

Front!



Published Monthly for Employees
May 1974

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Air Lines



Aloha, Ilikai . . . Welcome Back! . . .

Front!

A monthly publication for the employees of

Western International Hotels
Public Relations Department

2000 Fifth Avenue, Seattle, Wa. 98121
Gabe FonsecaEditor

LITHO IN U.S.A.

OUR COVER

On May 1, Western International Hotels welcomed the return of an old friend to our hotel family — the beautiful Ilikai in Honolulu, Hawaii.

One of Hawaii's most prestigious and exciting properties, the Ilikai had been operated under WIH management from 1965 to 1971.

Recently, the 681-room property was purchased by UAL, Inc., Western International's parent company, and WIH once again takes over its management.

To the Ilikai and its staff, WIH people from Singapore to Copenhagen welcome your return. Aloha . . . Ilikai no ka oi! (welcome . . . Ilikai is the best!)

A full report on this newest family addition will be featured in the June issue of Front!

Western International
Hotels

Managing many of the
world's finest hotels

* * *

GREAT PLACES TO VISIT



LYNN P. HIMMELMAN
Chairman



HARRY MULLIKIN
President

Executive Offices Report

Our congratulations on the success of the first AH & MA Pacific Northwest Regional Seminar.

The two-day event, as reported in this issue of Front!, was held at the Washington Plaza in late March and was sponsored by the Seattle AH & MA Career Development Chapter.

We were pleased to note that well over half of the attendees were WIH family members.

Strongly emphasized throughout the seminar was the importance of continued education in individual growth. As we have frequently mentioned, educational self-development is one of the real keys to individual career development opportunity.

This self-development awareness is evident by the ever increasing number of WIH people participating in the various AH & MA educational programs. It is also evidenced by those enrolled in night classes, extension classes and in our own Divisional seminars and in-hotel training classes.

Repeatedly mentioned has been the fact that our company faces some exciting physical growth challenges in the months and years ahead. Most challenging of all will be in our need for qualified people to meet the staffing demands of this physical growth.

It is your self-development efforts that are providing the answers to this "qualified people" challenge for your company, and, more importantly, for yourself.

Ellis to Corporate Vice President

Hughes Heads Hotel Scandinavia



ELLIS



HUGHES

William Ellis, formerly general manager of the Hotel Scandinavia in Copenhagen, has been named a Vice President of WIH to assume new responsibilities with corporate headquarters in Seattle.

Replacing Ellis as the new general manager of the Hotel Scandinavia, is **Phil Hughes**, the former resident manager of the Century Plaza hotel.

Announcement of these appointments were made through WIH executive offices in early April. That announcement also included some additional management appointments and transfers. See Comings and Goings column below for listing.

An experience to remember for the kids from Kaktovik



Kaktovik classmates (with Vice Chairman Gordon Bass) admire Space Needle replica.

Seated at the Space Needle Restaurant table was the entire eighth grade graduating class.

There were three teenagers — two girls and a boy — accompanied by their school teacher chaperone.

Normally shy and reserved, the youngsters could not contain their exclamations of delight as they "discovered" the city of Seattle stretched out beyond their window view.

There was nothing like this to compare with back home in their isolated Eskimo village located at the very top of Alaska.

The classes' first visit outside of Alaska — to Oregon and Seattle — was a graduation gift to themselves for which they had raised most of the money. The population of their home town, Kaktovik, is 152, and it was no easy task to raise the \$4,600 needed to pay for their expenses. But persistence with the variety of money-making schemes, including innumerable cake sales, had paid off.

Now the travelers were eager to see the sights. Number one on their list for Seattle was a visit to the famed Space Needle. They weren't disappointed. The glass-caged elevator ride to the top, lunch at the Space Needle Restaurant, and the spectacular view fulfilled their highest expectations.

Prior to their luncheon, WIH Vice Chairman **Gordon Bass** had stopped by for a few minutes to extend a personal welcome and to chat with the restaurant visitors.

Another surprise highlight was a special display arrangement that had been wheeled to their table — a decorated tallow replica of the Space Needle presented for their enjoyment by Executive Chef **Herbert Enzinger**.

For the three graduating students it was an experience to remember. And to be sure that they did, each was presented with a Space Needle souvenir memento by General Manager **Chuck O'Leary**.

COMINGS AND GOINGS

NOTE: The number of in-hotel promotions occurring each month within the various WIH properties has been increasing to such an extent that space no longer permits their listing. As of this issue **FRONT!** will list only personnel transfers in this column.

Transfers

Fred Mower to executive assistant manager at the Washington Plaza.

Howard Kemball to executive assistant manager at the Hotel Scandinavia, under construction in Oslo, Norway.

Roger Hamilton to senior assistant manager at the Continental Plaza.

Steve Harper to senior assistant manager at the Mayflower.

Jorg Neuenhaus to senior assistant manager at the Bayshore Inn.

James Mogush to resident manager at the Shangri-La in Singapore.

Richard Helfer to assistant manager at the Edmonton Plaza hotel under construction in Edmonton, Alberta.

Gordon Seaman to assistant manager at the Washington Plaza.

Ron Olstad to sales manager at the Detroit Plaza under construction in Detroit.

Glen Bogdan to banquet manager at the Edmonton Plaza.

Peter Egner to director of food & beverage at the Olympic.

Ken Osborne to assistant controller at the Edmonton Plaza.

Rene Gounel to executive assistant manager at the Bonaventure

Alan D. Holmes to controller at the Olympic

Terry Neils to controller at the Edmonton Plaza

Dusit Thani hosts WIH Asian Marketing Meeting

A joint advertising and promotional effort, the adoption of the WIH Sales Training Program, and the effect of the transportation fuel crisis on the hotel industry were among the topics that highlighted the Fourth Annual Asian Marketing Conference.

The two-day conference, held at the Dusit Thani hotel in Bangkok in late March, was attended by representatives of WIH Far East and Australian properties. Attending from Seattle Marketing Division offices were Vice President **Bruce McKibbin** and Tour and Travel Manager **Jim Weiss**.

Also from Seattle was **Lee Bartlett**, senior vice president of the corporate advertising agency Cole & Weber who presented recommendations for the joint advertising and promotion program. The program is aimed at communicating to the travel agent and tour operator market through advertising in leading international travel journals. Attendees were also encouraged to promote each other's hotels in their locally placed advertising.

Hotel representatives attending the meeting were: **Akio Hirao** of the Tokyo promotion office; **Rudy Choy** of the Miramar in Hong Kong; **Alan Duncan** of the Wentworth in Sydney; **Hitoshi Serizawa**, **Yoshio Yamada** and **Yoshihiko Sakai** of Prince Hotels, Inc. of Japan; **Louis Martinelli** and **Albert Hee** of the Shangri-La in Singapore; and from the Dusit Thani — **Warner Gilmore**, **Prateep Trilohaka**, **Yoichi Yoshida** and **Frank Kuhn**.

AH & MA Seminar offers guide to career goals



Washington Plaza banquet waiters **Steve Dolan** and **John Moore** take a self-evaluation test.

What are my personal career goals? How do I define them? More important . . . how do I achieve them?

Seattle area hotel employees and others attending the AH & MA Career Development Seminar held at the Washington Plaza in late March, asked these and similar questions of themselves. Most came up with some pretty enlightening answers.

They had arrived at their answers largely through a series of self-evaluation exercises conducted by the seminar's training and motivational speaker professionals.

Of particular benefit was the long range look attendees were urged to take in determining their career goals. That is, where would they want to be 5 years from now, 10 years . . . or more? From there it was a matter of determining what was needed to achieve these goals.

Assembled for the highly inspiring weekend session were some 175 hospitality industry people from throughout the Pacific Northwest. Most were hotel people and these ranged from hourly employees to middle — and some upper level — management. WIH was represented by well over half the attendees.

The official seminar theme title was listed as "Personal Growth Through Manpower Development". More pointedly, according to topic presentations, it could have been titled, "Personal Growth Through Self Motivation, Enlightenment, and Education".

The overwhelmingly successful seminar was the first for the Pacific Northwest region as sponsored by the AH & MA Career Development Division. It was developed by the Seattle AH & MA Career Development Chapter, which currently boasts a reputation as the second largest in the country.

One indication of the Seminar's motivational success was reported by Washington Plaza employee **June Ford**, who also serves on the Seattle AH & MA Career Development Chapter Advisory Board. Said June, "After the seminar, at least a dozen employees from this hotel alone had indicated an interest in signing up for AH & MA education courses!"

Currently, the very active Seattle Chapter is offering five Career Development Courses: Food and Beverage Controls; Supervisory Housekeeping; Accounting Fundamentals; Food and Beverage Purchasing, and Hotel/Motel Maintenance. Two of the courses are being conducted at the Washington Plaza and one at the Olympic hotel.

' . . . an additional 5 percent'

The campaign chairmen are ready.

The goal is clear.

Now, it's up to us!

Beginning May 13 and continuing through June 7, WIH hotels and offices in the United States will be participating in the 1974 U.S. Savings Bond Drive.

Presently, 14 percent of our employees purchase Savings Bonds through the payroll deduction program.

The goal this year is to increase this figure by an additional 5 percent!!

Says **Russ Laase**, WIH Administrative assistant-Treasurers Office, and Savings Bond chairman, "I'm pretty confident that we can do even better than that — particularly since the recent increase in bond interest rates to 6 percent. Compared to a lot of other investments, it's a pretty good deal!"

Another "good deal" is that the purchase of Savings Bonds is a positive yet painless way to save with the "you-won't-even-miss-it" payroll deduction plan.

Your hotel Bond Drive chairman has all the details.

ROD MILLER — Calgary Inn



"Career Development member of the month". This was the recognition given Rod Miller, assistant general manager of the Calgary Inn, by the AH & MA career development magazine, "The Institute JOURNAL" in its April issue.

In its featured report on Rod, the magazine highlighted his many qualifications for the honor.

It pointed out that Rod was a major influence in establishing a Career Development Chapter in the Calgary area and serving in various official positions including his present post as president. The Chapter was formed in 1972 when Miller was the hotel's controller.

The article further reported that Rod has taken twelve Institute courses, holds an Institute Diploma, and is currently a candidate for the Educational Institute's Certified Hotel Administrator designation. He also has taken a summer course in hotel accounting at Cornell University and is a graduate of the WIH Management Seminar Program.

The article concludes, "Maybe this same diligence and belief in education is the reason he was recently promoted from controller to assistant general manager..."

INN BASKET

SINGLEFOLD — The "word" according to the Century Plaza now appears in print in a new employee monthly newsletter called the HAND. (Read, "Have a Nice Day") The light and lively single-fold four-pager is edited by Century Plaza Public Relations Director **Blake Chatfield** with the help of fellow hotel staffers. A front page story in the March issue reports on a CBS "Movie of the Week" story entitled "Double Trouble" which was filmed in part at the Century Plaza and aired (in the Los Angeles area) in late March.

CENTERFOLD — A recent issue of the Bayshore Inn's INNSider came up with a center fold to top all centerfolds. The double-page spread pictured 22 hotel employees — four of whom, evidently, couldn't "find a thing to wear"! No cause for raised eyebrows, however. The "au natural" display was among the employee submitted baby picture entries in a "Name The Babies" contest sponsored by INNSider. It was a fun idea given a light touch with amusing captions underneath each baby picture. An idea for your hotel publication?

CONGRATULATIONS — to WIH Director of Advertising and Public Relations, **Ron LaRue** for being selected to serve as Vice Chairman of the American Hotel & Motel Association's Public Relations Advisory Board. As a member of the Board since its inception last year, LaRue was instrumental in the group's formation. Among the group's goals is to "build a better public image of the lodging industry."

AWARDED — The tropical hillside garden at the Crown Center Hotel (and featured on the cover of the April issue of Front!) was recently chosen by the American Association of Nurserymen to receive one of its National Landscape Awards. These awards are presented annually for outstanding contributions to environmental improvement. Mrs. Richard Nixon presented the award — the highest honor bestowed in this field — to Hallmark Cards, Inc. owner-developer of Crown Center, in a special ceremony at the White House on April 5.



keep your sunnyside up!

It's surprising how far a sincere smile will go in winning and keeping new friends for your establishment.

When you see someone without a smile — give him yours. You, your hotel or motel, and everyone else will be better off for it.

The Educational Institute can keep a smile on your face.

WRITE . . .

Educational Institute
American Hotel & Motel
Association
77 Kellogg Center
East Lansing, Michigan
48823

OR CONTACT . . .

Your supervisor or personnel office for information on AH & MA career development courses at your hotel or in your area.



OUR PEOPLE... IN THIS 'PEOPLE BUSINESS'



George Gibson — wine steward

(On the job visits
with the WIH people
of our
“People Business” industry)

It was in the late 20's when 17 year-old **George Gibson** found employment in the Santa Fe, New Mexico home of a prominent U.S. senator.

His years with that household were few, but they were to influence the course of his career and firmly establish the pursuit of a lifelong interest in wine lore.

George recalls that the senator was quite a connoisseur of fine wines and maintained a private wine cellar, the size of which many of today's fine restaurants might envy. He also employed a butler who was wise in the ways of wines and willing to “educate” George on much of what he knew.

Today, some 40 years later, George is still learning about wines. Happily, as the wine steward for the award-winning London Grill restaurant at the Hotel Benson, he has ample opportunity to involve himself in his favorite subject.

But as he says, “You can never learn everything about wines. Things are always changing . . . new things are always happening.”

To try to keep up with “what's happening”, George spends up to \$200 a year in consumer and industry wine publication subscriptions from all over the world. And, he says, he reads them all from cover to cover!

FINEST WINE CELLAR

The Hotel Benson's wine cellar is undoubtedly the finest in the city of Portland, and among the finest within our WIH properties. For this, George credits the interest of the hotel's General Manager, **Basil Miaullis**, Room Manager, **Seth Hill** . . . and the sophis-

licated tastes of many of the hotel's guests.

"We have guests from all over the world dining at the London Grill," says George, "and a lot of them really know their wines. Fairly often a guest will ask for a special wine not included on our wine list. More often than not — to their surprise and pleasure — we will have it in stock."

But George finds that an interest and knowledge of wine is not limited to an older, more well-traveled or well-to-do clientele. Within the last few years in particular, younger room guests — people in their 20's and early 30's — are discovering the pleasures of this beverage. "They not only enjoy experimenting with various wines," he says, "but many have started their own wine cellars."

"Of course," George adds, "we have many guests who enjoy wines with their meals but don't know too much about them and will ask for my recommendations. I am very pleased to help them with their selection and, so far, I have never had anyone tell me that I steered them wrong!"

George doesn't believe in the "showy" approach to wine service. His is a subtle, gracious approach — professional but friendly, helpful but not intrusive.

"Wine, especially older wines," he explains, "should always be handled gently and with great care. Like one would handle a two-day old baby."

George's all consuming interest in his job is obvious as indicated by the amount of time he devotes to it. He works from 4 p.m. to midnight — and sometimes when necessary — seven days a week!

ATTITUDE — ATMOSPHERE

It is also indicated in his attitude towards his fellow employees ("beautiful people") and to the room itself. As he expressed it, "People come here for good food and wines, the nice atmosphere, and, especially, the good service. You hear it all the time — people treat you better here than in any other place in Portland. Makes you feel proud to work in a place like this!"

In his nightly routine, George is not only responsible for taking, recommending, and serving wine orders, but he also sees to it that the proper wine glasses are laid on the table and that wine stocks, including refrigerated wines, are maintained. He also serves the banquet wines when required in the adjoining Little London Room.

As to the qualifications needed to become a good wine steward, he listed several, but gives top priority to "liking people" and "being honest with them". "Most guests will rely on your assistance and knowledge," he says, "and it's very important that you never let them down."

It is this personal philosophy and his great rapport with people that has gained George the loyal and widespread following that has developed over his more than five years at the London Grill. It is a following that reflects not only on George Gibson, but has certainly helped to enhance the reputation of the London Grill and the Hotel Benson itself.



The vintage... as ordered.



The taste... to expectations.



SAN SALVADOR — In March, the American Society of Travel Agents (ASTA) Board of Directors held its annual meeting at the Camino Real in San Salvador. Above, Carl Helgren, President of ASTA (center), poses during a break in the meeting agenda with hotel host, Camino Real General Manager Willi Dietz (left) and WIH Director of Sales David Evans, attending as a meeting guest. (Photo by Travel Weekly)

GUATEMALA CITY — Recently Barbara Sand, advertising administrative assistant for WIH, visited the Camino Real hotels in Guatemala and El Salvador to discuss their advertising and promotion programs. Barbara was accompanied by two members of the corporate advertising agency, Cole & Weber — Don Loth (second from left) and Jim Vanderwarker (right). In the photo the threesome is joined by Enrique Rittscher, sales manager for the Camino Real Guatemala, prior to their taking an air tour of Guatemala on a private aircraft owned by Ed Carette, president and general manager on the Camino Real Guatemala.



JOHANNESBURG — Upon his recent visit to the Carlton Hotel, WIH Vice President Dwight Call (right) found one of his pleasanter duties was the presentation of five-year Service Award pins to two employees. They were David Talboys, manager of the El Gaucho Restaurant, and Mary Mulligan, catering department. Beaming his approval at left is Carlton Hotel Manager Chris Marker.

Management Appointments

These appointments in management positions were recently announced by Hoteles Camino Real in Mexico:

Ernesto Barberi, formerly manager of the Camino Real Juarez, to manager of the Camino Real Cancun.

Emilio Calderon, formerly general manager at the Caleta, now manager of the Camino Real Cabo San Lucas.

Oscar Cruces, formerly rooms division manager at the Camino Real Mexico City, to manager of the Acapulco Malibu.

Francisco Gutierrez, from rooms division manager at the Camino Real Puerto Vallarta to manager at the Camino Real Tampico.

William Juaregui has been named general manager at the Caleta.

Gunther Spaeth, formerly manager of the Camino Real Tampico, to manager of the Camino Real, Juarez.

FRONT BACK TALK

As space permits this column asks employees from various properties for answers or comment on question of general interest.

This month's question is directed to secretaries.

QUESTION: *In your working relationship with your boss, what do you consider to be his best trait and his not-so-best trait? (We were caught with our male chauvinism showing on that one as more than one respondent reminded us!)*

From indications on responses received, we were treading on touchy ground with the latter part of the question. We've decided, therefore, just to list "best traits" with respondent names and generally summarize the "not-so-best traits" at the end of the article for an "as the shoe fits" recognition as it were.

KRISTINA TEMPLEMAN — Miyako Hotel
 "Generous to a fault with his employees — many times recognizes moments to convey special thanks for little jobs done."

MICHELLE WEIKERT — Anchorage Westward
 "His soft spoken, but direct manner, and his appreciation of your efforts and willingness to help others."

MARIA HUGHES — Continental Plaza
 "You could say that my boss is "custom-made" . . . calm, never gets excited. Even though his pace is busy and job demanding, he maintains an easy-going humor . . . one of the fairest bosses I have ever worked for."

LESLIE ARANOFF — Cosmopolitan
 "Considering my boss is a *her*, I believe this alone would be one of her best traits!"

DIANE RONDEAU —
 "Being a human boss, he is very understanding and will always listen to any subject that I need to discuss with him . . . hard worker, honest, and reliable."

BEVERLY NEEL — Houston Oaks
 "Polite and considerate always. Has confidence in my judgement and work. He is aware of the work load peaks and tries to make it as easy as pos-

sible, but at the same time gets the work out!"

DOROTHY STAUFFER — WIH Executive Offices
 "My boss is sweet and lovable except for those days when he isn't sweet and lovable!"

JACKIE HARRISON — Hotel St. Francis
 "My bosses' best traits are their complete knowledge and love of the hotel business. The enthusiasm with which they tackle the day-to-day problems in the hotel really makes it a pleasure to come to work each day."

NOT-SO-BEST-TRAITS

Of the 26 questionnaire respondents:

- Some gave no answer at all and at least three pleaded the fifth amendment.
 - A tendency to be impatient was listed by a few. Others noted that this tendency sometimes resulted in the boss becoming upset or losing his temper.
 - Failing to keep the secretary informed of personally arranged business appointments or meetings was mentioned.
 - But the most frequently not-so-good trait mentioned was that some bosses would leave the office during the day without letting their secretaries know where they are going, how they can be reached, and when they will return.
- All respondents, however, indicated that they are pretty well pleased with their bosses (male or female) and that their good traits far outweighed their not-so-good traits.

FUNNIES

Hears of the newest drink, the "Bourbon Renewel"? Two of them and the whole neighborhood looks better!

The room manager instructed the rookie waiter, "Remember to serve from the left of the guest, and to clear the dishes from the right". With a puzzled look, the waiter replied, "Why — are you superstitious or something?"

Looking at the bright side, inflation hasn't ruined everything. A dime can still be used as a screwdriver.

QUIZ
 COMING TO TERMS

More on your hotel terminology IQ. Below are the definitions to some more or less common terms used every day in our hotel business world particularly in the reservations area.

An accepted practice within the hotel industry are the various room rate programs that are made available to groups who qualify for them. Definitions for four of these group programs available at a number of our WIH properties are briefly listed below. Their title descriptions are listed elsewhere on this page. How many are you familiar with?

1. A program designed to provide the wholesale tour operator who meets certain specifications with net guest room rate for single, double, twin, and triple accommodations at all WIH properties for their package tours. It is known as the _____ program.

2. A program designed to offer qualified corporate accounts a not-to-exceed guaranteed guest room rate for each type of accommodation (excluding deluxe and suites) at all participating WIH hotels. Eligibility to participate in this program require corporations to have 25 or more traveling personnel regularly visiting three or more cities in which WIH hotels are located. This is known as _____ program.

3. A program designed to provide travel agency representatives who meet certain specifications, with a ten percent commissionable guest room rate for single, double, twin and triple accommodations at WIH hotels for special tour groups of 15 or more persons. This is known as _____ program.

4. A program designed to provide federal, state, provincial government employees, teachers and faculty representatives with a net guest room rate for single, double and twin accommodations at WIH hotels commensurate with their authorized business travel expense allowance. This is known as a _____ program.

Answers to Quiz

1. Net Tour Rate
2. Guaranteed Corporate Rate
3. Commissionable Special Tour/Group Rate
4. Government and Educational Guest Room Rate

PICTORIAL



SAN FRANCISCO — One for the load? When the MIYAKO HOTEL opened its new in-house laundry on March 18, the "gala event" was celebrated in style with ribbon cutting ceremonies and a champagne toast. Ribbon snipper was Katie Reisinger, director of housekeeping, and the toasters are (from left), Bob Raymond, chief engineer; Bill Stafford, food & beverage manager, and Mike Wiseman, front office manager.



SAN FRANCISCO — Moffetta Nelson, waitress in the Penthouse at the Hotel St. Francis, recently came up with a "roaring" winner. Her original drink concoction, the "Roaring Lion", won the Silver Chalice Award for the best mixed drink recipe from among those submitted by the bartenders and other hotel employees. Above, F & B Director Hermann Gammeter presents Moffetta with her Silver Chalice Award certificate. (Gammeter is now executive assistant manager at the Ilikai)



COLORADO SPRINGS — One order of smiles all around! Cocktail Waitress Norma Jean Hartsell beams her delight as she is awarded the Thurston-Dupar Award for the ANTLERS PLAZA hotel during Service Award Banquet ceremonies. Doing the presentation honors are WIH Vice President Dan McClaskey (left) and Antlers Plaza general manager John Stevens.

VANCOUVER/SEATTLE — This chicken-suited pair — otherwise recognized as Bayshore Inn staffers John Meissner and Karen Williams — had wandered down to Seattle in early April to promote an "Easter in Canada" weekend package at the Bayshore Inn. The "chickens" accompanied by the hotel's public relations consultant Tom Butler, visited the offices of Seattle's Mayor and the Children's Orthopedic Hospital where they toured the wards and distributed candy eggs. Earlier, they paid a surprise visit to WIH Marketing Division offices and "sweet talked" secretaries Claudianne Williams (left) and Linda Blosssey into sampling from their Easter baskets.



CELEBRITY VISITS



CAMINO REAL/MEXICO CITY — Dr. Henry Kissinger, U.S. Secretary of State, is a guest of the Camino Real during his attendance at a week-long conference of foreign ministers gathered from the American Continent in Mexico City. All 25 delegates to the conference were also guests of the Camino Real. To Kissinger's right is John Berthelot, vice president and managing director of the hotel, and Jaime Pena, assistant chief protocol.



OLYMPIC — During her recent hotel stay, Julia Child, TV personality and star of her own show, "The French Chef", popped into the hotel's kitchen for a chat with Executive Chef Karl Ederle. The two cookery experts hit it off famously as they shared some serious "shop talk" — and a few laughs!



CENTURY PLAZA — Morris, the "Nine-Lives cat food TV star, awaits his suite — and a possible cat nap — after his paw print "sign in" with Rooms Department Manager John Marvos. The feline hotel guest was hosting the winner of his nation-wide "look-alike" contest. While at the Century Plaza Morris participated in many press conferences and hosted a special party for the press around the hotel's swimming pool.



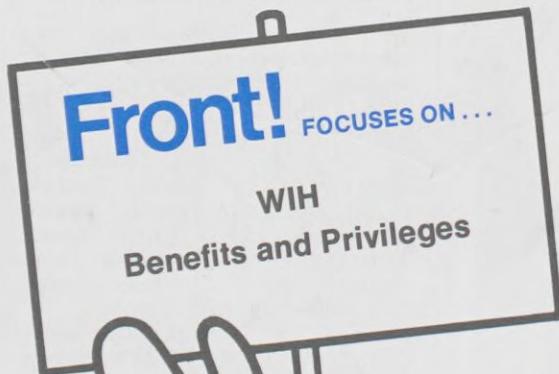
CONTINENTAL PLAZA — They all loved Lucy at the Continental Plaza when Lucille Ball checked into the hotel while on promotion tour for her latest film "Mame". Here, the famous redhead was reunited at lunch in the Consort with her friend and fellow actor Peter Lupis of "Mission Impossible" and Playgirl fame.

Front! Correspondents

Here they are. Contact your correspondent with your news items or other contributions for Front!

ANCHORAGE-WESTWARD

..... Linda Besse
ANTLERS PLAZA .. Marilyn Crawford
BAYSHORE INN .. Barbara Danuke
BENSON .. Nelvia Turner
BONAVENTURE .. Leona Dureau
CALGARY INN .. Fran Johnson
CAMINO REAL-SAN SALVADOR
 Ana Elena Steiner
CARLTON HOUSE .. Susan Nicholson
CARLTON .. Leanne Hayward
CENTURY PLAZA .. Blake Chatfield
CROWN CENTER .. Carlyn Grant
CONTINENTAL PLAZA .. Audri Adams
COSMOPOLITAN .. Janey Fisher
HOUSTON OAKS .. Becky Bratton
THE MAYFLOWER .. Susan Levine
THE MIRAMAR .. Clement Au
MIYAKO S.F. .. Kristina Templeman
OLYMPIC .. Pat Korn
PRINCE HOTELS .. Y. Sekiya
ST. FRANCIS .. Dianne Christenson
SHANGRI-LA .. Gwenda Loong
SPACE NEEDLE RESTAURANT
 Sandy Rogers
WASHINGTON PLAZA
 Sandy McMurray
WINNIPEG INN .. Maggie Clarke
HOTEL CAMINO REAL, S.A.
 Carolina Mijares
WIH de Guatemala
 Mary Lina Ruiz-Ciani
WIH Executive Office
 Dorothy Stauffer
WESTERN SERVICE .. Rose Shaffer
WIH Credit and Acctg. .. Ken Williams



Our Western International Hotels company and its people form a widely diverse family unit.

There are differences in not only who we are and what we do, but also in where we operate . . . now in 13 different countries!

Because of our international operation, certain employees benefits, policies, and procedures will vary because of local regulations and practices.

There are, however, a number of company benefits and privileges that are generally shared and enjoyed by almost all our WIH family members. A number of them are reviewed here as "rounded up" and presented by WESTY, the symbol of the WIH Group Benefits Program.

COMPLIMENTARY ROOM POLICY

Five complimentary room nights at any WIH hotel, for you and your immediate family, after the first year and increasing with continuing years of service as scheduled. In addition, a 25% food and beverage discount for you and your immediate family during your hotel stay.

GROUP BENEFITS

In addition to your wages and salaries, your company supports and financially contributes toward employee benefit programs in many areas. This includes such benefits as health and welfare programs, and life and disability insurance.

PROMOTIONAL OPPORTUNITIES

The name of the game within Western International Hotels is *promotion from within!* With your company's plans for almost doubling its size within the next five years or so, promotion opportunities for qualified individuals are greater than ever before!

CAREER DEVELOPMENT OPPORTUNITIES

Hotel and departmental training programs, divisional training seminars; AH & MA classes and correspondence courses. (Fees are reimbursed upon successful completion of courses, and a \$25 bonus is paid each employee who receives a score of 80 per cent, or higher.)

TRANSFER AND RELOCATION PLAN

And, if that promotion means a transfer at company request, you are assured that moving cost expenses and other relocation arrangements will be provided.

PLUS . . .

Quarter Century Club — with special benefits after 25 years of service.

Service Awards — Service Recognition Award Pins and annual Awards banquets.

Thurston-Dupar Inspirational Award — Annual recognition awards to a selected employee of each hotel and of the corporate offices from which a company-wide finalist is selected for a special award and recognition.

Credit Union — Savings and loan benefits through membership in United Air Lines Credit Union — one of the world's largest.