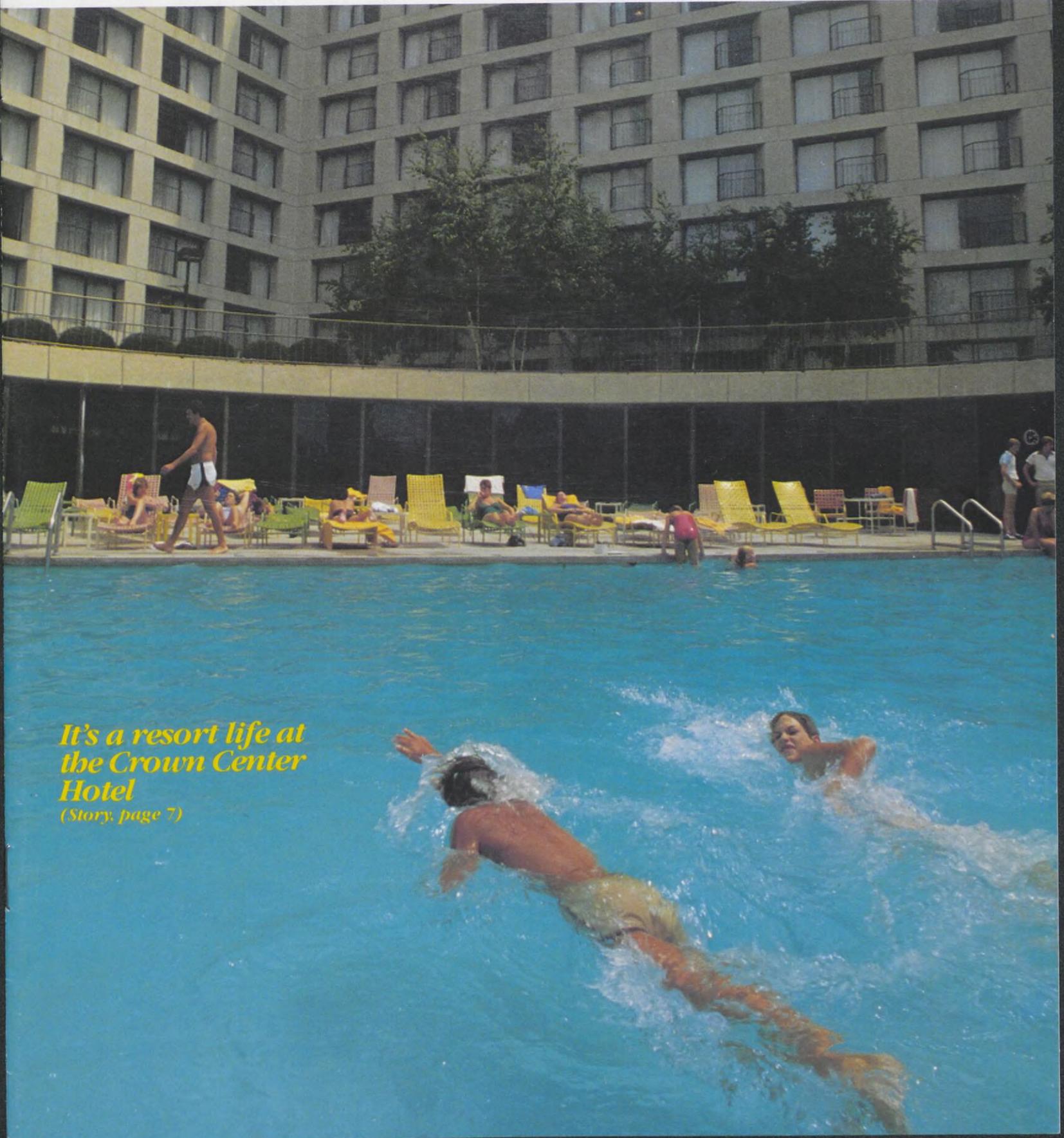


Front!

September, 1980

WESTERN INTERNATIONAL HOTELS



*It's a resort life at
the Crown Center
Hotel
(Story, page 7)*

On the move

Thank you for making the difference

At Western International we believe that "people make the difference." The meaning of that phrase hit home recently when a poll of 8,000 TRAVEL/HOLIDAY magazine readers revealed WIH as the preferred hotel chain worldwide. (Story, August FRONT!)

While a measure of our hotels' excellence may be attributed to physical amenities — from breathtaking atrium lobbies to oversized bathroom towels — the real credit is due the people who make the steel and stone and glass edifices come alive with Western International's hospitality.

And those people are YOU.

You can all feel extremely proud. It is your efforts that have helped make us the number one choice among these travelers who know what they want — and demand — in a hotel experience. They are travelers who expect not only special amenities and special services, but helpful words and friendly smiles from "special" people.

It is apparent from this survey that you understand what they expect and are meeting the challenge to fulfill those expectations. And as the company expands its hospitality around the world, the challenge to maintain our top standing expands also.

But no matter how big we become; no matter how many new and impressive buildings are christened Western International hotels, it's still the "people that make the difference."

Thank you for doing just that — and congratulations.



Harry Mullikin
President and
Chief Executive Officer

Harry Mullikin



COVER: Among the many resort attractions at the Crown Center Hotel is its outdoor swimming pool.

Front!

A monthly publication by and for employees of
Western International Hotels

Gabe Fonseca,
Internal Publications Manager

Linda Plumb, Publications Editor

The Olympic, 4th & Seneca, Seattle, WA 98111

'Relating,' ideas, were keys to Engineering/Laundry Workshop

The after-session social room was appropriately tagged, the "Boiler Room." It was a name that both the building superintendent and laundry manager groups could easily relate to.

And there was a lot of "relating" to be done. It was the first time that the building superintendents and laundry managers had been brought together in a joint workshop session. It was also a first ever get-together for the laundry managers.

Host hotel for the early July gathering of some 50 attendees from U.S., Canada and Mexico properties as well as from the Philippine Plaza, was the Houston Oaks.

In the combined sessions the focus was on challenges of mutual concern as well as featured presentations by corporate member attendees (e.g., an overview of the corporate organization structure from senior vice president, Dwight Call; Erwin Mallernee of Corporate Insurance, on loss control and fire prevention, etc.)

For the most part, however, the two groups met separately. At these sessions it was outside speakers that largely dominated the agenda. These were technical experts representing suppliers of engineering and laundry facility products, equipment and services.

A major Workshop highlight, in fact, was an exhibit hall showing of over 50 supplier product/equipment exhibits. For the attendees the showing provided a unique opportunity to pick up on the latest innovations and some new ideas. Particularly appealing were those items that stressed cost and energy savings efficiencies that could be adopted to their operations.

The presentation and exchange of ideas was a key Workshop ingredient. In group presentations, members shared operations case histories and almost all attendees had contributed to the Workshop's "idea board" display.

Innovative ideas, or, at least, new operations approaches also figured heavily throughout the group sessions.

With the laundry managers, for instance, one session explored laundry facility usage for increasing revenues. Another session focused on the guest's point of view with ideas for improving service and "product" presentation — that is, the packaging of returned dry cleaning and laundry.

Ideas for refining the engineering department's career development program — particularly so that it could be used as a recruitment tool — was a major agenda topic for the building superintendents.

Ray Sylvester, director of the Rooms Division, rated the workshop as "... extremely successful and productive.

"As a whole, they were a very enthusiastic and very positive group," Sylvester said. "Everyone seemed to want to contribute and get involved... the communications between the two groups, and among the members of each group, was especially productive."

Co-chairpersons for the Workshop were Hanne Dittler, director of property management, and Pat Collins, WIH director of energy management and engineering.

The pair was assisted by Dan Marlowe, WIH laundry consultant and manager of the combined Galleria Plaza and Houston Oaks laundry.

October closing for The Olympic

The Olympic Hotel will close its doors to the public October 1, 1980, for an R&R — rest and refurbishment.

The closing will mark the end of a 25-year affiliation with Western International. The Olympic will re-open in approximately two years as a Four-Seasons property.

WIH executive offices will continue operation from the 12th floor of the hotel until their office space in the new Western International Building is completed next summer, and, unless otherwise notified, their mailing address remains the same.

Shangri-La, Hong Kong 'tops off' this month



"We are hoping for a mid-January 1981 opening for Shangri-La, Hong Kong," says Larry Magnan, operations vice president for the Asian properties.

The 700-room hotel on the Kowloon side of Hong Kong's harbor, is scheduled for a "topping-off" ceremony September 16, signaling the completion of major exterior work, and the continuation and completion of the hotel's interior.

Most of the key staff for the hotel is now on site and the remaining employees will come on line in late October for orientation and training.

According to Magnan, the hotel sales staff is "on target" with their group bookings, and, he says, "Everything looks encouraging. To date, the hotel has been received very positively."

Close to major shopping and business, the Shangri-La's prime location also offers a commanding view of the city's colorful harbor.

Photo news



Decal says it all

CINCINNATI — "I'm building the best." Hard hat decals were given by hotel staff members to more than 160 Turner Construction workers at the Cincinnati Plaza site recently. The decal give-away was in conjunction with a beer and pretzel "thank you" party for the construction people held by the hotel staff in the project's substructure parking area. Decals were provided by the Cincinnati Plaza's local agency, Stockton-West-Burkhart, who had designed the hotel's logo. The 17-story, 460-room hotel is scheduled to open in December, 1980.



Home no more

SAN FRANCISCO — The Hotel St. Francis was the site of the first Peoples' Republic of China Consulate in the western United States — until June of this year, when the Consulate found itself a permanent home elsewhere in San Francisco. To commemorate the move, hotel managing director, Robert Wilhelm, (right) honored Consulate personnel with a farewell reception at which he presented Consul General Hu Dingyi with a Steuben Revere bowl.



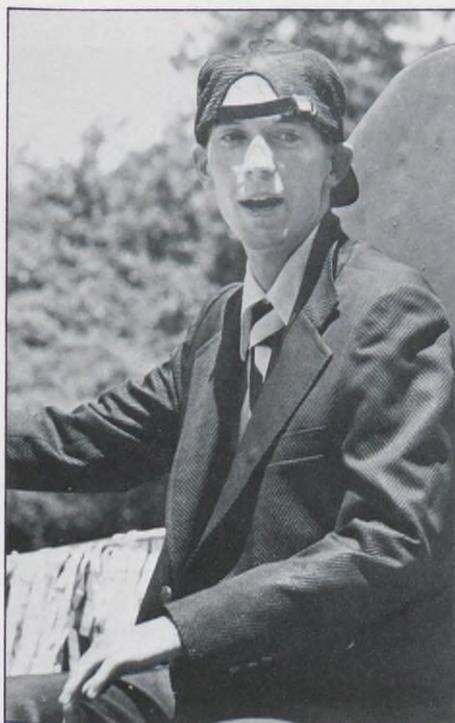
Easyliving in Manila

MANILA — Philippine Plaza's valued patrons experience the romance and luxury of Manila's finest bayside hotel at 40 percent discount on all regular room rates through September 15. General Manager Jeffrey Flowers, together with guest relations officers (counter-clockwise) Carol Caballero, Betsy Teves, Cielo Condes, Irene Reyes and May San Miguel pose in front of the bus and the sign promoting the hotel's "Easyliving Bonus."



The Achievers

LOS ANGELES — In mid-July the Bonaventure was the setting for a three-day convention of the American Academy of Achievement. Their final dinner, "The Banquet of the Golden Plate," included many of today's world leaders and well known personalities. Pictured here with Ernesto Allen, hotel banquet captain, (left) is movie personality Clint Eastwood. Chosen by the Academy's Awards Council and other distinguished authorities, these men and women of exceptional accomplishment in the sciences, professions, the arts, business and public service were acclaimed not as winners, but as "representatives of the many who excell."



Cancer run

TORONTO — While Canadian Terry Fox was out running for the cancer cause (clear across Canada no less), Hotel Toronto employees were running for their pocketbooks to contribute their share in helping to further cancer research. In one day, they raised \$600. \$375 of that was given by Trader Vic's restaurant employees alone. This giving spirit may have been inspired in part by the spirit of the runner himself. Fox is not your ordinary runner; he has lost part of one leg to cancer. Presenting the donation is Angela Han from Trader Vic's (right) and Nancy Thompson, reservation manager, who thought of the idea. Radio personality Don Daynard, whose station promoted donations from all Torontonians, accepts the check, and holds the list of employees who gave to the cause.

Dunked

HONOLULU — The Ilikai's employee picnic went over with a real "splash." So, which money-making booth was the most popular? Why, the dunking booth, of course, manned here by Byron Trafton, front office manager. Dressed in an assistant manager's uniform, he was dunked many, many times. Hmmm . . .





Republican thank you

DETROIT — As the Republican convention drew to a close, presidential candidate Ronald Reagan extended a personal thanks to Detroit Plaza Hotel employees for their extra fine efforts in hosting the Republican legions. It's a thank you that these culinary staff members, as well as many other employees, won't soon forget. From left to right, JoAnn Williamson, Lillie Hill and shaking hands with Reagan, Pat Gordon.

Space visitor

ACAPULCO — Visitor from outer space? Well, not exactly. But Las Brisas did host a visit from NASA astronaut, Owen Garriott (right) this summer. Garriott is pictured here with Derek Gore, public relations director for the hotel, and his "personalized" jeep (the sign on the front reads "Garriott Express"). The astronaut said of his transportation, "I can certainly throw one of these around a darn sight easier than one of our space labs."



Culinary artists

LOS ANGELES — Century Plaza entrants in the recent Culinary Arts Show in Los Angeles brought back enough award trophies to fill a good-sized display case. The competitions — one for apprentice chefs and the other for professionals — represented entries from major hotels and restaurants in California and Hawaii. The Century Plaza's proud winners from left, back row: Michael Hoepke, sous chef (a second place); Eberhard Kohlman, sous chef (a second place); Michael Shafer, apprentice (a third place); Francisco Rodriquez, apprentice; Raimund Hofmeister, executive chef (a first place and a third place). From left, front row: Rick Royal, apprentice (a third place); Hans Ganz, pastry chef (two seconds); Timothy Schaub, apprentice (a third place).

The Crown Center *Resort* Hotel? Yes, indeed!

Switchboard operators answering calls, "Crown Center *resort* hotel!" raised some caller eyebrows.

Inviting newspaper ads in surrounding marketing-area cities promoting the hotel's resort-weekend packages, undoubtedly raised a few more.

The traditionally business/convention oriented Crown Center Hotel, located smack-dab in the middle of metropolitan Kansas City, a resort hotel? Were they kidding?

Not at all.

Sure, Kansas City is no Acapulco. Nor is the Crown Center Hotel a Las Brisas. But even the most skeptical of eyebrow-raising guests would admit that the Crown Center Hotel had a lot more to offer than many other so-called "resort" hotels.

The concept of "resort positioning" for the Crown Center Hotel was developed late last spring as a hotel marketing idea. It was a natural. After all, the hotel was already equipped with a variety of resort-related recreational attractions including a swimming pool, health club and games deck that featured a putting green, shuffleboard, volleyball, basketball, tennis courts and a jogging track.

For great dining and nightlife, the hotel offered a choice of restaurants plus a lively entertainment lounge. And, the adjoining Crown Center complex featured over 90 shops and boutiques,



movie and live theaters, and more restaurants and lounges.

All that was needed was a few special attractions, some family-oriented activities, and a plan to wrap the resort concept into a selection of attractive guest choice packages.

The idea captured the imagination and enthusiastic support of staff members from every hotel department. From staff brainstorming sessions, a full-blown program emerged that was scheduled to roll from mid-June through September.

Ads describing the pleasures awaiting the Crown Center Resort Hotel guest were placed in Kansas City, Omaha and Des Moines newspapers. Radio spots broadcast the resort message on Kansas network stations. Featured were four bargain-priced package plans — the "Most Incredible," the "Special Occasion," the "Continental Holiday" and the "Get-A-Way with Dinner."

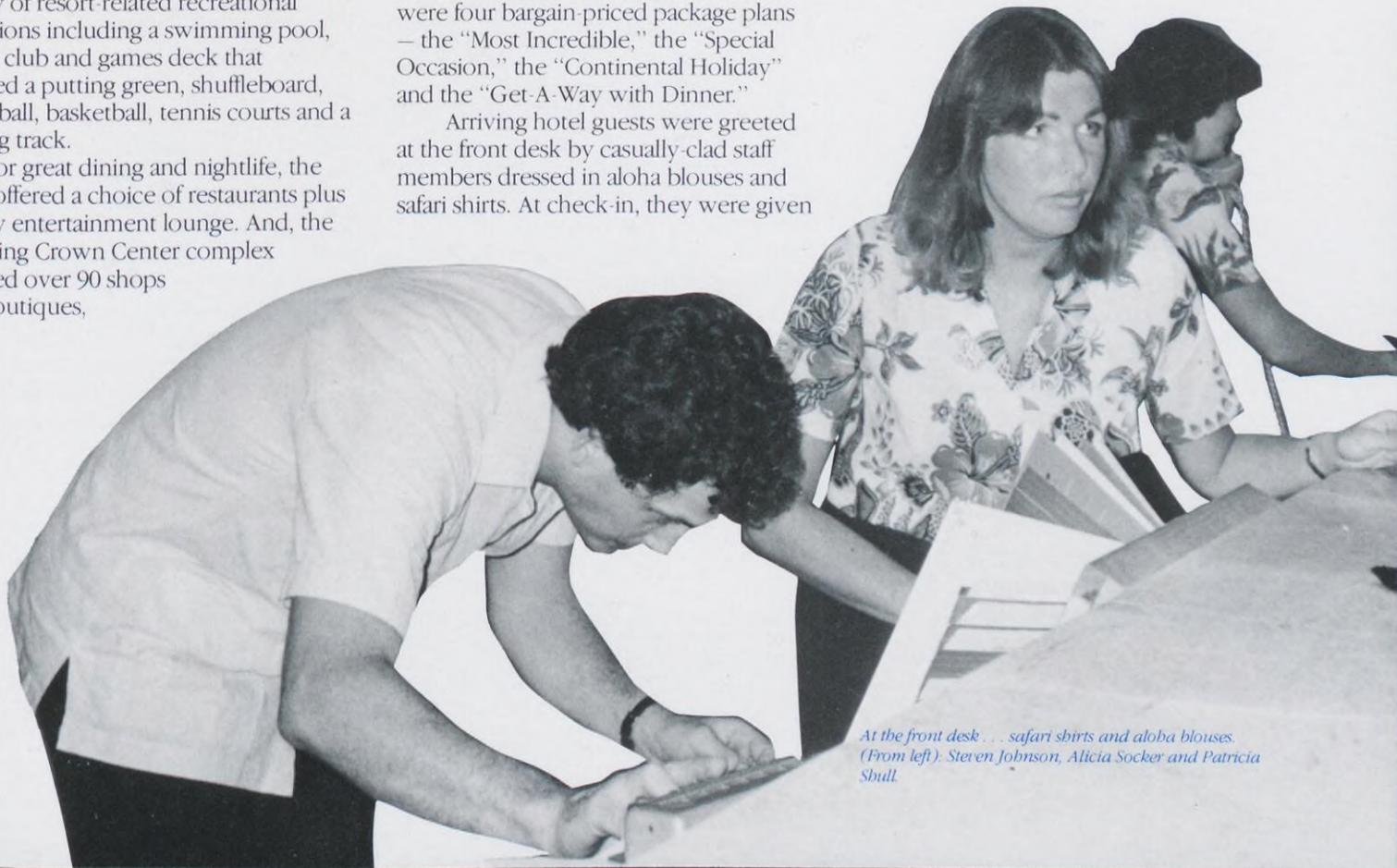
Arriving hotel guests were greeted at the front desk by casually-clad staff members dressed in aloha blouses and safari shirts. At check-in, they were given

a copy of "The Palm Reader," the hotel's weekend guide to dining, recreation and entertainment activity, both in the hotel and within the Crown Center complex.

Such special activities as poolside barbeques, afternoon and evening jazz sessions, or a family picnic buffet at one of the hotel restaurants were highlighted. And for any guest planning a sightseeing tour or whatever, hotel room service offered four picnic menus "to go," complete with a colorful container and accessories.

"The program so far has been a super success," says Marie Kriss, Crown Center Hotel director of sales, who has been coordinating the promotion. "It has a lot of guest appeal, and we've had a lot of fun with it. People are finding that the Crown Center Hotel is a lot more than the best convention hotel in town and the promotion has strengthened our reputation as a center for fine food, great entertainment, lots of recreation, and just good fun."

Crown Center *Resort* Hotel? Yes, indeed!



At the front desk . . . safari shirts and aloha blouses.
(From left): Steven Johnson, Alicia Socker and Patricia Shull.

Audio-visual — providing the

“Energetic” is one word which characterizes Pat Carey and the audio-visual department she heads in WIH’s Marketing Division in Seattle.

Other aptly descriptive terms are “responsive . . . supportive . . . enthusiastic . . . and concerned.”

Carey’s job is to provide all audio-visual services that the hotels, regional sales offices, and corporate marketing offices need to support their operations.

Color slides, black-and-white and color prints, films and slide shows, specialized A-V equipment, and customized displays and exhibit material are all now part of the responsibility of this lady who used to lead safaris in East Africa.

During the 1950s and 60s, Carey headed up her own company producing radio, television, and film shows in Kenya, East Africa. “I even did a stint as a disc jockey for a few years and logged more than 5,000 hours on the air,” she said.

But as a “change of pace” from her broadcasting and production activities, Carey occasionally led small groups of fellow adventurers on African safari — mostly to “Treetops,” a famous hotel in Kenya built in the tops of the trees.

She described how from there the guests could observe the lions, elephants, rhinos, buffalo and other game which came to drink at the waterhole in the clearing next to the trees which were supporting the hotel.

Following her 15-year African adventure, Carey, a native of Bristol, England, came to the U.S. in 1968, settled in Seattle, and joined Western International Hotels in 1972. She began in the Public Relations Department as a



A-V department assistant, Caren Tyrell (right), checks an order for official hotel exterior prints with Pat Carey to ensure color quality control and cropping accuracy.

writer and liaison with the travel industry media, reporting to Ron LaRue, director of advertising and public relations.

Her criticism of one of the slide shows being used, and her offer to “do something about improving it,” got her started in the audio-visual business for the company.

She set about building the audio-visual library which, she estimates, is worth about a quarter-million dollars today.

“With Bruce McKibbin’s (Senior Vice President in charge of Marketing) help, I was able to get all the properties’ cooperation in sending us a selection of original color transparencies of their hotels.”

Carey described some of the services she began to develop and the processes involved in them: “Each transparency is coded with its own reference number, making it easy to trace and lend out. We have duplicate slides made from these transparencies for

distribution to the regional sales offices and to the many travel agents and travel wholesalers who need slides of our hotels for inclusion in their travel brochures and travel shows.

“We also make black-and-white prints for our files so we can supply them to public relations, advertising, and the rest of the travel and hospitality industry who promote our hotels,” she said.

Pat Carey relies on her assistant Caren Tyrell to maintain the audio-visual library and photo files.

The primary concern in their personalized service to each of the hotels and the Marketing Division, of which they are an important part, is to provide a top quality photographic product, at the best possible price and within the time deadline required.

To maintain maximum quality control, Carey insists on receiving only

tools for ‘show and sell’ . . .



Pat Carey demonstrates the new, portable, table-top display unit to (from left): Mal Seymourian, director of marketing for The Plaza, Mike McGinnity, regional director of sales, New York, and (right) Bruce McKibbin, vice president/marketing.

the original transparencies from the hotels. She tells them “we’re only as good as the original materials you give us to work with — the better the transparency, the better the duplicate slide or print resulting from that transparency.

“Because of our bulk ordering, we’ve been able to get some very good prices for prints and duplicate slides in the Seattle marketplace, and many of the hotels order their supplies from the A-V department,” Carey noted.

Carey gives a lot of credit to what she calls her “silent army” of supporters — her outside suppliers, photographers, writers, photo lab technicians, artists, printers, and “all sorts of super creative people who work their hardest to meet our deadlines and produce beautiful work. Our department couldn’t function as well to provide service to our hotels without their help,” she said.

The need and demand for increasingly more sophisticated audio-visual products and services has been growing steadily since the A-V unit was formally recognized as a full-time operation in 1978.

“We had a 31 percent increase in volume for the first six months of 1980, compared with the first half of 1979,” she said.

She also noted that her department has been rated tops in the travel industry by Maritz Travel Company and complimented by many others for the quality of its transparencies, prints, and overall services.

From early one-projector slide shows, Carey has now developed multi-projector audio-visual shows.

She said, “A special one just completed features all our destinations and properties worldwide, with a touch of company history and a peek into our future. We’re transferring it to Super-8 film cartridges for showing on our MPO projectors.”

Carey developed the low-cost slide-to-film MPO format about three years

ago in response to requests from hotel and regional office sales staff for a better selling tool.

“All our regional offices and many of our hotels have purchased the Super-8 MPO film projectors, and we hope that eventually all our hotels will be participating in the MPO program,” she said.

She explained that MPO is the product’s brand name and the letters “MPO” really don’t stand for anything else.

“The MPO Super-8 films are really low-cost productions, with most five-to-seven minute programs averaging \$3,800 to produce,” she said. “We can really do a great selling job for our hotels when we get into film format.”

Carey’s latest innovation, unveiled recently in New York City at the Public Relations Workshop, was designed and developed at the request of sales directors who wanted a better tool for displays, exhibits, and shows.

It’s a portable, table-top, three-panel display board for showing color photos of the hotels and displaying hotel brochures.

A corporate exhibit, dubbed NOMAD, consisting of two 8 by 10-foot panels made from space-age materials and weighing only 30 pounds, will make its debut in September in Chicago at the “Meeting World 1980” trade show.

Carey, who loves photos and A-V production work as well as responding to challenges for better ways of doing things, said, “We have beautiful hotels, and what better way to sell them than with beautiful pictures.”

If you don’t have exactly the audio-visual tool you need, it’s probably because you haven’t yet asked Pat Carey to develop it.

As she says, “Help is only a phone call away.”

Audiovisual

People



"The Taming of the Rude" features Tiara Supper Club staff members (from left): Salim bin Abdul Rabman, Edmund Fernandez, Jimmie Mok (in the role of the inebriated guest), and Simon Lob.

Show biz sparks courtesy campaign

The opening number, "A Smile" — set to the tune of Auld Lang Syne — set the tone for the six one-act skits that followed.

The audience that packed the Shangri-La's Tiara Supper Club were all hotel employees. So were the members of the talented cast.

That performance in early July was one of six presented by the employee group to promote the hotel's annual Courtesy Campaign.

The hotel's "show biz" performance of role-playing skits depicted scenes of both courteous and discourteous behavior in guest contacts. Hotel guest contact areas focused upon were the front office, room service, housekeeping, restaurants and lounges, and — of general application — telephone courtesy.

Pictured here is a scene from "The Taming of the Rude," a cocktail lounge situation skit. Staff players dramatized the right and wrong way of handling a highly sensitive situation — the inebriated and somewhat belligerent lounge guest.

In addition to the performances, courtesy posters and buttons worn by employees promoted the hotel's campaign theme, "At Shangri-La, WE CARE."



For the beverage manager and banquet server — Thurston Dupar awards

DETROIT — Now Fred Tate can add yet another accomplishment to an already impressive list of achievements. The Thurston-Dupar Award, won while he was beverage manager at the Detroit Plaza Hotel. A retired military food expert, Tate was with the Detroit Plaza since 1977, and has just recently accepted the position of food and beverage director at Wailea Beach Hotel. Tate has completed both the WIH Career Development and the challenging Hard Corps programs, finishing the latter course with the highest score of his group.



HONOLULU — Cited "an inspiration to fellow employees," Violet Terada has been awarded the Thurston-Dupar Award at The Ilikai. Violet receives her congratulations from Bill Hulett, vice president, (left) and Kim Chappell, hotel general manager at that time. Violet is a banquet server at the hotel where she has worked for 13 years. She was honored with this special award for her enthusiasm, energy and Aloha spirit, and because of her outstanding example to fellow employees. "She's always the first person to volunteer, even if it's a problem that doesn't directly involve her," a co-worker said. Twice Violet has won the employee of the month nomination for her inspiring example.

Management changes

These changes in management were recently announced.

Byron Brady has returned to Western International to assume his previously held position with the new title of director of corporate planning.

Eduardo de Lima, formerly executive assistant manager at Camino Real, Puerto Vallarta, has been promoted to general manager of the Camino Real, Mazatlan.



For the personnel secretary — a harp

SEATTLE — By day, Lisa Jo Anderson's fingers dance expertly over her typewriter keys on the job as the Washington Plaza's personnel secretary. But, by night, they dance to a different, and much more ear-pleasing, tune, plucking the strings of her harp for the entertainment of the hotel's High Bay Lobby guests during the cocktail hour. A professional harpist, Lisa delights in her after-hours role and finds it especially relaxing after a hard day at the office.



For the sous chef — a 'Maple Leaf'
MONTREAL — Rudy Gmur (right), Hotel Bonaventure sous chef, has good cause for his pleased smile. As winner of the hotel's Supervisor of the Year honor, Gmur was presented with that recognition's Maple Leaf Award plaque and a check for \$1,000 by Jorg Lippuner (left). The Maple Leaf Award, now in its second year, is presented annually to the Hotel Bonaventure department head or assistant who has demonstrated outstanding qualities during the year as selected by popular vote from among the hotel's employees.



For Kesia Hayward a check and congratulations from John Thomas, (left), F&B manager, and Adi Kobler (right), manager of the Mauna Kea Beach.

Not your usual napkin-ring story

By the time Kasia Hayward had discovered the ring, the owner was on his way back to Australia.

Hayward, a cocktail server at the Mauna Kea Beach Hotel's Batik Room, found the ring, by chance, as she was clearing one of her station tables. It was wrapped in a paper napkin. And she admits she almost disposed of it along with the rest of the table debris.

But there was something about the napkin — the way it was so neatly and carefully folded — that aroused her curiosity and made her want to unwrap it.

"It was one of the most beautiful rings I'd ever seen," Hayward said. "I knew it had to be a pretty valuable piece, so I immediately turned it in to my supervisor."

It wasn't long thereafter when the hotel received a very anxious long distance call from Australia from the ring's owner.

Because the owner felt the ring was too valuable to entrust its return through the mails, he arranged for a return trip to the hotel to claim it personally.

Further, he was so delighted with its return and so grateful for Kasia Hayward's honesty, that he presented her with a "little reward" — a check for \$1,000.

Inn basket

Carlton Hotel-ers

Party notes — Aftermath of the Republican Party's National Convention in Detroit, produced these memorable facts 'n' funnies items as excerpted from the Detroit Plaza Hotel's employee publication, PLAZA PEOPLE:

- The five convention days were a revenue record-breaker for the hotel — and, probably, an all-time high mark in WIH history — with rooms and F&B sales topping \$1.1 million.

- The State of Tennessee ice carving, executed by executive chef, Beat Richi, for that state's delegation, unfortunately began to melt unevenly when it was placed near a warm window in the Summit Restaurant. When the carving collapsed, it fell through the window and plunged 70 stories hitting the skylight and breaking 69 panes of glass. A lot of people were surprised, but, fortunately, no one was injured.

- Above-and-beyond-the-call-of-duty staff efforts broke all sorts of department activity records: PABX staff handled an average of 10,000 calls a day (40 additional lines had been installed) as compared to the average 4,000 calls. Laundry and valet up from a normal 140 cleaning orders a day, to 225 orders. And the message center staff acquired a collective writers cramp from taking an average 1,400 messages a day — a whopping increase from the usual 150 message day.

- And hotel staffers who were there, won't long forget the surprise visit by former president, Gerald Ford and Mrs. Ford, who popped into the employee cafeteria on the last day of the convention just to say good-bye and express their appreciation to the staff.

Touches of excellence — C. DeWitt Coffman, consultant for hotels and resorts and regular columnist for LODGING HOSPITALITY magazine, had a few repeatable things to say about "excellence in our hotel world" in his July issue column. Forty-nine things to say, in fact, about what he calls, "... the style of doing things exactly right — of

pleasing the customer." Most of the items mentioned had to do with management operations, equipment or special services. Some had to do with staff attitudes. As Coffman lists them:

1. Employees who say, "Good morning" or "Good evening" or "Hello" whenever they pass you.

2. Pleasant-voiced operators as opposed to harrassed, annoyed-sounding operators.

3. Pretty young people. People of any age who smile

4. Busboys who smile and speak to you, instead of slinking in and out trying to be invisible.

5. Servers who politely and unhesitatingly take back food items you're not pleased with.

6. Great simple sales lines that can't be sidestepped or brushed off, like the cashier who, at checkout, says, "When will you be back to see us?" And if you have a definite date, says, "Can I make a reservation for you now?"

7. The front-office cashier who not only says, "Thank you," but also says, "We appreciate your business."

8. The room clerk who asks if this was the first time I'd stayed at the hotel, then a big, natural grin, sticks out his mitt in a strong hand clasp and says, "Well, welcome to the (hotel)!"

The nice thing about these "customer pleasing" demonstrations of excellence Coffman notes, "... they don't cost anything at all, except a little tiny bit of effort."

Congrats to: — Akio Hirao, regional director of sales/Far East, elected president of the Overseas Hotel Executives Association (OHEA) for the 1980-81 term. OHEA is the Japan version of the international Hotel Sales Management Association (HSMA).

TV for the DP — Tune in for Saturday college football September 20, and you'll catch a Chevrolet commercial offering a chopper's eye view of the Detroit Plaza Hotel. A 1981 Chevy Monte Carlo was hoisted by helicopter to the hotel's roof for the commercial's filming.



FRONT! correspondent for the Carlton Hotel is Patricia Squires. 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.)

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