "The word on our success is getting around. A few of our other hotels have asked us for details about our program. Who knows—maybe we've started a company-wide trend."



## Chef's show stopper

**Washington, D.C.** - This stunning buffet display, the creation of Mayflower executive chef Bernard Binion (center), was the show-stopping Grand Prize winner at the recent 10th Salon of Culinary Art show in Washington, D.C. The event was sponsored by the Restaurant Association of Metropolitan Washington in conjunction with the National Capital Chef's Association, Amicale Culinaire and the Epicurean Club of Washington. With Chef Binion, and sharing in his award achievement pride, are the Mayflower's food & beverage manager, Jurgen Dinger (left) and General Manager George DeKornfeld.



## 'Big Bad Bob' makes good

**San Francisco** - For years Bob Valentine, head washperson at the St. Francis laundry department, was known to his fellow employees as "Big Bad Bob, doing a big bad job". Recently, he acquired a new, and much more flattering, title. At a hotel appreciation luncheon honoring the 1977 "Employee of the Month" winners which included Valentine, he was selected for the annual "Employee of the Year" honors. Winner Valentine was presented with a number of recognition award prizes including an engraved silver tray—presented to him by St. Francis general manager, Bob Wilhelm (left)—and round trip airline tickets for two for a complimentary stay at either the Century Plaza or the South Coast Plaza, plus \$100 cash.



## 'Best Bartender'

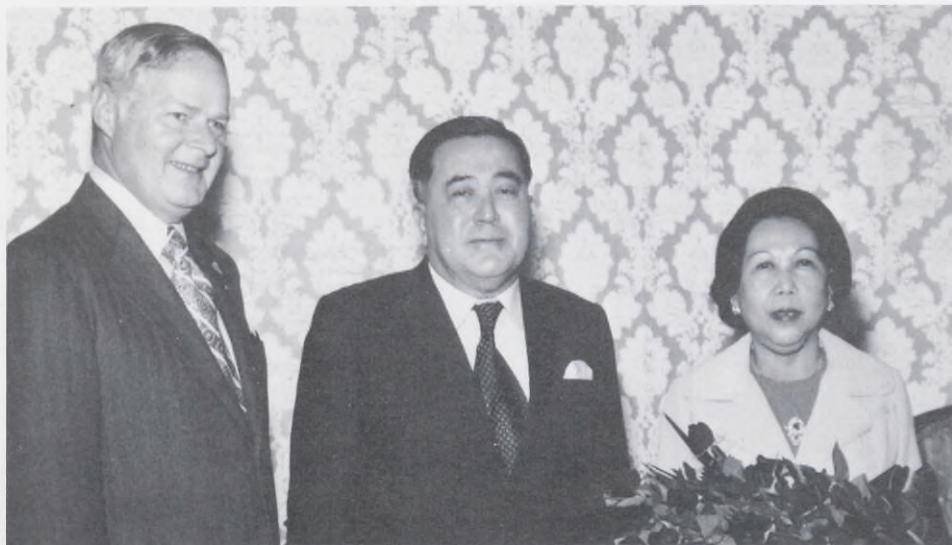
**Portland** - Bartender Bob Roach of the Benson's Piccadilly lounge, admires his "Best Bartender of the Year" trophy, as winner of an annual city-wide competition sponsored by the Peters Inn of Portland, Oregon. Roach was selected for the award because of his "speed, courtesy to patrons and overall professionalism."

## 'Inspiration' award

**Houston** - Winner of this year's Thurston-Dupar Inspiration Award for the Houston Oaks, was housekeeping department supervisor, Mary Davis. During the hotel's Employee Awards Banquet ceremonies, Ms. Davis was presented the award plaque and certificate, a Thurston-Dupar service pin disc, and a check for \$100 by General Manager Stan Soroka. Soroka cited winner Davis for her loyalty, her willingness to assist fellow employees, and "for always trying to find improvements for getting the job done more efficiently."



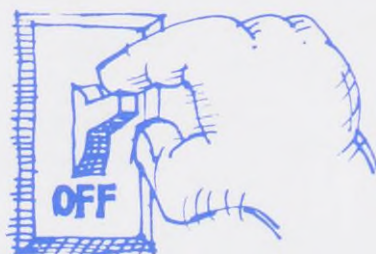
# celebrities



**San Francisco** - As San Francisco is often thought of as "everybody's favorite city", the ST. FRANCIS ranks as often as "everybody's favorite hotel". At least it does for visiting royalty. Two recent royal visitor couples to the hotel, pictured with General Manager Bob Wilhelm, were: (above) their Majesties, the King and Queen of Malaysia, and (right) Prince and Princess Hitachi of the Japanese Royal Family.



**Kansas City** - A number of Hollywood stars were among the attendees at the recent United Motion Picture Association's "Show-A-Rama" convention at the Crown Center. Among them (above) the robot star of Star Wars fame, R2D2, shown here visiting with the hotel's director of convention services, Larry Scheer, and (right) Farrah Fawcett-Majors, who had been presented with the group's "Legend of the 70's" award during opening night dinner ceremonies at the hotel.



energy = money  
savings = savings

## NEWSPAPER LOGS

A number of companies now market machines designed to help you roll old newspapers into "logs" that can be burned in a fireplace or stove.

The idea is a good one for two reasons:

- (1) It puts re-cycling to work to your advantage by simply converting some of your waste into something useful.
- (2) It provides one small answer in the right direction that does something about today's fuel conservation needs.

There is no need to shell out good money for a log-rolling machine to realize these benefits, however.

All you need do is to get yourself a length of old broomstick. Then start rolling one section or sheet of newspaper around the broomstick in layers. (Be sure the newspaper is not rolled so tightly that the broomstick cannot be removed.)

Dampen the newspapers in water as you roll. Continue rolling the water-dampened papers until you have a "log" about four to five inches in diameter. Tie each log bundle with kitchen string and set aside.

When dry, these logs will burn evenly all evening in your fireplace. And you won't have to buy any fire-wood!

True, as we head toward the hot summer months ahead, fireplace fuel is furthest from our minds. But you can start making your newspaper logs now during your free moments, and when winter's chill comes around again you will be all set with a ready stack to pop into the fire

**NOTE:** To really benefit from your fireplace next winter in fuel cost savings, now would be a good time to install air-tight glass doors. As mentioned in an earlier column, fireplaces with glass doors form a barrier against the loss of warm room air leaking up your chimney, and also let your logs (paper or wood) burn longer.

**CONSTRUCTIVE CRITICISM** - Can you take it? You won't let criticism get under your skin if you can look at it this way: It's a part of your supervisor's job to criticize in order to make you more effective. If such criticism isn't forthcoming, you are either perfect (and who is?) or your boss isn't doing his or her job. Assuming that the criticism is deserved and properly given, welcome it, be grateful for it and determine to act upon it at once. Accepted in this spirit, criticism will not depress, discourage, or cause undue tensions. (From SUPERVISION magazine.)

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**ON THE BALL** - An Indianapolis hotel has come up with a very clever fuel-conservation idea for its indoor/outdoor swimming pool. They've layered the pool surface with 10,000 colored plastic balls. The layer of three-inch hollow balls keeps water heat from escaping yet does not interfere with pool activities. The hotel has estimated a fuel savings of 80 percent in heating the pool over this past winter. (HOTEL AND MOTEL MANAGEMENT, March 1978.)

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**WHAT'S A SMILE WORTH?** - Everything according to the general manager of a very successful hotel in Monterey, California. The GM, who was quoted in a recent INSTITUTIONS magazine article, put it this way, "We have good facilities. But so does everyone else. Our success really depends on the maid's smile!" He could have also added . . . and the smiles of the bell attendant, front desk clerk, cashier, dining room greeter, etc., etc., etc.

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**QUOTE-BOOK** - "Because of standardization of quality within the company (WIH), the possible trauma of moving from one hotel to another, one city or country to another, is minimized. Certain familiar factors remain constant. No matter what city you go to, the WIH hotel is invariably the best in the area. Because of the class of the hotel and its position in the community, the customers you're dealing with are the same type of people wherever you go." (Comments by Carlton general manager, Pat Burton, taken from an interview article appearing in South Africa's TATTLE TALE magazine a few months after he had transferred to the hotel from the Edmonton Plaza in Alberta, Canada.)

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**MINI MUSIC-MACHINE** - That's what a popular columnist of South Africa's leading newspaper, THE STAR, labeled the Carlton following a nine-hour, non-stop entertainment tour of the hotel recently. He was particularly impressed with the "incredible variety" of music the hotel offered. His music-fest began at 5 p.m. at the Top of the Carlton where a three-piece cocktail-music-type combo held forth until 9 p.m. Later, at the Main Reef lounge downstairs, he joined in on a sing-along lead by a honky-tonk pianist. Dining at the plush Three Ships restaurant, the columnist was entertained by the sophisticated music of the room's jazz quartet. Moving on to the El Gaucho entertainment room, he was greeted by yet another musical switch—the Latin rhythms of the featured Argentinian troupe. To finish off the evening, he returned to the Top of the Carlton, now featuring a music-for-dancing band alternated with a cabaret act, until the 2 a.m. closing hour. Borrowing a line from a popular song, the writer fittingly summed up his Carlton mini-music tour as, "This is a Lovely Way to Spend an Evening."

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**RECORD (#1)** - The Easter Sunday brunch served at the Peachtree Plaza's Sun Dial restaurant may well have set a WIH non-banquet dining record. Close to 1,200 people paraded up to the hotel's rooftop restaurant on the 72nd floor to feast on the view and the family-style Georgia Brunch that featured "Good ole' Southern cookin' at its best" from fried chicken to biscuits and honey.

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**RECORD (#2)** - Even the Guinness Book of Records offers no help in settling the friendly argument between the Peachtree Plaza and the Detroit Plaza as to which hotel can claim the title as the world's tallest. In its latest edition, Guinness pictures both hotels, gives its arguments on how both are measured, then quietly throws up its hands in defeat to let the reader decide.



**FRONT!** correspondent for the Hotel Scandinavia, Oslo, is Liv Herud. You can contact Liv at the hotel's personnel 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**. Calgary Inn, **Gail Montgomery**. 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**. Camino Real, Tampico, **Enrique Meyer**. Carlton House, **Cynthia Durler**. Carlton, **Laura Davis**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Deborah Hawkins**. Edmonton Plaza, **Gail Montgomery**. Galleria Plaza, **Bonny Miller**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Liv Herud**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Bonny Miller**. Los Angeles Bonaventure, **Bill Bufington**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mauna Kea Beach Hotel, **Stella Akana**. Mayflower, **Carol Barnes**. Michigan Inn, **Maris Brenner**. Miyakio, S.F., **Hiro Tanaka**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Sandie Pratt**. St. Francis, **Lynn Kelly**. Shangri-La, **Yap Cheng Tong**. Space Needle, **Trevor Kendall**. The Plaza, **Gina Henry**. Washington Plaza, **Sandy Novak**. 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**.