



## Hotel Scandinavia, first WIH Europe hotel, set for official May opening



### "Welcome to the House of Friendship"

As of late April, when the Hotel Scandinavia opens its doors to the world, this familiar Western International Hotels' expression will take on a distinctly Danish accent. (The official opening ceremonies are scheduled for May 4.)

The hotel's management and staff has adopted this "welcome" expression as its motto to convey in words what it fully intends to demonstrate in its actions and attitudes of friendliness, hospitality and service excellence.

Physically, the hotel stands unique among its Copenhagen counterparts. As of its opening, it will be the largest -- 26 floors and 600 rooms -- and most modern hotel in the Danish capital and in all of Northern Europe.

It was designed by three of Denmark's top architects--Bent Severin, Ejnar Graae and Henning Helger. Their design philosophy, according to Helger, was to create a hotel that reflected Danish tra-

ditions and character, "to welcome people, to make them feel at home, to create coziness."

One of the Hotel Scandinavia's most exciting attractions is its expansive lobby, with its central focus on a dramatically designed water fountain sculpture. In addition to the reception desk, the lobby houses a shopping area of charming boutiques, a sitting-lounge area and a sidewalk cafe-style restaurant that is integrated as part of the lobby. Helger describes the lobby as "...an integrated environment that makes one think of life at a marketplace in a large town where hotel guests and Sunday visitors can mix freely."

The 25th floor rooftop restaurant is one of the finest, and highest, in Copenhagen. From here and the adjacent lounge-bar, visitors can enjoy spectacular panoramic views of the city. Surrounding the hotel is an area of green parks and quiet lakes, yet its location is just minutes from the heart of downtown Copenhagen. The

Hotel Scandinavia offers the most modern, extensive and flexible of meeting group facilities. In total there are 12 function rooms including a large ballroom with a seating capacity for 1100 persons. For international conferences, the hotel is equipped with a five-language simultaneous translation system.

Among the hotel's recreational facilities is a health club which also features an indoor sauna and swimming pool. Parking space can accommodate up to 500 automobiles.

The Hotel Scandinavia is a joint venture involving Scandinavian Airlines System (SAS), the Prince Hotels group of Japan and Western International Hotels.

Bill Ellis, who was formerly the general manager of the Shangri-La Hotel in Singapore, is the general manager of the hotel.

## CALVERT NAMED TO WIH FINANCE-LEGAL HEAD

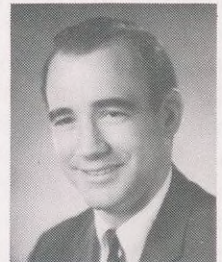
John Calvert has been promoted to senior vice president - finance and legal for WIH as announced by WIH Chief Executive Officer L. P. Himmelman in early March.

In his new position, Calvert assumes many of those responsibilities formerly held by executive vice president Harry Henke III, who had resigned from the company some few days earlier.

Calvert joined WIH in 1969 as assistant vice president - legal. He was promoted to vice president and secretary in 1971.

A graduate of the University of Washington School of Law, Calvert was an attorney with a Seattle law firm for some five years before coming to Western International.

He will continue to serve as secretary of the corporation and will take on the added responsibility as chairman of the finance committee.



# front!

A monthly publication for the  
employees of

Western International Hotels

Editorial, Offices

2000 Fifth Avenue, Seattle, Wa. 98121

Gabe Fonseca.....Editor

LITHO IN U.S.A.

## COMINGS AND GOINGS

### In-Hotel

At the Cosmopolitan, these promotions: **Susan Roe** from part-time assistant housekeeper to housekeeper trainee; **Virgil Kidwell** to superintendent of service and garage manager; and **Kenneth Kroulik** from beverage storeroom clerk to assistant purchasing agent. • A number of promotions at the Houston Oaks include: **Carol Ann Daniels** from housekeeping trainee to assistant director of housekeeping; **Thomas Harwell** from night auditor to assistant manager front office; **Tony Marble** from front office manager to assistant front office manager; **Bill MacIntosh** from Coffee Garden manager to Galleria Roof manager; **Louise Boyd** from supervisor room service to Coffee Garden manager; **Shirley Bates** from Coffee Garden hostess to Coffee Garden night supervisor; **Donald Lewis** from houseman/valet supervisor to property maintenance supervisor; **Salem Attar** from Galleria Roof assistant manager to Lion Bar manager; **Donald Massagli** from purchasing agent to corporate sales manager; **David Christian** from management trainee purchasing to purchasing agent; **Dirk Smith** from F&B cost control to assistant manager front office; **Nathan Morgan** from accounts payable manager to credit and accounts receivable manager; and **Mike Horrocks** from credit and accounts receivable manager to accounts payable manager. • Washington Plaza changes include **Steve Shoun** from night auditor to chief clerk; **Steve Pilgrim** from dishwasher to assistant steward; **Eugene Harmon** from executive steward to storeroom manager; and **Dave Higginbottom** from chief clerk to assistant manager of the Beef Room. • **James Down** moves from executive steward to front office trainee at the Olympic • at the Calgary Inn, **Robin Trueman** moves from storekeeper to night clerk and **Paul**

(Continued on page 4)



## Executive Offices Report:

The occasion of the Hotel Scandinavia opening in Copenhagen, Denmark next month will mark a very important milestone in your company's history.

It is our first entry into the European Continent. And what a grand entry it is!

The Scandinavia is not only the largest and most modern hotel in all of northern Europe but certainly one of the most attractive in its design and decor.

But more than this is the opportunity offered to demonstrate the "style" of Western International Hotels operations to a totally new marketing area. Our special style for quality, hospitality and service excellence with which we are identified in each of those communities where we are currently located.

Moreover, it is a style that mirrors the unique characteristics of its community. The Hotel Scandinavia is a WIH hotel and a hotel of international stature, but is also a Danish hotel wherein both the visitor as well as the local citizen can feel as comfortably attuned.

With our partners in this venture – the Scandinavian Airways System and the Prince Hotels of Japan – we join our WIH family in saluting our newest hotel member and to General Manager Bill Ellis and his fine staff. Our best wishes for a most successful opening.

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

**GORDON BASS**  
President

## Correspondents

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

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

## Takanawa Prince hosts Asian marketing meeting



... an all-day presentation and informal discussion affair

In late February, representatives of the WIH Pacific basin hotel properties and WIH marketing division executives met for the Third Annual Marketing Conference held at the Takanawa Prince Hotel in Tokyo.

Chairing the Conference were **Bruce McKibbin**, WIH vice president and Tour and Travel Sales Manager **Jim Weiss**. For the first time at such a meeting, simultaneous translating equipment had been provided, allowing an easy and immediate exchange among the delegates.

The program agenda — an all-day presentation and informal discussion affair — targeted on two main topics of general concern.

Taking up most of the morning session were discussions involving problems of rate structures and commissions of packaged tours and an investigation of the

various joint promotion possibilities with travel industry groups.

The presentation of the WIH advertising program and discussion as to its adaptation possibilities as a joint program for use among the representative hotel properties consumed most of the afternoon agenda.

During the general discussion session that closed the agenda, a move was made to establish a subcommittee group to be represented by all the hotels. Among the subcommittee responsibilities would be an active involvement in advertising communications plans and in determining how to more effectively coordinate and improve regional business.

Attending delegates at the meeting represented the Shangri-La, Dusit Thani, Miramar, Wentworth and Prince Hotels and the WIH Tokyo promotion office.

## Bacher to new post of food services supervisor

To European born Ernst Bacher it was an "it could only happen in America" sort of experience.

Nine years ago — and shortly after arriving in the United States from his native Austria — he joined WIH as a busboy with the Continental Plaza hotel in Chicago.



In March of this year, Ernst was appointed to the newly created position of food service supervisor for the WIH food and beverage division.

"With most European hotels," Ernst noted, "you have to work for many years, and quite often it's not until you've reached middle age or later, before you are even considered for an administrative position such as that of room manager. Here, qualified young people have much more opportunity for advancement."

The opportunity for Ernst to advance to the position of room manager came in 1968 when he was just 24 years old. This was with the Continental Plaza's Chicago '93 room. He had previously worked his way up from busboy to room captain in the Consort specialty dining room.

In 1970, another opportunity for advancement placed him in the position of director of restaurants for the Hotel St. Francis. It was a position that was cut short after a year when illness in the family forced his return to Europe for a period of several months.

Returning to the United States in 1972, he went back to the Continental Plaza to a previously held position as manager of the Chicago '93.

In his new responsibility as food services supervisor, Ernst will be involved in the service operations of all WIH hotel restaurant facilities in the United States and Canada assisting in an advisory and consultation capacity.

"I'll be spending about half my time on the road," he says.

Other major responsibilities will include his assistance with hotel openings and as a participating member of the WIH food and beverage committee. Ernst reports directly to **Bernard Awenenti**, WIH food and beverage director.

## Mayflower's theater venture opens with hit musical

By day it is used as one of the hotel's regular function rooms.

After dark it is transformed into the exciting world of the theatre — cabaret style.

It is the Mayflower Hotel's recently opened Cabaret Theatre, which is currently offering as its first production the long-running off-Broadway hit musical, "Jaques Brel is Alive and Well and Living in Paris."

The show, featuring a professional cast, opened on March 9 for an extended run with nightly performances (except Mondays) including Sunday matinees.

The cabaret theater concept, though long popular in Europe, is unique to the American theatre scene. Instead of conventional seating, theater goers are seated at tables and beverage service is offered before the first curtain and during intermission.

As indicated by the tremendous response since the theater opened, the concept as well as the production has proven a winner.

And, according to Mayflower Director of Sales **Larry Stephen** a special "theater package" offered by the hotel is almost as popular. The package combines a select dinner at the hotel's Carvery dining room with a theater admission ticket at the very attractive price of less than \$10 per person.

## COMINGS AND GOINGS

(Continued from page 2)

**Edelenbos** from sauce cook to sous chef for Marco's • Bayshore Inn promotions include **Ulrich Wall** from banquet captain to Terrace Grill supervisor; **Bruce Gunn** from banquet waiter to assistant steward; **Jack Tillar** from steward to banquet captain; and **James Lowe** from assistant steward to steward • at the Continental Plaza, **Ted Lialios** moves from assistant banquet manager to banquet manager; **Kenneth Patnett** from head banquet houseman to assistant banquet manager; **Scott Anderson** from front desk to Cantina Show Lounge manager; **Rick Stoepler** from acting chief steward to assistant manager of the Chicago '93 restaurant; **John Nolan** from assistant manager of the Chicago '93 to assistant manager of the Consort; **Sam Yamamoto** from F&B controller to beverage manager; and **Larry Newton** from banquet bartender to assistant beverage manager • at the Hotel St. Francis, **Bill McCreary** is named front office assistant manager.

## Transfers

**Clay Sweeney** moves from building superintendent at the Washington Plaza to construction manager of the Michigan Inn • named as new building superintendent from the Washington Plaza is **Paul Mollan**, formerly maintenance engineer at the Century Plaza • **Tom Judy**, formerly regional sales manager for the Chicago regional offices, is named regional director of sales for the San Francisco regional offices • **Patrick Pope** moves from F&B revenue auditor at the Olympic to senior night auditor at the Crown Center • named banquet manager for the Crown Center is **Richard Rojeck**, formerly banquet manager at the Continental Plaza • **Dave Jones** is named staff assistant at the Crown Center from staff assistant at the Century Plaza • named project manager for WIH is former project administrator for WS&S, **Jere Walters** • **John Zahn** moves from banquet captain at the Houston Oaks to banquet captain at the Crown Center.

## New

Joining the Chicago regional sales and reservations offices as regional sales managers are **Jerry Hirsch** and **Gordon Elkins**.

## 'Enology experts' graduate

Is there an enology expert in the house?

In case you didn't know, "enology" is the science that deals with wine and wine-making, and — yes, there are at least 41 enology experts among our various hotel staff members.

This is the number of enrollees from among 15 hotels who have successfully completed the first Western Educational Institute Wine Education Course. The course program was developed by WIH Food and Beverage division's wine committee members **Basil Miaullis**, **Peter Egner**, **Norm Lavin**, **Fred Putnam** and **Bernard Awenenti**, with editing and course administration assistance from **Gretchen Mathers** and **Lenore Paige**.

The comprehensive nine-lesson course, mostly contained within the 200 pages of text material, ranged from the cultivation of wine grapes, wine processing methods and wine types to the finished consumer product.

Testifying to the fact that it was no "snap course", only half of the original enrollees successfully completed the lesson series. In order to achieve graduate status, the enrollees had to successfully complete a final examination of some 260 questions covering the material contained in the nine lessons.

In congratulating the graduates upon their course completion achievement, F&B Director **Bernard Awenenti** offered a special hurrah to the Calgary Inn's **Diana Hendrickson**, who had interrupted her honeymoon to complete the course!

According to **Awenenti**, plans are now under way to repeat the Wine Education Course, beginning in early May. Any WIH employee may participate in the class with the approval of his hotel management or supervisor. Cost of the course is \$25 payable at time of enrollment.

## COMINGS AND GOINGS

(Continued)

## INTERNATIONAL

**Juan Jose Pesqueira** has been appointed to manager of the Camino Real in Saltillo • **Gerard Guedon** is named resident manager of the Dusit Thani hotel in Bangkok.

## PICTORIAL



**WASHINGTON PLAZA.** Awarded and promoted. Clay Sweeney (left) receives his award as the hotel's Thurston-Dupar recipient and the congratulations of General Manager Lee Jenks and Joe Callihan, area vice president. Sweeney, who had been building superintendent for the Washington Plaza, has been promoted to construction supervisor for the Michigan Inn now under construction in Southfield, Michigan.



**OLYMPIC** — Inspirational. Lloyd Paige of the hotel's stewards department listens to words of congratulation from General Manager Warren Anderson during ceremonies honoring him as the Olympic's Thurston-Dupar inspirational award nominee. Lloyd was presented with an engraved plaque denoting his outstanding service and a check for \$100.



**EDMONTON PLAZA.** One for the scrapbook. The early history of the Edmonton Plaza, now under construction in Edmonton, Alberta, Canada, is being written by these initial staff members recently assigned to the project. Front row from left: Larry Forster, sales manager; Gloria Robertson, executive secretary, and Sharon Dingman, sales secretary. Back row from left: Stan Ray, director of sales; Gary Jones, national sales manager; L. W. Peterson, construction coordinator, and Bob McCauley, general manager.



**ANTLERS PLAZA.** Almost like "home". Greeting John Stevens upon his arrival from the Anchorage-Westward to the Antlers Plaza as new general manager, was this reminder of a familiar landmark he had left "back home". It was a pastry replica of Alaska's Mt. McKinley complete with an eskimo village at its base. Responsible for the creation were Antlers Plaza F&B staffers from left: Paul Maestos, Executive Chef Gene Tourville, Ben Chavez, Richard Marquez and Robert Laskaris.



**ANCHORAGE WESTWARD** — Dieting for fun. Anchorage's week-long Fur Rendezvous festivities poses some problem for those who may want to live it up while staying on a diet. Looking for an answer in the diet guide, "Martini's & Whipped Cream" are Anchorage-Westward banquet waitresses Marjel Barnes, Donna Osborne and Liz Fletcher.

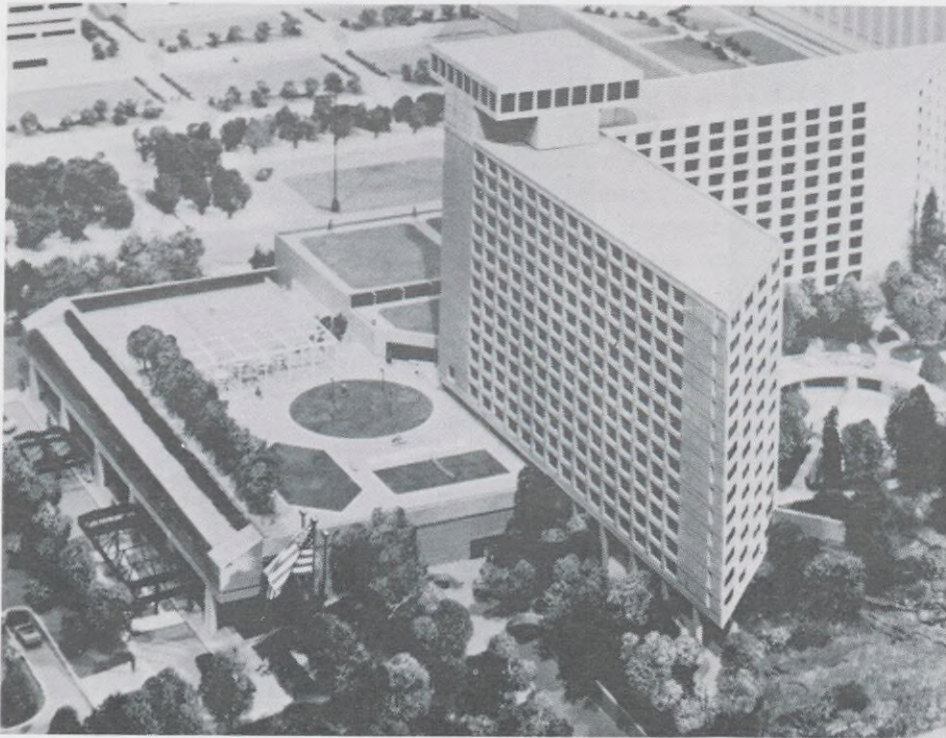


**UNITED AIR LINES — SEATTLE.** Open house. When United's Seattle ticket office moved into brand new headquarters just across the street from the Olympic last February, they celebrated the event with "open house" invitations to the public. Visitor Bernard Awenenti, WIH director of food and beverage, discusses the elegant menu choices offered in United's Friend Ship Four Star food service with UAL chef Bruno Good, (right).



**WINNIPEG INN.** Staff Council. Ready to schedule a new season of employee activities are these recently elected staff council members from back row left: Richard Ringrose, Velvet Glove wine steward; Richard Mah, bellman; Charles Garton, engineering dept.; Jim Moroz, room service; Don Howard, houseman; Dave Willerton, kitchen; Bruce Wilby, stewards dept.; Helga Antelman, housekeeping; Ray Burton bartender. Seated -- Cathy Wilson, front office (treasurer); Susan Braunig, Cafe Lombard; Nancy Powell, switchboard (secretary); Patti Peterson, executive offices (President); Shirlee Blackman, Top of the Inn; Karen Oldfield, Stage Door; Ross Flintoft, Top of the Inn manager (past president).

# CROWN CENTER



*“no ordinary hotel”*

## Hotel staff members comment on operating anticipations and the “unique qualities” of the Crown Center hotel.



**T**he Crown Center Hotel in Kansas City, Missouri, is scheduled to celebrate its opening on May 8.

For those on-staff members who have been eagerly anticipating the occasion, it won't be any too soon!

Behind them have been weeks, months, and in some instances, years of preparation. And as Jim Durham, vice president and managing director of the hotel expressed it when he visited the site in early February, **“We can't wait to get back into the business of operating a hotel.”**

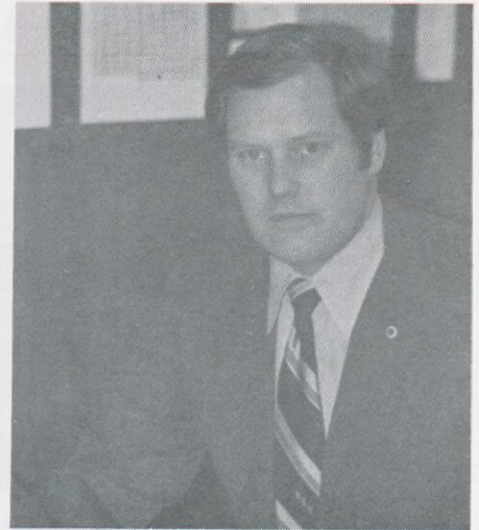
At that time the hotel group was housed in temporary offices located some two blocks away from the hotel and the Crown Center complex. (The move into the hotel has since taken place on March 2.)

Most of the staff have been recruited from throughout our various Western International properties and many of them have been involved in hotel openings at one time or another during their hotel careers. For others, this was their first employment experience in the hotel world.

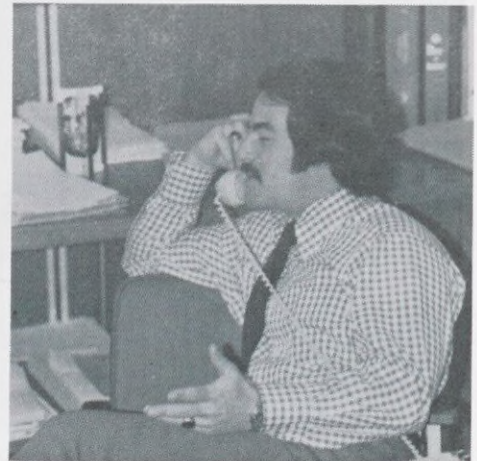
Now that the various members have melded into a unified functioning team, they too were anxious to **“get back into the business of operating a hotel”**. But more than this was a strong conviction that the Crown Center was no ordinary hotel, nor was it to be operated as one.

In its operations planning and systems innovations as well as in its architectural and decor concepts, the hotel is in many ways unique among our various WIH properties.

We asked a random sampling of staff members to comment on these “unique” qualities -- particularly as to what most excited their anticipations in the area of their operations or in regard to the hotel itself. Here are excerpts from some of their answers:



**“Most exciting is its innovative ecologically-oriented architectural concept...the indoor-outdoor garden feel with live plantings, the spectacular inside waterfall, the skylights and spacious, open feeling...”** BILL TUTT - resident manager.



**“The Crown Center presents a fresh, new and innovative image for Western International Hotels. I think it will be the forerunner of the hotels of the future.”** BRUCE LUCKER - director of sales.



**“I like the decor and furnishings approach to the guest rooms...very contemporary. Something very different for Western International. But one of the things I've enjoyed the most is starting from scratch in training a staff and applying new ideas and systems.”** RENATE SEYBOLD - director of housekeeping.



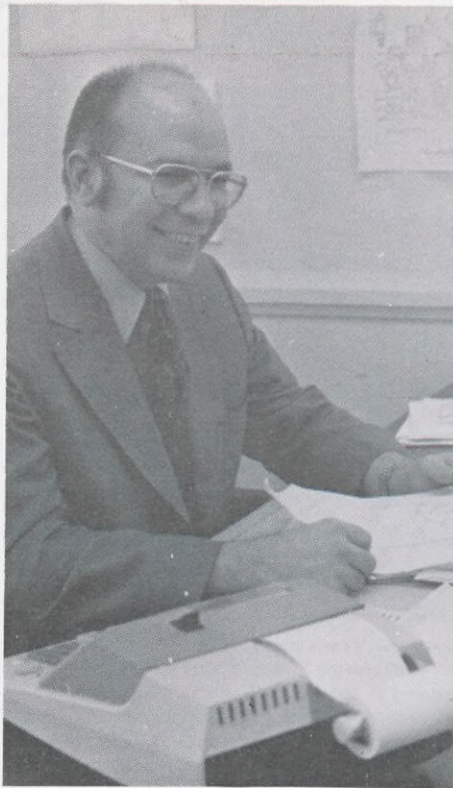
"We feel we have the finest group of hotel professionals assembled anywhere. Our Chef is from the Dusit Thani in Bangkok. Our Food and Beverage Director is from the Bayshore Inn in Vancouver, British Columbia. Our Sales Director is from the Century Plaza in Los Angeles. Our Managing Director is from the Ilikai in Honolulu. All our experienced Western International Hotel personnel are professionals." LARRY DUSTIN-director of personnel.



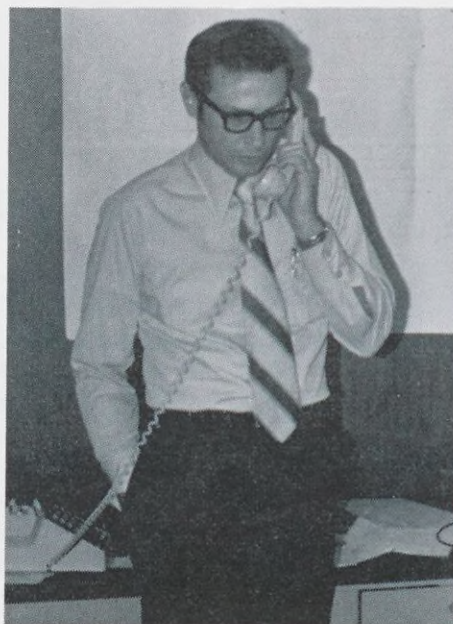
"I'm really excited about the beautiful interior of the hotel especially the massive water fall and rock garden. I anticipate each day to be a new experience for me. My position as executive receptionist will enable me to meet all types of people from all walks of life." MARY HENSLEY-executive receptionist.



"I consider it a privilege to be a part of this great and enthusiastic team elected to open the Crown Center Hotel and to introduce Western International Hotels to the Midwest." PETER EGNER-director of F&B.



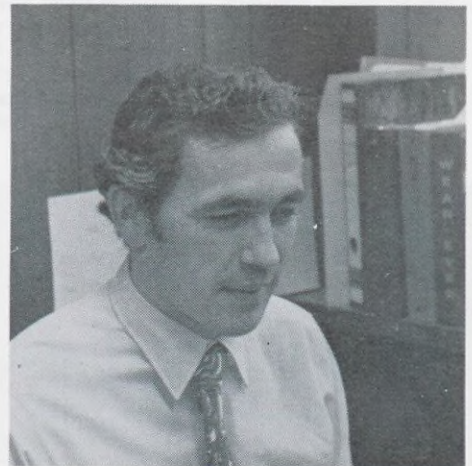
"The most exciting aspect of my association with the Crown Center Hotel is the innovative attitudes of the staff. Everyone approaches problems with an open mind. Naturally, my involvement with the System/3 (IBM data processing system) colors my judgement, but I regard this departure from our standard systems as one of the most important innovations... probably one of the most exciting things I have done since joining Western International." DON HOLMES-controller.



"I think we're going to show the people of Kansas City something pretty special in their dining experience not only in cuisine but in the quality of service they will receive." BEAT RICHEI-executive chef.



"I'm most excited about the advantages of having our own private telephone system installed throughout the hotel and our room status system. Mainly, though, I anticipate working with the great staff that is on board." CONNIE BENNER-assistant director of housekeeping.



"As far as the overall concept of the complex is concerned, I feel that because of the facilities we offer and those offered by the complex, we are more of a resort-type area. I believe that this will enhance our reputation and the desirability of attracting guests from all over the world." ELAINE BRANHAM-executive secretary.

"In many respects, the Crown Center is a culmination of years of study, research and hard work towards improved guest services and operating techniques that has involved a lot of people in our company. Combining this with the great team spirit of the staff we know it's really going to fly!" JIM WILSON-senior assistant manager.



**TOKYO** — When the Tokyo Promotion Office gave a New Year's party in late January, it was an all-out "Western" — Japanese style! The over 400 invited guests (travel agents, corporation executives, airlines people, etc.) were welcomed to the "Club Western" hospitality suite at the Prince Hotel by office staff hosts, from left: Mikki Saito, reservationist; Yoshi Kumon, sales manager of the Hotel St. Francis; Yasuko Watanabe, reservationist; Hide Ume-shita, sales representative; Keiko Sato, secretary; and Akio Hirao, director of promotion. Costumes worn by the staff were an East-West blending of American Indians 'n cowboys and Japanese happi coats.



**TOKYO** — A Tahitian dance performance, presented as part of the Pacific Area Travel Association (PATA) conference last February in Tokyo, gets the undivided attention from attendees Jim Weiss, WIH tour and travel manager and Lou Martinelli, general manager of the Shangri-La Hotel. Drawing some noticeable attention themselves were the WIH delegates who wore happi coats imprinted with their names and their hotel or corporate association.



**SHANGRI-LA** — "Kong Hee Fatt Choy", or, in English, "A happy and prosperous New Year". In February, the Shangri-La joined with the Singapore Chinese community in welcoming in the new Chinese New Year—the year of the ox. Appropriately, a display of carved oxen greeted guests outside the Shang Palace, the hotel's specialty Chinese restaurant. A lobby arrangement featuring traditional good luck figurines and food delicacies was kept on display during the 15-day celebration.

### Progress on Miramar Annex

Miramar Hotel principles have recently announced the start of demolition of the Princess Theater Building located across the street from the hotel. Planned for the site is a hotel-restaurant-shopping center complex annex.

The 700-room hotel annex will be

connected with the main hotel building by a tunnel and an overhead bridge.

The project is part of the ten-year expansion and rebuilding program for the Miramar which envisages eventually a total of 2,250 rooms for the hotel. Construction of the Princess Theater Annex will take from one and a half to two years to complete.



**CAMINO REAL, GUATEMALA** — Enjoying the fine cuisine of the hotel's La Ronda Restaurant is veteran movie actor John Wayne, a recent Camino Real guest. Food and Beverage Manager Tom Evert takes personal charge of the wine service for Wayne and his table guests.



## COPIED and CONTRIBUTED

**CONTRIBUTED** — by **Bud Berquist**, director of engineering for the Calgary Inn, this variation on a customer relations piece that some of us may have seen elsewhere. In any case, Bud's closer-to-home version makes a good point to keep in mind.

### REMEMBER ME?

I'm the fellow who goes into the restaurant, sits down and patiently waits while the waitresses finish their visit before taking my order.

I'm the fellow who goes to the front desk and stands quietly while the clerks find time to recognize me.

I'm the fellow that finds his room too cold or too hot, and takes it in stride when maintenance can't do a thing about it.

I'm the fellow that requests his room be made up early, but allows the maid to take her time. I know she's really busy elsewhere.

I'm the fellow that really would have liked to dine in my room at 6; but understood when room service never showed up until 7.

I'm the fellow who grins and bears it every time valet service is late.

You might say, I'M THE GOOD GUY. . . BUT DO YOU KNOW WHO ELSE I AM?

I'M THE GUEST WHO NEVER COMES BACK! It amuses me to see business spending so much money every year to get me back, when I was there in the FIRST PLACE. . .and all they needed to do was give me some SERVICE, AND EXTEND A LITTLE COURTESY.

**We know this is an exaggeration and that as professionals it doesn't happen in OUR hotels. BUT IT COULD, if we ever forget for a moment that without SERVICE and COURTESY, OUR GUESTS WON'T COME BACK!**

**COPIED** — from INPORT, the publication for the Port of Seattle employees, this definition of the word "strategy" as explained by a ten-year-old school boy: "When I play cops and robbers, I keep on shooting without letting them know I'm out of ammunition."

**CONTRIBUTED** — by an anonymous reader, who simply signed the covering note with the initials "LJ", this attitude challenging verse:

### IT'S ALL IN THE STATE OF MIND

If you think you are beaten, you are;  
If you think that you dare not, you don't;  
If you'd like to win, but think you can't,  
It's almost a cinch you won't.

If you think you'll lose, you've lost,  
For out in the world you will find  
Success begins with a fellow's will,  
It's all in the state of mind.

Fully many a race is lost,  
Ere even a step is run;  
And many a coward fails,  
Ere even his work's begun.  
Think big, and your deeds will grow,  
Think small and you'll fall behind,  
Think that you can, and you will,  
It's all in the state of mind.

If you think you're outclassed, you are;  
You've got to be sure of yourself before  
You can ever win a prize.  
Life's battles don't always go  
To the stronger or faster man,  
But soon or late the man who wins  
Is the fellow who thinks he can.

## Young People's Puzzle Corner

1. You usually find this person stationed near the \_\_\_\_\_ of one or more of a hotel's outside entrances.
2. He uses every \_\_\_\_\_ to be of assistance to guests and make them feel welcome.
3. Much of his time may be spent \_\_\_\_\_ doors for arriving and departing guests.
4. If a guest \_\_\_\_\_ a taxi, he will call one for them.
5. For most guests he is the first hotel employee they \_\_\_\_\_ upon arrival and the last they see when they depart.
6. In some hotels guests depend upon them for making their car park \_\_\_\_\_.
7. In many of our hotels these people are easily \_\_\_\_\_ because they wear very distinctive, and sometimes very elaborate, uniforms.

## FRONT! HORO-SCOOPS

### Aries

March 21 — April 20. "The Ram". Aries' sign is the Ram, which gives them the strength and power to butt their way through life. It's not that they are necessarily insensitive, it's just that they are more--well, thick-headed. Mars, the Roman god of war, is their ruling planet and influences their courage, energy and tendency towards flat feet. Aries enjoy being outdoors, and in spite of their thick-headedness, they will often know enough to come in out of the rain. They are born leaders attracting a strong following who usually have to clean up after them. (And if you've ever had to clean up after a ram . . . yeech!) Although their element is fire, very few Aries can even light a candle without burning their fingers. And getting a fire going in a fireplace is out of the question! Their jewel is the fiery diamond, although most will settle for anything flashy, even bits of broken coke bottle. A lucky day has been promised them, but so far it doesn't look very encouraging. Also, they are still looking for a lucky number.

### PUZZLE CORNER ANSWERS

- This person is a DOORMAN.
1. Doors
  2. Opportunity
  3. Opening
  4. Requests
  5. Meet
  6. Arrangements
  7. Noticed.



## In the service of our hotel operations

### ARTHUR DECRUYENAERE - Winnipeg Inn Doorman

In his smart cutaway uniform and rakish top hat, his appearance is that of some distinguished diplomat.

But in his manner--jovial, outgoing and friendly--he comes across like the type of person who would make a great Santa Claus at a staff Christmas party.

As a matter of fact, Winnipeg Inn doorman Arthur Decruyenaere is pretty adept at handling either role.

His diplomatic approach towards guest contact relations--whether it's with a visiting VIP or a group of little old ladies dropping in for afternoon tea--has made him a hotel favorite. It is an attitude that stems from a genuine interest and rapport with all kinds of people.

Says Arthur, "I love my job, but it's the people I meet that make it such fun."

Because of the love and the pride he takes in his job, he has made a special effort to remember names and faces. He finds that for most guests there is nothing more flattering or pleasing than to be greeted by name. Guests also appreciate

his fluency in both French and English as both languages are commonly used.

Arthur is equally a favorite with his fellow hotel associates and is in popular demand at all staff social affairs. He can usually be counted on to spark any get-together, particularly when he begins relating his "unbelievable experiences in the life of a doorman" stories. But he really shines at the staff children's Christmas parties when he takes the starring role of jolly old Santa himself.

Arthur joined the Winnipeg Inn staff prior to the opening as a security officer, while the furniture and fixtures were being moved into the hotel. Then, just before the hotel opened, he transferred to the hotel's guest services staff as one of the three hotel doormen.

As much as time allows, Arthur actively participates in community affairs, whether it be a fund-raising project for a new community hall (he lives in the rural community of St. Adolphe some 20 miles outside of Winnipeg) or buying equip-



ment for the local hockey team.

In direct contrast to the glamorous, sophisticated hotel world, Arthur finds his relaxation enjoyment in the outdoor life. He is an ardent fisherman and hunter, and he spends a lot of his free time gardening on his two-acre spread. He also has two horses on his property, but as the father of eight children (six still at home), he seldom gets the opportunity to ride either of the horses.

Arthur admits to feeling a great pride in being a part of Western International's Winnipeg Inn "family." And it's obvious that the Winnipeg Inn "family" feels the same about him.

## In the service of our WIH operations

### JESS THOMPSON - WIH Consulting Engineer

When Jess Thompson was appointed as supervising engineer for WIH in 1968, it was to begin a giant step forward in our hotel maintenance progress. And, largely due to Jess's guidance, maintenance standard improvements in all WIH properties have continued to make great strides ever since.

While much of the credit for a general revamping of our hotel maintenance departments goes to Jess, he has also been instrumental in the recruitment and training of a number of our engineering people.

"We have," says Jess, "probably the top crew of chief engineers among any hotel group in the world. All are experienced licensed engineers, highly qualified to handle most of the equipment and systems installed in our hotels from elevators to air conditioning and from electrical systems to refrigeration."

Though fairly new with Western International, Jess is a veteran hotel man, having been associated with the Hilton

Corporation for some sixteen years. When he left Hilton, he had attained the position of chief engineer in charge of their Western Division operations.

Jess looks upon his first few years with Western International as largely a period of "putting out fires." Equipment and operating methods were reworked for maximum efficiency and better organized controls were instigated. When needed, and as hotel budgets allowed, new equipment was installed; and where some mechanical inefficiency reflected on guest discomfort, these situations were promptly investigated and reworked.

One of his first assignments was a much needed elevator system overhaul for a number of our hotels. The installation of a number of hotel air conditioning systems and maximizing the efficiency of existing equipment, was also among his earlier, if more extended, assignments.

Particularly impressive, however, has been Jess's efforts in trimming operations,



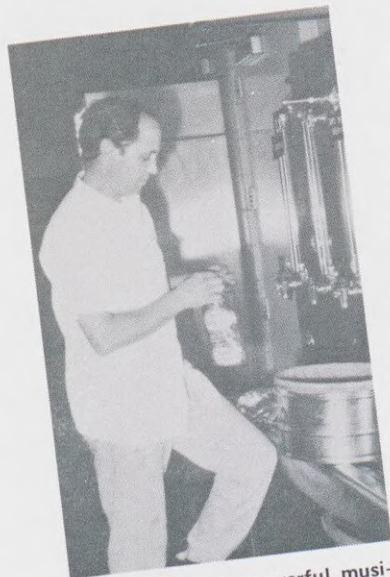
repair and utility costs. Most of our hotels have benefited substantially from these savings.

In the performance of his job, Jess has visited practically every hotel in the company. He has also been involved in almost every hotel opening since he has been with WIH. Time spent with a new hotel during this opening period averages about six weeks. Part of this time is spent in the supervision of installations and in personnel training. Then he will stay after the hotel has opened for a couple of weeks or so to be sure all bugs are worked out of the various operations.

(Continued on page 12)

Presenting...

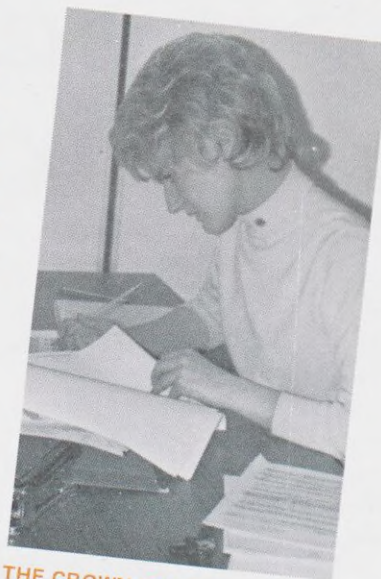
FRONT! ANNUAL APRIL FOOL  
ACADEMY AWARD NOMONINATIONS



**CABERNET** — A powerful musical that explodes across the screen and dribbles down across the stage and into the first six rows! The opening scene where Bayshore Inn kitchen porter Jamie Ferreira spikes the coffee urn with a bottle of cabernet will jerk you out of your seat (and spill all your popcorn!). Plot thickens and heads lighten as the Coffee Shop Chorus belts out "That was the day, my friend. Cheez, I thought it would NEVER end!"



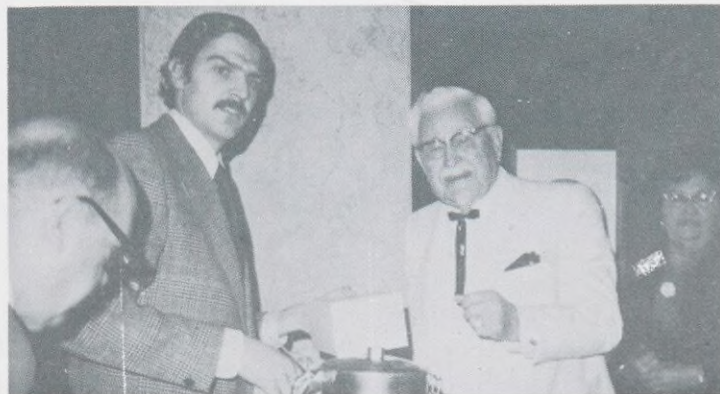
**EVERYTHING YOU'VE ALWAYS WANTED TO KNOW ABOUT FIRST AID BUT WERE TOO CHICKEN TO ASK** — Story based on the best-seller by popular author Red Cross. Stars Peggy Smith (Cafe Plaza waitress) and Marilyn Crawford (executive secretary) of the Antlers Plaza studios. Hard-core stuff with, perhaps, an excessive display of bandages and splints.



**THE CROWN CENTER PAPERS** - Shocking expose of what really goes on in the shadowy world inhabited by rival food and beverage gangs. Cast includes Karin Strain, administrative assistant for the Crown Center's F&B department and talented young newcomer to the WIH screen. Film shot while cameraman under influence of cooking sherry, which accounts for some fuzziness in a number of scenes.



**THE WORLD'S UNLIKELIEST ATHLETE** — A Walt Disney production released through Calgary Inn studios. A new role for Calgary Inn chief engineer Bud Berquist who displays amazing athletic talents in long distance running, spitball throwing and tap dancing. A picture you can take the whole family to—particularly if you want them to kick the movie-going habit.



**UP THE CHICKEN BOX** — A new variation on an old theme based on a Colonel Sanders recipe. Has its zany, side-splitting, finger-licken' moments, particularly when veteran comic Ray Sylvester (Mayflower Hotel senior assistant manager) appears on screen. Cameo appearance by the Colonel himself. You'll come away muttering the award-winning song, "A Crisp-Fried Chicken in Every Box."



**SLOW-BALL EXPRESS** — Based on the life story of star ball player for the Bonaventure Bagels, Willi Maes (as played by Bonaventure chef Willi Maes himself). Willi demonstrates his famed slow ball pitch technique, how to peel an onion without crying, and how to make a snowman out of an old lampshade. Not for people who go to the movies "just to be entertained".



**FIDDLER ON THE ADDING MACHINE** — Western Service and Supply controller Bob Fay recreates his Broadway stage role for this screen adaptation. Thrill again to the show's hit tunes, including "If I Were a Rich Man (I'd chuck the whole thing)", and "Sunrise, Sunset (and here I am still tied down at the office)."

# FRONT FOCUSES ON

## Our Consumer Advertising Campaign in TIME

**"Top executives have a style of their own. So do top hotels."**

If you're a reader of TIME magazine, you might recognize this headline as it appears in current full-page color ads promoting Western International Hotels.

This headline theme is being repeated in a total of ten different ads scheduled for ten consecutive monthly insertions in the national edition of TIME that began last February. The TIME series represents the main thrust of Western International's corporate consumer portion of the 1973 advertising program.

While mention of other properties is included in the copy text, each ad focuses on a specific WIH hotel. Featured in each of the ads is a prominent U.S. or Canadian top corporation executive photographed in the featured hotel's setting. Among these individuals are such nationally — and even internationally — recognized personalities as Henry Ford II, chief executive officer of the Ford Motor Co.; William Randolph Hearst, Jr., editor-in-chief of the Hearst newspapers; and Edward E. Carlson, president and chief executive officer of United Air Lines.

Though low-key in approach, the ad series is hard-hitting in its message implications promoting Western International's overall "family" quality and the distinctive style of each of our hotels.

Says Ron LaRue, WIH director of advertising and public relations, "The TIME campaign is primarily directed to our target audience — the business traveler. But more important than establishing Western International Hotels as the place to stay is the stress on the individuality of each hotel — each operated in a great family tradition of service and hospitality."

TIME's reach to key audiences and its flexibility, according to LaRue, were the two major considerations that influenced that publication's selection for the consumer program. He pointed out that TIME's circulation not only does an impressive job of reaching the business traveler target audience but a related broad audience target market as well. And with TIME's edition flexibility advantage, individual hotels can run their own tie-in ads

directed to specific local or regional audiences.

In addition to the TIME insertions, these ads will run — though with less frequency — in two in-flight publications. They are United Air Lines' MAINLINER and TWA's AMBASSADOR magazines. The hotels mentioned in the in-flight publication ad copy will be changed to correspond with WIH destination cities serviced by the two air lines' flight routes.

**Top executives have a style of their own. So do top hotels.**

Presenting the top corporate structure in Seattle: Washington Plaza Hotel, in the heart of the city. It's Seattle's tallest hotel (40 stories) and roomiest (180-degree view from every room).

We have a lot going for you. View rooms from \$27. Make us places for 3-man executive sessions or a sales rally for 1,000. Trader Vic's 24-hour room service. Everything you'd expect from Seattle's top executive hotel.

For reservations, see your travel agent or call Western International Hotels in your city.

**Washington Plaza Hotel, Seattle**

WESTERN INTERNATIONAL HOTELS  
Resort in travel with United Air Lines

**Top executives have a style of their own. So do top hotels.**

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For reservations, see your travel agent or call Western International Hotels in your city.

**Washington Plaza Hotel, Seattle**

WESTERN INTERNATIONAL HOTELS  
Resort in travel with United Air Lines

(LEFT) Typical full-page color corporate ad. (RIGHT) Smaller version of ad in black and white designed for individual hotel tie-in placement.

### Europe tour bookings filled — Late applicants on wait list

It's a "full house" as far as application return interest in the WIH employee Europe tour is concerned.

According to Tour and Travel Manager Jim Weiss, the established maximum of 140 applications for the fall tour — two scheduled departures of 70 bookings each — had been received by mid-March.

Weiss added, however, that late applications are being considered and put on a wait list on a first-received first-eligible basis as cancellation replacements.

Tour itineraries and cost estimates were mailed to all interested applicants in late March.

### People Make The Difference. . .

(Continued from page 10)

As of the first of the year Jess was given the title of Consulting Engineer. Among other things, his new title responsibilities have involved him in scheduled visitations to all WIH properties in this consultant capacity. As a member of the Rooms Division, a number of these visitations will be made in conjunction with similar visitations by other Rooms Division members.

While his schedule continues to be a very busy one, the hectic "putting out fires" days are pretty much a thing of the past. The forward steps he now takes lead him more often in the direction of preventive maintenance and in the continuing challenge of lowering maintenance costs while improving guest services.