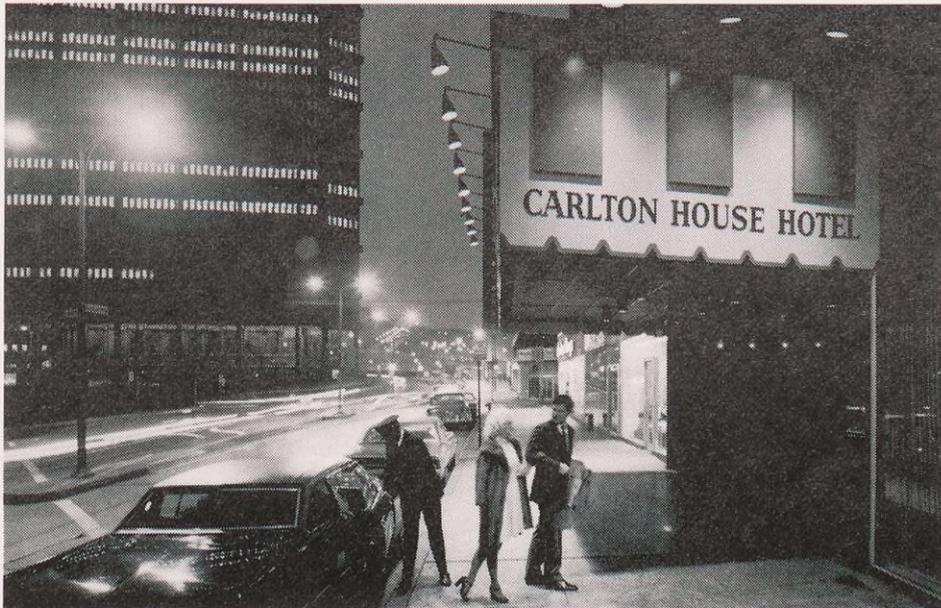




Pittsburgh's Carlton House joins WIH family



Western International Hotels' property penetration into the East Coast now includes the city of Pittsburgh, Pennsylvania.

On August 12, WIH Chairman, **L. P. Himmelman**, announced the formal addition of Pittsburgh's Carlton House Hotel to the WIH family.

Actually, Western International has been associated with the Carlton House since 1969, following a management agreement with the hotel's principles. Subsequently, an extensive remodeling program of more than \$2 million has been undertaken.

The 16-story, 150-room hotel, built in 1951, is located in Pittsburgh's famed "Golden Triangle" downtown area. Within a three-block radius are located the head-quarter offices of a dozen major corporations including the 64-story U. S. Steel Building, the highest building between New York and Chicago. Within easy walking distance are a number of smart shops, department stores, live theatre and first-run movie houses.

The Carlton House itself offers laundry and dry-cleaning services, a beauty salon and barber shop. Attractive and fully equipped meeting rooms for groups from 20 to 200 are available, and the hotel has its own indoor parking garage.

Guest public room facilities include the Candlelight Dining Room, the Cafe Plaza Coffee Shop and the Battery Bar Cocktail Lounge.

During its history, the Carlton House has hosted many national and international business leaders and prominent personalities from other walks of life. It served as Pittsburgh's host for the late Nikita Krushchev, Russian head of state, during his tour of the United States in 1960.

In his announcement, Himmelman stated: "We are pleased to add the distinguished Carlton House to our family of fine hotels. The Carlton has achieved a proud history of service for the past 20 years in Pennsylvania, and we welcome this opportunity to expand the relationship that began four years ago."

Himmelman further confirmed that **Stanley Soroka** will continue with his position as General Manager of the Carlton House. Soroka has previously served with the Cosmopolitan Hotel in Denver and the Century Plaza in Los Angeles.

Also announced was that Hoteletron, Western International's computerized reservation service, will be installed at the Carlton House in early September.

Grand reception celebrates Hotel Scandinavia inaugural

Reception ceremonies on June 4 celebrating the inaugural opening of the Hotel Scandinavia was, according to a number of accounts, one of the grandest seen in Copenhagen in years.

Some 3,000 invited guests crowded into the hotel's huge Scandinavian Ballroom where the official opening, as declared by the Lord Mayor of Copenhagen, took place. An elaborate Danish style buffet and a selection of beverages were served to attending guests.

Among the many prominent guests attending the affair were members of the Royal Danish family, Danish government officials, and hotel principles including WIH Chairman, **L. P. Himmelman** and WIH Vice President, **Dwight Call**.

Western International's "social" entry, along with its first hotel venture entry, into Europe was an outstandingly successful one. No little credit goes to the Scandinavian staff -- and its kitchen crew in particular -- whose professionalism, attention to detail, and teamwork made the inaugural reception "one of the grandest seen in Copenhagen in years".



URBAN HANSEN, Lord Mayor of Copenhagen declares the Hotel Scandinavia officially opened. (See INTERNATIONAL Page 8 for more pictures of the Hotel Scandinavia Inaugural event.)

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 Houston Oaks: **Bill Mitchell** to night manager/front office; **Judy Walker** to catering sales representative; **Linda Hancock** as personnel assistant • Calgary Inn: **Christine Shaw** to sales secretary and **Jo-Anne Revell** to catering sales • Anchorage-Westward: **Kathy Green** to paymaster; **Judy Bowdish** to NCR operator; **Karen Colang** to assistant manager of the Signature Room • Lona Wong named to regional sales representative for the Los Angeles Resional Office • Hotel St. Francis: **Pat O'Brien** to senior assistant manager; **Thomas Gurtner** to front office manager; **Nicholas Smart** to assistant manager • Olympic: **John Laupp** to F&B banquet auditor; **Steve Manolides** to assistant manager trainee of the Piccadilly Corner; **Herb Jones** to purchasing manager • Bonaventure: **Marc Charland** to night auditor; **Carmen DeRosa** to payroll clerk; **Carol Friedrichs** to floor housekeeper; **Pauline Carrier** to floor housekeeper; **Helen Latraverse** to sales secretary.

Transfers

Benjamin Chavez from the Antlers Plaza to sous chef for the Crown Center • **Michel Clavelin** from the Mayflower to executive chef of the Carlton House • **Dennis Fox** of the Olympic to auditor trainee in WIH Accounting Center • **Claude Goyer** from Bayshore Inn to senior assistant manager for the Bonaventure • **Patrick Grace** from the Cosmopolitan to Antlers Plaza banquet manager • **Robert Harvey** to F&B director for the Mayflower from the Century Plaza • **Robert Laskaris** from the Antlers Plaza to banquet-beverage manager for the Crown Center • **Giovanni Montanari** from the Bonaventure to 'Top of the Crown' manager at the Crown Center • **Ray Stout** from the Century Plaza to property maintenance manager of the Crown Center • **Peter Schilling** from the Bayshore Inn to the Bonaventure as F&B trainee.

(Continued on page 8)



Executive Offices Report:

Next time you are asked, why not recommend a really great hotel?

Yours, of course, when it's for accommodations in your city.

And if it's for accommodations in another city or another country, chances are you could come up with the right answer here too. After all, there are 55 great hotels in eleven other countries belonging to our WIH family and all equally as good as yours. (Well, almost!)

Agreed, that's a lot of hotels and locations to try and remember. However, just having a pretty good concept of where we are located -- some of the major cities, for instance -- can be of considerable help.

To refresh your memory as to where these other great hotels are located, a WIH hotel names and locations listing is printed on the opposite page. After checking through it, you might want to keep it as a handy reference.

For more specific assistance, you can recommend that the requesting party simply phone your hotel's reservation office. Those people have all WIH hotel name and location information at their fingertips. Further, they are experts at handling and making reservations most suitable to the interested party's needs.

A hotel recommendation request is made to you by an outsider for the very logical reason that "since you are in the business, you ought to know." It is not only satisfying to be able to know the answers, or where to find the answers, but you will be doing that outsider a favor benefiting to all of us.

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, Christine Shaw; Camino Real-San Salvador, Ana Elena Steiner; Carlton, Zona Mircea; Century Plaza, Donna Watridge; Crown Center, Carlin Grant; Continental Plaza, Audri Adams; Cosmopolitan, Janey Fisher; Houston Oaks, Becky Bratton; The Mayflower, Sheri Lane; 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, Dorothy Stauffer; Western Service, Rose Shaffer; WIH Credit and Accounting, Ken Williams.

WIH HOTELS AND LOCATION LIST

UNITED STATES

ANCHORAGE Anchorage-Westward
 ATLANTA Peachtree Center Plaza
 (January 1976)
 CHICAGO Continental Plaza
 COLORADO SPRINGS Antlers Plaza
 DENVER Cosmopolitan
 DETROIT Detroit Plaza
 (Mid-1976)
 HONOLULU Waikiki Beachcomber
 HOUSTON Houston Oaks
 KANSAS CITY, MO. Crown Center Hotel
 LOS ANGELES Century Plaza
 PITTSBURGH Carlton House
 PORTLAND, OR Hotel Benson
 SAN FRANCISCO, Hotel St. Francis, Miyako
 SEATTLE Olympic, Washington Plaza,
 Space Needle Restaurant
 SOUTHFIELD (Detroit) Michigan Inn
 (Summer 1974)
 WASHINGTON, D.C. Mayflower
 NEW YORK 1975

AUSTRALIA

SYDNEY (Affiliated) Wentworth

CANADA

CALGARY Calgary Inn
 EDMONTON Edmonton Plaza
 (Summer 1974)
 MONTREAL Bonaventure
 TORONTO Toronto Plaza
 (1975)
 VANCOUVER Bayshore Inn
 WINNIPEG Winnipeg Inn

DENMARK

COPENHAGEN Hotel Scandinavia

EL SALVADOR

SAN SALVADOR Camino Real

GUATEMALA

ANTIGUA Antigua
 GUATEMALA CITY Camino Real

HONG KONG

KOWLOON Miramar

JAPAN

KYOTO Miyako
 TOKYO Takanawa Prince, Tokyo Prince

MEXICO

ACAPULCO Acapulco Malibu,
 Caleta, El Mirador
 CABO SAN LUCAS Camino Real
 CHAPALA Camino Real
 CULIACAN Camino Real Tres Rios
 GUADALAJARA Camino Real
 JUAREZ Camino Real
 MAZATLAN Camino Real
 MEXICO CITY Alameda,
 Camino Real, De Cortes,
 Majestic, Ritz,
 MORELIA Virrey de Mendoza
 PATZCUARO Posada de Don Vasco
 PUERTO VALLARTA Camino Real
 SALTILLO Camino Real
 TAMPICO Camino Real
 TAPACHULA Camino Real

SINGAPORE Shangri-La

SOUTH AFRICA

JOHANNESBURG Carlton

THAILAND

BANGKOK Dusit Thani

Housekeeping staffers form study course class



Taking self-improvement study courses is something like following a dieting program -- it's more fun, and surer, if you're doing it with a group than going it alone.

Anyway, that's how a group of ladies from the Anchorage-Westward's housekeeping department felt about it. Recently eight housekeeping staffers got together and applied for an AH&MA study course on Supervisory Housekeeping as presented through Michigan State University. Then they found a professional Housekeeper in Anchorage who was willing to teach the course in a series of class sessions. This not only forced the group to meet an established class schedule, but enabled them to study and progress together. As an additional benefit, the individual fee for the course was offered at a reduced group rate.

All eight members completed the course on schedule and were awarded Certificates of Completion from AH&MA.

In the photo above, Anchorage-Westward General Manager, Kerry Hilaire, presents the course completion certificates to "graduates": Mariam Martinez, Kay Ah-You, Pat Bradley, Nancy Chamberlain, Teresa Garland, Cecile DuBois, Betty Lewandowski, and Julia Bacco.

Federal program offers career training boost

Thanks to CHRIE, ten members of the Cosmopolitan's housekeeping department now find themselves much better equipped to pursue their career goals.

CHRIE is the acronym for the Federally instituted and funded Career Housekeeping & Related Institutional Education

training program piloted in the city of Denver this year.

Attending the initial 13-week course -- two hours a day, twice a week -- were students and employees of hotels, motels and hospitals from throughout the Denver area. The ten Cosmopolitan employees, selected according to their potential and capability, included room maids, linen room attendants and housemen. Courses centered on basic institutional housekeeping procedures, communications and related subjects.

Participants were highly enthusiastic about the program as was the Cosmopolitan's Director of Housekeeping, **Jean Gerbase**. She reports that as a result of the program, two of the attending department members were advanced to higher positions and advancement opportunities for two others are being considered.

Following the success of the CHRIE pilot program and pending Federal approval of its continuation, Jean feels the program may very likely be repeated in Denver and instituted in other cities throughout the United States.

• • •

And in other newsworthy housekeeping happenings, Front! offers a couple of bouquets to **Briar Walker**, Director of Housekeeping for the Houston Oaks. One for devoting a full week of her time to teaching a "short course" on the "hows of housekeeping" at the University of Houston's Hotel/Motel Management School during July. The other for being selected -- along with **Carol Daniels**, assistant director of housekeeping -- as a member of the Education Committee of the National Executive Housekeepers Association, Houston Chapter.

Community involvement gains publicity 'splash'



The under-construction Edmonton Plaza may be a newcomer in town, but it's already made an impressive "splash" on the community.

It was the city of Edmonton's famous "Klondike Days" celebration that provided the "diving board" for this recognition.

Splash number one is credited to General Manager **Bob McCauley**, who was selected as Chairman of the "Sunday Promenade," one of the event's major highlights. An estimated 150,000 people promenaded through the downtown area taking in the special entertainment provided on the 16 stages en route. This year's Promenade, as coordinated by McCauley, was rated the best and most successful ever.

Splash number two was of a more literal kind. This was the Sourdough Raft Race that followed a seven and half mile course down the North Saskatchewan River. Also entered in this watery event was a crew from the Calgary Inn responding to a challenge from the Edmonton Plaza members to compete in a private contest. Three and a half hours later the thoroughly soaked Edmonton crew (sales staffers, **Stan Ray, Garry Jones, Larry Forster and Sharon Dingman**) had reached the finish line, besting the Calgary "Cowboys" by some 30 minutes.

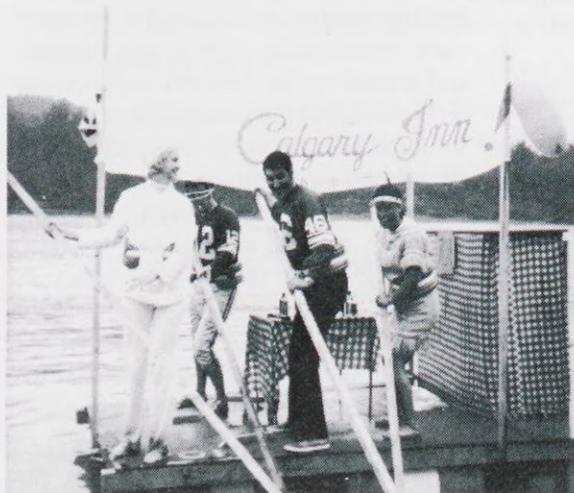
In one other event, the Edmonton Plaza made the best of another opportunity to "splash" its name in the sight of thousands of viewers. This was the novel "Fun Tub Derby" in which old bath tubs on wheeled platforms and propelled by plungers vied in daily race competition on one of the city's main streets. The hotel staffers came in for some additional recognition winning two "Down-the-Drain" awards.



DENVER — Gilbert Manzanares (right) of the hotel's housekeeping department, proudly accepts a plaque presented by General Manager Robert Wilhelm, recognizing him as the COSMOPOLITAN Hotel's "Employee of the Year." Manzanares' selection was the result of a vote by all employees. At a luncheon attended by all "Employee of the Month" winners, Gilbert Manzanares was given a \$100 check and a complimentary weekend at the Antlers Plaza.



HOUSTON — Selected as the HOUSTON OAKS "Employee of the Year," Ruby Prescott is awarded with round trip tickets for two to Mexico City plus a check for spending money from General Manager Larry May. Ruby joined the hotel staff shortly after its opening as a short order cook in the employee cafeteria where she cooks and serves breakfast and lunch. Ruby's turned-on smile and friendly attitude is a familiar mealtime brightner to the hundreds employees who patronize the cafeteria daily.



EDMONTON — Competing in the Sourdough Raft Race during Edmonton's "Klondike Days" celebration (see story left) was this CALGARY INN bar-on-a-raft barge. The Calgary entry was in response to a private contest challenge from the Edmonton Plaza staff. The Calgary Inn "Cowboys" were sales staff members, Jo-Ann Revell, John Foster, Cyd Mc Donald and Cal Hopfner.



CHICAGO — Winners of the CONTINENTAL PLAZA's "Honor Maid Program" contest receive their prizes from General Manager Bill Bryant with the "good housekeeping" stamp of approval coming from hotel Director of Housekeeping, Pam Robinson and WIH Director of Housekeeping, Hanne Dittler (left). Savings bonds and cash award prizes went to (from left): Syble Harris, Loreen Reed, Jimmie Cotton, Elouise Hilton, and Susie Chambers. Contest was based on perfect rooms, neatness, attendance and cooperation during an established period.

WESTERN INTERNATIONAL HOTELS
Partners in Travel with Quality Service

| | |
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| RICHARD BOUILLON & ASSOCIATES ANDERSEN • BJORNSTAD • KANE QUILLON, CHRISTOFFERSON & SCHAIRER PROFESSIONAL ENGINEERING ASSOCIATES WESTERN SERVICE AND SUPPLY COMPANY RIN & ARMSTRONG, INC. HENRY E. GREEN PLUMBING & HEATING CO. RLAN ELECTRIC COMPANY | ARCHITECTS STRUCTURAL ENGINEERS MECH./ELEC. ENGINEERS CIVIL ENGINEERS INTERIORS GENERAL CONTRACTORS MECH. SUBCONTRACTORS ELEC. SUBCONTRACTORS |
|--|--|



SOUTHFIELD — The "Michigan Inn Story," unfolding like a motion picture presentation, begins with a construction credits listing. The "story" opening also introduces the initial cast of characters involved in the proposed 413-room property, from left: General Manager, Jack Gaines; Director of Sales, Charles Brown; Executive Secretary, Anita Ste. Marie; Construction Manager, Clay Sweeney; and National Sales Manager, Pat Mullin.



DETROIT — Western International Hotels' current consumer advertising campaign in TIME gets the scrutiny of Henry Ford II (center), Chairman of the Ford Motor Company, who has been featured in one of the ads. Discussing the campaign with Ford are from left: Don Loth, vice president of the corporate advertising agency, Cole & Weber; John Steinbach, Detroit regional sales manager; Ford; Ron LaRue, WIH director of advertising and public relations; and Keith Campbell, art director for Cole & Weber.



KANSAS CITY — Famed oceanographer and television personality Jacques-Yves Cousteau is no "fish out of water" when it comes to adapting to the landlubber comforts of the CROWN CENTER's Plaza Suite. Cousteau was a guest of the hotel during his first appearance to the American Midwest where he recently appeared as a guest speaker for the Kansas City Museum Association.



SAN FRANCISCO — Japan's Prime Minister Kakuei Tanaka is welcomed to the HOTEL ST. FRANCIS by General Manager Bill Quinn during a recent stay following a summit conference with President Nixon. Tanaka was honored at a civic dinner on the eve of his arrival held in the hotel's Grand Ballroom and attended by 1100 guests. The following day, Tanaka attended a reception with leaders of the local Japanese-American community at the MIYAKO hotel.



WINNIPEG — Al Rennie, WINNIPEG INN director of sales, is also a director of the Winnipeg Sales & Ad Club whose 1974 Centennial project is to raise funds for the construction of a pachyderm house at the Winnipeg Zoo. The fund raising project included a season ticket raffle for the Winnipeg Blue Bombers. One lucky winner was hotel employee Oswald Brasca (left) Winnipeg Inn F&B controller.



LOS ANGELES — California Attorney General Evelle Younger (fourth from left) is a frequent guest at CENTURY PLAZA hotel banquets. Extremely appreciative of the service excellence consistently exhibited by the staff, Younger requested that this picture be taken of "his boys." Front left: banquet waiters R. Niquet, J. Santos, Pl. Koenig, Attorney General Younger, T. Sandoval, Headwaiter Frank Apprent, G. Alvarenga, J. Lainez, M. Gonzalez and M. Matute.

The sad saga of

'Charlie the cut-up' vs. Cherry Tomato

or

SAFETY

is Everybody's Business

Monday mid-morning and the hotel kitchen buzzed with activity. As pantry girl Polly B. deftly assembled a row of salad plates, she recounted the highlights of her weekend to her co-workers. A cherry tomato she was reaching for slipped out of her hand and went bouncing across the floor. She considered retrieving it . . . but later. First, she would finish telling her story.

Minutes later the by-now-forgotten cherry tomato was squashed under the wheel of a passing kitchen cart pushed by kitchen helper Bill M. Bill noted the remains and thought of cleaning it up . . . but later. First he would complete his errand.

Still later, the swinging doors leading to the dining room flew open and in dashed busboy Charlie D. carrying a serving tray loaded with dishes and glassware. Charlie was also known as "Charlie the cut-up" because he often indulged in a little horseplay and had a way of telling funny stories that left everybody in stitches.

In fact, he was now hurrying into the kitchen to repeat a just overheard "funny" . . . but later. First, a not-so-funny thing happened to him. The slippery skin of the squashed cherry tomato underfoot caused him to slip, then fall. On the way down Charlie gashed his head against a metal counter top, knocking him unconscious for a few moments. The fallen tray dumped its contents, scattering broken glassware and dishes across the floor.

An hour or so later, the cut-up Charlie found himself "in stitches" from his head

injury and in bed in a local hospital. The medical investigation also showed he had injured his arm from the fall and suffered various body bruises and cuts from broken glass.

Four days later, Charlie was released from the hospital and sent home to his family for two weeks of recuperation.

Though the neglected cherry tomato's effects had long disappeared from the scene, the consequences of its neglect had taken a costly toll.

In dollars alone, it looked roughly like this:

| | |
|--|-----------------|
| Medical expenses (including hospitalization) | \$500.00 |
| Workman's compensation payments | 250.00 |
| Expenses and man-hours involved in processing this claim, etc. | 100.00 |
| Replacement of dishes and glassware | 100.00 |
| TOTAL COSTS | \$950.00 |

Charlie could consider himself fortunate. Had his arm injury been of a more serious nature involving a lengthy period

of incapacity, Workman's Compensation payments could well run into thousands of dollars.

Add to this such incalculable "human costs" as the anxiety caused to Charlie's family; the psychological effect on Charlie, particularly in his worry as to what effect his badly injured arm would have on the performance of his job after he returned to work; and the effect of the guilt feelings harbored by both Polly B. and Bill M. for the careless neglect of the culprit tomato.

\$550,000 PRICE TAG

An exaggerated incident?

Not so, says **Al Vettori**, WIH corporate insurance manager. This example may be hypothetical, but similar employee accidents and acts of carelessness occur with unhappy frequency throughout our company. Last year in the U. S. and Canada alone, the high price of employee accidents carried a staggering \$550,000 price tag!

Considering that hotel industry working conditions are generally much less hazardous than those associated with many other industries, this is indeed staggering - - and cause for considerable concern.

In the administration of his corporate insurance responsibilities for the past four years or so, Al has developed a very acute awareness of the related high costs of accidents both in human terms and profit and loss in premiums, claims, property

As a result of this awareness and a growing corporate concern, a Loss Control

**"Last Year . . .
employee accidents
carried a staggering
\$550,000 price tag!"
AL VITTORI,
WIH Corporate
Insurance Manager.**



SAFETY A "HABIT"

"A developed safety awareness can become a frame of mind just like any other habit," he says, "like automatically picking up objects on the floor that might cause some mishap, wiping up spills, watching where you are going, or taking precautions in any situation where an accident is likely to happen."

Highest areas of accident incidents, Al points out, is in the kitchen or food preparation areas mainly through carelessness in handling equipment, fire accidents, and food spills causing slips and falls. Housekeeping is second with most occurrences from bending, stooping or lifting. However, he adds, no hotel area can boast an entirely accident-free record.

Accidents caused by tipping files in offices, carelessness in handling solvents and tools by maintenance people, and falling cans or cartons in storerooms are not uncommon. Even outside the hotel -- particularly in pool and recreation areas, hotel garages and parking lots -- accidents, mostly from thoughtless actions, have taken their toll.

Very emphatically, Al emphasizes the key to the operational success of the WIH Loss Control Program. He says, **"To create the attitude toward safety that is needed on the part of all employees, active support must come from all levels, including management! When you look at dollars**

spent -- we pay a couple of million dollars a year in total insurance premiums alone -- in lost man-hours, and most important, in the personal loss to the injured individual, safety concern is everybody's business. Good safety practices not only make sense, but in the United States at least, it has now become the law of the land. I'm speaking of the OSHA (Federal Occupational Safety & Health Act of 1970) program with its strict safety laws that must be complied with by all business concerns."

The WIH Loss Control Program is designed to stimulate safety awareness and create safety attitudes throughout the company. Its guiding reference is the WIH Safety Manual. Its local administration is through the active and conscientious efforts of safety committees through hotel management. Its employee promotion concept is through department group safety meetings supplemented by poster reminders, films and other aids. And its overall implementation is through the WIH insurance office, supplemented by periodic property safety inspections as performed by such outside source authorities as insurance loss control engineers.

"But" says Al, **"all this written material, education, supervision and inspection is only part of the effort. The final decision to make safety work rests with each one of us."**

As "Charlie the cut-up" in our illustration sadly discovered, accidents can happen in the twinkling of an eye and can cause months of grief. Sadly, sometimes the grief can last a lifetime!

Program to study accident causes and their prevention has been established. More recently a safety manual outlining the program has been developed and is now in the final stages of preparation for hotel distribution this fall. The manual, which has taken Al several months to research and assemble, incorporates input submitted by hotel properties and other sources. Additionally, a basic guide for establishing and implementing safety measures for a brand new hotel has been developed and was used by the Crown Center Hotel for its opening.

Essentially, the Loss Control Program, as stressed in the safety manual, was designed to promote an organized program of safety awareness in hotels, attitudes of safety conduct among employees, and the greatest possible safety assurance for guests, and safeguarding guest and company property.

The guide outlines for hotel managers procedures for establishing and implementing hotel safety committees, and more importantly, how they should operate for maximum effectiveness.

It gives guidelines for training employees to act in a safe and efficient manner, to protect and preserve hotel property, and to comply with all safety codes, rules and regulations.

Al is convinced that safety is an attitude that anyone can learn just as we learn our job procedures. It's simply a matter of learning how to do things properly whether its handling kitchen tools or lifting heavy objects.

Hotel Scandinavia inaugural photos

(See story page 1)



LISTENING to the inaugural address given by Haldor Topsoe, Chairman of the Hotel Scandinavia Board are from left: Johannes Nielson, Director of SAS and member of the Hotel Board; Lynn P. Himmelman, WIH Chairman; Urban Hansen, Lord Mayor of Copenhagen; and William Ellis, General Manager of the Hotel Scandinavia.



SALTILLO, MEXICO — Mrs. Esther Echeverria, First Lady and wife of the President of Mexico is welcomed to the Camino Real-Salttillo by General Manager, Juan Jose Pesqueira. Mrs. Echeverria is a frequent visitor to the hotel when in this particular area of the country, choosing it for conducting meeting affairs or for a relaxing holiday.



THE SCANDINAVIAN BALLROOM, scene of the inaugural reception.



BANGKOK, THAILAND — Prateep Trilohaka, General Sales Manager for the Dusit Thani Hotel, pays a visit to WIH marketing offices in Seattle while on a business and orientation tour in the United States. On the wall is a rendering of the Dusit Thani, Bangkok's leading hostelry, a WIH marketing affiliation property.



PROMINENT GUESTS ATTENDING INCLUDE: Mrs. Ejler Ruge, part-owner of the Hotel Scandinavia; Her Grace, Countess Fanny Danneskiold-Samsøe, member of HRH Queen Ingrid's Court; and her Royal Highness, Princess Margaretha, who represented the Royal Danish family.

Room additions to Camino Real - Guatemala

A report from the Camino Real Guatemala announces the completion of a two-floor addition to the hotel. With 34 guest rooms to each floor, the hotel adds 68 new rooms to its present 266 room count for a total of 334 guest rooms.

All rooms have been decorated in a

modern Colonial style and all are air conditioned.

Currently under construction is an 8,041 square foot meeting room addition with completion expected sometime in December.

COMINGS AND GOINGS

(Continued from page 2)

New

Laurence Bernstein named regional sales representative for the New York regional office • Jean-Pierre Schweizer as national sales manager for the Toronto Hotel • Walter Lindemann as building superintendent for the Houston Oaks.

FAMILY FEATURES

Young People's Puzzle Corner

1. These people deal in currency, credit cards and _____.
2. They must _____ for all monies and charges handles by them while on their job shift.
3. _____ of them work in restaurants, banquet rooms and other food service areas.
4. Every _____ has one located at the front desk area.
5. At the front desk they _____ the check-out guest's hotel bill for payment.
6. It's helpful if they are _____ with figures.
7. But even more important is a pleasant guest _____ attitude.

• • •

Overheard at the Coffee Shop -- "The way prices are rising and if I don't get a raise soon, I'm going to have to make some drastic cuts -- like one across the throat and one on each wrist."

• • •

PUZZLE CORNER ANSWERS

- This person is a CASHIER
1. Checks
 2. Account
 3. Some
 4. Hotel
 5. Itemize
 6. Expert
 7. Relations

WORD BOX

Mealtime name origins

LUNCHEON – The origin of the common word is so old that it has become somewhat clouded. Lunch first meant "a lump" and lunshin, an English dialect word, meant "a lump of food." But there also existed the dialect word nonschench which splits into non, "noon" and schench, "a drink." Authorities claim that the two words nonschench and lunshin blended to form the word luncheon which could then roughly mean "a lump of food with a noon drink." (Like a ham on rye with a martini?)

BREAKFAST – Merely means "breaking the fast" after the evening meal. (However, it still applies even if you've "broken the fast" by raiding the refrigerator at two in the morning.)

DINNER – from the French word diner "to dine." Simple enough.

SUPPER – is from "to sup," which is really to "sip" either food or drink. (Though I'm not sure how someone would "sip" a steak, for instance -- but that's what the book says.)

(Part of this information credited to "Word Origins & Their Romantic Stories" by Wilfred Funk, Ltd., Wilfred Funk, Inc., Publishers)

• • •

A sense of humor is what makes you laugh at something which would make you mad if it had happened to you.

• • •

FRONT! HORO - SCOOPS VIRGO

August 24 – September 23 – "The Virgin." There are not a whole lot of Virgos running around who put much stock in a strict interpretation of their "Virgin" zodiac symbol. (And those who run around most, usually give it the least thought!) However, it is said of Virgos that "their head rules their hearts" which helps keep them out of trouble. Virgos are mentally alert, studious, scientific, discerning and worry a lot. To their credit, you'll seldom find one wearing a pair of mismatched shoes. They are also practical, industrious and dedicated people but with a tendency to be overly critical – to the point of being picky, picky, picky at times. Supposedly the planet Mercury is their ruling force, but some Virgos would say it's the other way around. Their gem is anything they can string into a set of worry beads. Their favorite color is a very exacting shade of tan. If you ask a Virgo what their lucky day is, they will invariably answer, "The date I was born, of course."

PEOPLE MAKE DIFFERENCE

(Continued from page 11)

was an encounter that had established a mutually impressive relationship.

Subsequently, Bernard joined with Restaurant Associates and was assigned a position with their famed Four Seasons Restaurant in New York.

Less than a year later, he received a call from WIH Vice-President in charge of the food and beverage division, **Joe Callihan**, asking him if he would like to consider the position of assistant food and beverage director for Western International Hotels.

With the details of the position outlined to him combined with his most favorable impression imparted from his brief previous encounter with WIH and some of its people, his acceptance was unhesitating. It was an offer that seemed very definitely suited to Bernard's career ambitions and capabilities. He assumed the challenges of his new position at the Seattle division offices in August of 1969.

During his four years with WIH, Bernard's "never settle for less than the best" attitude has contributed its influence in the division's operations.

"The quality of our operations, our product and our people," he affirms, "can stand up to, and surpass in a number of areas, any other hotel group operation anywhere."

He credits this as a "collective achievement involving efforts of the division's administration and the hotels' staffs in particular," for whom he expresses considerable admiration. "Take our executive chefs, for instance," he points out, "they are not only top culinarians, but they also possess good executive ability. This very desirable combination is really quite unique in the profession."

But what impresses Bernard most of all as a WIH family member is his affinity with the company's top quality operations philosophy -- not settling for less than the best. As one indication of this continuing corporate philosophy, he points to a number of our hotel properties now in operation or in the planning stages which are assuring Western International's place in the "big league" of quality world hospitality.

Milk carton boat race report

Flip flop foils employee entry hopes

We'd barely recovered from the breathless account of the "Broomball Bout" as reported by the Calgary Inn (July Front!), when news of an even more singular sports spectacular crossed our desk.

This was the Second Annual International Milk Carton Boat Race Derby, held in conjunction with Seattle's annual "Seafair" celebration last July.

What made the event Front! news was that two youthful Olympic Hotel staffers -- Brynn Sheriden and Jeff Buckinger -- were to be race participants.

We promptly tracked down the entrant hopefuls at the Hotel's Olympic Grill where both are employed, for a pre-event interview. Brynn is a cashier-hostess for both the Grill and the Golden Lion Restaurant, and Jeff works as a Grill busboy while attending Seattle Central Community College where he is majoring in hotel administration.

We found them both confident and enthusiastic about their competition prospects and eager to talk about their self-designed and constructed craft.

A basic stipulation of all boat entries, Brynn explained, was that unflattened milk cartons must be used and provide the primary flotation. Some 200 milk cartons (of various sizes) went into their entry's construction. Each carton had to be dipped in wax, painted with a marine resin, stapled, then attached to the wood slat frame with contact cement. The whole was then covered with heavy plastic. Since motors were forbidden, the pair decided on professional rowing paddles to propel the craft.

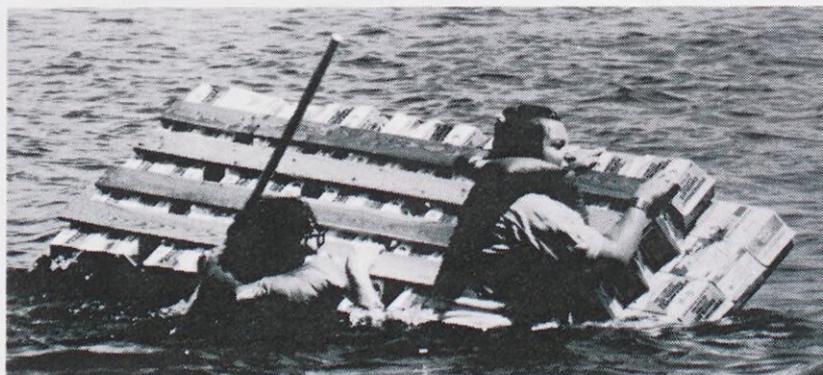
Brynn admitted she was instigator for entering the race after having competed -- though unsuccessfully -- in the event last year with a girl friend.

Jeff's partnership participation in this year's event was particularly fortunate in that it helped solve a vital procurement problem. At one time he had worked for a chain of drive-ins, and his contact "in" with his previous employers provided the major source for used milk cartons.

Then, when word of Brynn and Jeff's plans reached the Hotel's management, they volunteered the "big money backing" -- all \$30 of it -- for construction expenses. Also supplied were tee-shirts



HOPES are high as "Olympic" is launched.

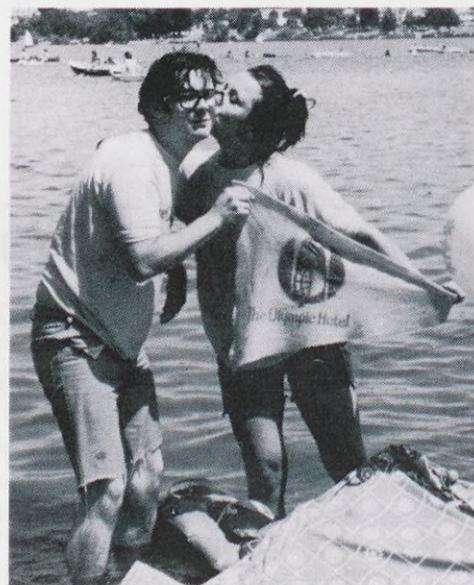


BOTTOM'S UP as crew tries to upright capsized craft.

imprinted on the front with the Olympic Hotel name and on the back with the WIH symbol, along with a pennant proudly bearing the Olympic emblem.

The "Olympic", entered in the "Unlimited" classification, was scheduled to race on Seattle's Green Lake course on Sunday, July 15. Unfortunately, we were unable to attend the event, but during the following week we contacted Jeff Buckinger for his report on the outcome.

"There were at least a hundred entries of all shapes and sizes competing in this race. We got off to a good start, both of us paddling like mad. Then about three-fourths of the way through the course, we collided with another boat and capsized. Both of us were flipped into the water. I think we were a little top-heavy, anyway. We never could get the Olympic righted again, so we had to drop out of the race. But we had a lot of fun -- and learned some pointers on what not to do when we design our next year's entry."

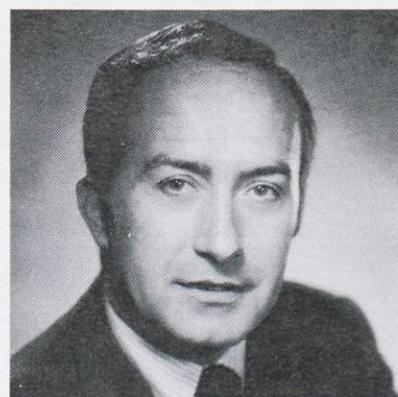


"BUT we had a lot of fun . . ."

Photos Courtesy of
Orlando, 20th Century Fox

In the service of our WIH operations

BERNARD AWENENTI - WIH Food & Beverage Director



Bernard Awenenti, WIH Director of the Food and Beverage Division, tells this story about himself that illustrates a life-long career determination philosophy. That philosophy, **"never settle for less than what I have in mind and am capable of doing."**

Upon his release from the French air force after serving some 30 months of military obligation, Bernard had applied for a position with the French Line. He was not informed as to his specific assignment until he arrived at the French Line office in Le Harvre. Then he was told to report on board a freighter that also carried some dozen passengers.

Such a position assignment, Bernard felt, and so informed his employers, was definitely not what he had in mind.

In support of his stance he reviewed his qualifications. His education and practical experience background had included three years of training at the National Hotel Trade School of Thonon; varied practical job experience in hotels and restaurants; and lodging and food and beverage training and experience during most of his military career. Further, he had worked in civilian restaurants part time during the latter part of his military career. He explained that the reason he chose not to go the regular hotel career route was because of the traditional seniority system prevailing in French hotels and restaurants that hampered career growth ambition.

From his French Line employers he had anticipated the opportunity to utilize his talent and capabilities and to acquire a position that offered reasonable advancement possibilities. With some reluctance, his employers agreed to his request.

His next offer was with the passenger liner, Flandre, sailing between Le Harvre and the French West Indies. Again Bernard turned down the assignment offer. He had made up his mind to settle for nothing less than the best -- that was the Line's proud flagship, the luxurious Liberte. With some exasperation, though they had come to admire him for his spunk and

determination, his employers consented. He was not only placed on the Liberte on its next return cruise from New York, but was assigned a duty on the first class section.

Then with an amused smile as he recalled the incident, Bernard injected, **"Although I got what I wanted, they made me pay for it. Throughout the first round trip, my job was to carry dirty dishes from the dining room to the kitchen and with three meals a day being served to over 1,000 passengers, I was kept hopping."**

Now, given the opportunity, his career development determination and hard work began to pay off. Within a month or so, Bernard had worked himself up to the position of chef de rang (dining room captain), and the youngest person to hold this position on the Liberte. He admits with some justifiable pride that because he had reached this position in such a brief period of time, it had been one of the most satisfying accomplishments of his career.

Later, during a period of social unrest in France, the French Line was involved in a series of lengthy strikes and temporarily put out of business. Bernard, impressed by the warmth and friendliness of the Canadians and Americans he had encountered on the Liberte, decided that the new world might offer pleasant opportunities for a new life in pursuing his career ambitions.

Taking his family with him, he packed up and headed for Montreal, where, through connections with a friend of his, he was introduced to the management of the city's then finest hotel, the Ritz-Carlton.

At the Ritz-Carlton the position of busboy was readily offered -- and as readily turned down. After some persistent negotiation, the hotel manager agreed to hire Bernard in the position of room service waiter. Three months later, he requested a transfer as waiter in the hotel's main dining room which was the finest in Montreal. While the hotel's management felt Bernard may have been qualified for the transfer, they denied his

request simply on the basis of his short tenure with the hotel. To Bernard, this hotel policy smacked of the French seniority system that he had little use for.

At this time a new luxury hotel was being built in Montreal -- the Queen Elizabeth. Bernard applied for and was hired just prior to opening as a dining room captain in the Beaver Club. His association with the Queen Elizabeth lasted six years and, after several promotions in their food and beverage department, rose to the position of assistant F&B manager.

Seeking to broaden his experience horizon, Bernard joined the Gabriel Management Ltd. organization as manager of a resort hotel located north of Montreal. Due to a reorganization of operations of the resort property, it became a part of his responsibility to develop all the hotel departments including the addition of a sales department.

When Montreal's Expo '67 opened, the company was awarded the food and beverage outlet contract for the Canadian Pavillion and Bernard was placed in charge. These facilities included a fine dining room, coffee shop, cocktail lounge and private dining rooms as well as two quick-food outlets.

At the conclusion of Expo, Bernard heard from some business associates of a food and beverage position opening with Western International Hotels. He immediately applied in writing to the then WIH Chairman, **Edward E. Carlson**. The position, however, was with an individual hotel and not with multi-facility operations as Bernard had assumed and the sort of position he was now looking for. Though nothing came of it at the time, Bernard did meet personally with WIH management people from both the Bonaventure and Continental Plaza Hotels. It

(Continued on page 9)

FRONT FOCUSES ON

Toronto Regional Sales and Reservations Office

Six years ago, in 1968, WIH opened its first regional reservations office in Canada.

Located in downtown Toronto, the office was staffed by a single reservationist to service the important Canadian East Coast market.

Today, it operates as one of the company's major regional sales and reservations offices. Its staff has grown to include two reservationists (Georgina Moyle and Wanda Tyshynski), a reservations supervisor (Dayle Aird), a sales secretary (Claire Bridle) and a regional sales manager (J. Sandy Irwin).

The Toronto office remains as Western International's only regional sales and reservations office in that country responsible, at least geographically, for the Dominion of Canada. Actually, however, their major marketing concentration focuses on the "triangle" marked by the large metropolitan centers of Toronto, Ottawa and Montreal.

Currently, the office boasts some 300 association, 200 corporate and 400 travel agent accounts in file.

As to the allocation of their business produced, Sandy portions it this way, "Our Canadian hotels by far and large benefit most from our efforts both on an individual reservation and a group basis. Next would be traffic to Mexico with tourism playing a large part here. Traffic to the United States comes third with distribution throughout all U.S. properties. And our international properties benefit generally through tours handled by this office."

Sandy views the objectives of the Toronto office operations as twofold. (1) To act as a service to clients -- travel agents, corporate and association accounts, and individuals -- for their reservation needs in an efficient, helpful and courteous manner, and (2) to perform as an extension of WIH hotel sales departments for searching out client potential in the area and feeding them with this information. Further, the office functions as a source "library" for providing background information on any account as may be requested by hotel sales departments.

Every two months the office sends out a mailing piece to travel agents that includes rack brochures usually featuring properties most needing this exposure at the time. Being developed for an upcoming mailing in an effort to establish a more "personalized" account relationship is a "flyer" picturing and introducing the office personnel. The office was also recently involved in coordinating -- and manning -- the WIH exhibit booth at the annual convention of the Institute of Association Executives (the Canadian counterpart of A. S. A. E.) meeting in Quebec City this August.

From a reservations business basis, the office does not expect to benefit a great deal from the Toronto Plaza hotel operations scheduled to open in the spring of 1975. What they do anticipate benefiting from the hotel, however, is a strengthened corporate identity and acceptance that will be made visible through the quality presentation of the Toronto Plaza operation.

Meanwhile, the "visibility" of the Toronto office operations broadens daily through the persistent and productive efforts of its hard-working staffers. According to Sandy Irwin, a key to this visibility lies in a continuing campaign of public contact. As a consequence, much of each day's schedule is spent in making personal calls, phone calls, attending trade social gatherings and meetings and keeping a close contact with members of the press and other media.

Within these six short years of their operations, the Toronto Regional Sales and Reservations Office has achieved a visibility impact prominently recognized throughout Eastern Canada.

THE TORONTO TEAM



SANDY IRWIN
regional sales manager



DAYLE AIRD
reservations supervisor



GEORGINA MOYLE
reservationist



WANDA TYSHYNSKI
reservationist



CLAIRE BRIDLE
sales secretary