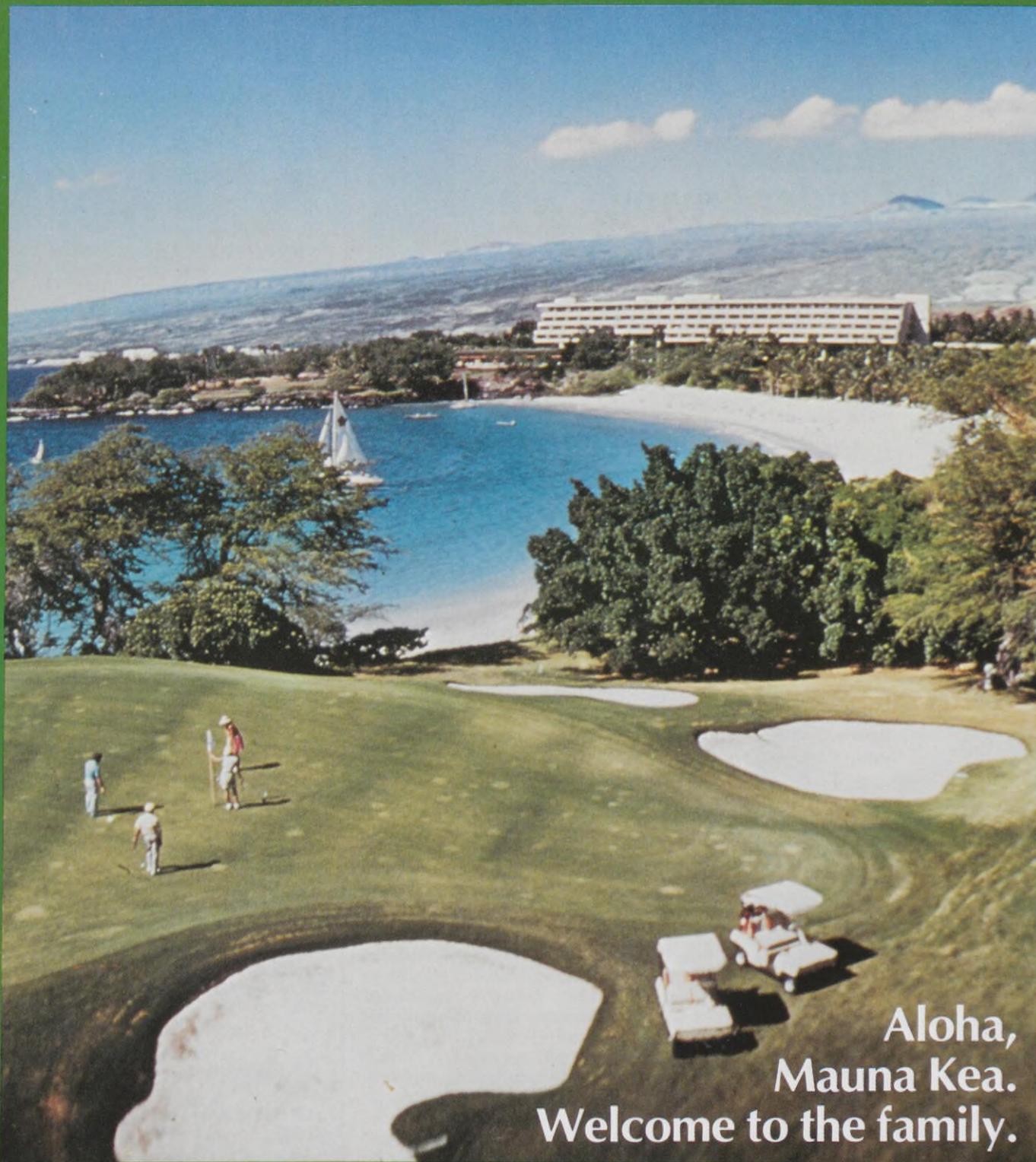


Front!



February, 1978

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



**Aloha,
Mauna Kea.
Welcome to the family.**

Mauna Kea Beach Hotel viewed from the golf course (see page 3)



Tender Loving Care

We know from experience, and from every study we've ever conducted, that what our guests want most is TLC - Tender, Loving Care.

The key word is "care." And they want care not just as a here and there sort of thing, but as a total experience—from hotel check-in to check-out.

Efficiency at the front desk, for instance, is an expression of TLC to a guest. So is a clean and orderly room. And so is the prompt, courteous service received in a dining room or lounge.

But, most of all, TLC is an attitude. An attitude of courtesy, friendliness and helpfulness expressed by a hotel's staff members.

TLC is just another way of defining hospitality. And hospitality—the care and attention we offer our guests in satisfying their needs—is what we are all about.

It is as basic as this: the more we express TLC to our guests, the more repeat business we'll get, the better our business will be, and the more secure and pleasant our jobs will be.

All it takes is a little TLC—from all of us.

HARRY MULLIKIN
President and Chief Executive Officer

on the move

ALBERT ANDERSON from controller Olympic to staff auditor WIH Financial Services Division.

RAYMOND BRUM from regional director of sales Detroit Regional Sales Office to regional director of sales Chicago Regional Sales Office.

JAMES DUNFORD from sales manager New York Regional Sales Office to regional director of sales Detroit Regional Sales Office.

STAN DUREY from assistant manager Continental Plaza to front office manager Crown Center.

LEON ELLIS from sales manager Chicago Regional Sales Office to sales manager Los Angeles Bonaventure.

ALAN HARRISON from assistant purchasing manager Western Service & Supply to director front office operations WIH Rooms Division.

DOUGLAS HUMPHREYS from senior analyst programmer WIH Financial Services Division to project management specialist WIH Financial Services Division.

JOHN JASKULA from assistant banquet manager Bayshore Inn to assistant banquet manager Detroit Plaza.

LEON McCRIMMON from staff accountant The Plaza to assistant controller Mayflower.

JERRY McDANIEL from account executive Los Angeles Regional Sales Office to administrative assistant WIH Marketing Division.

HANS-JUL MIKKELSEN from restaurant supervisor Space Needle to specialty room manager Hotel Scandinavia, Oslo.

BARBARA PIPER from assistant director of housekeeping Los Angeles Bonaventure to director of housekeeping Mayflower.

LOUIS SANFORD from computer coordinator Continental Plaza to assistant controller Michigan Inn.

ROBERT SCHILCHER from assistant director of F&B Los Angeles Bonaventure to director of F&B South Coast Plaza.

JEFFREY SOULE from catering sales representative St. Francis to catering sales manager Los Angeles Bonaventure.

ANITA STE. MARIE from catering sales representative Michigan Inn to sales manager Detroit Plaza.

CHRISTOPH STEURI from F&B cost analyst Hotel Toronto to F&B operations analyst The Arizona Biltmore.

CORNELIS SINT-NICOLAAS from chef de cuisine Detroit Plaza to executive chef Wailea Beach Hotel.

Front!

A monthly publication by and
for employees of
Western International Hotels

GABE FONSECA Editor
2000 Fifth Ave. Bldg., Seattle, WA 98121

LITHO IN U.S.A.

Hawaii's Mauna Kea Beach Hotel joins WIH

The Mauna Kea Beach Hotel on the island of Hawaii, described by many travel experts as the finest resort hotel in the world, has joined the WIH family as of February 1.

The 310-room hotel was purchased by Western International's parent company, UAL, Inc., for \$51.5 million. Included is an 18-hole Robert Trent Jones championship golf course and approximately 100 acres of prime land adjacent to the golf course and the hotel.

The property was purchased from Laurance S. Rockefeller of New York, owner-developer of the Hawaii resort which had been managed by Rockresorts, Inc.

The Mauna Kea Beach Hotel in its secluded island paradise amidst coconut palms, lush gardens and flowering courtyards, overlooks a beautiful, sparkling bay fronted by a broad expanse of private white-sand beach.

Each guestroom has its own private lanai open to sea or mountain views. All have refrigerators and either built-in or portable bars. Room decor is elegantly subtle with original paintings and framed seashell collections accenting white walls.

Original Art

Original art pieces abound at the Mauna Kea Beach Hotel. Displayed throughout the property is a collection of some 1,000 Asian and Pacific art objects that ranges from a seventh-century Buddha to contemporary batik tapestries.

In fact, the hotel's specialty dining room, which features a superb continental menu and seats 180, is named The Batik. And the adjoining Batik Bar is decorated with original batiks from Ceylon.

Other dining areas include the Dining Pavilion and the Garden Pavilion—both with three-level seating for unobstructed viewing of the bay—and the Cafe Terrace also with a bay view setting and serving one of the finest buffet luncheons to be found anywhere.

For more casual dining there is the Hau Tree Terrace located near the beach and the 19th Hole restaurant located adjacent to the golf course.

Every Tuesday evening the Mauna Kea Beach Resort features an authentic luau feast, complete with Hawaiian entertainment, in an outdoor garden setting facing the bay known as North Pointe Luau Park.

Recreation

In addition to its championship golf course, the Mauna Kea Beach Hotel offers nine tennis courts, a fresh water swimming pool, volleyball, shuffleboard, badminton, croquet, fishing charters,



horseback riding, hunting and a 57-foot catamaran for the use of scuba and snorkel divers. Each evening, the catamaran is used to transport guests on moonlight cruises.

Sauna and massage facilities are also available to guests.

Meeting and function rooms include an auditorium, seating 180 persons for meetings and 140 for banquets, and the Game Room which may be used for private functions for up to 40 persons.

Shops include a gift boutique, a women's casual and beachwear shop, a men's wear shop, and a sundries store known as the Plumeria named after the Hawaiian flower which has become the hotel's symbol.

Commenting on the hotel's purchase, Edward E. Carlson, UAL chairman and chief executive officer said, "Purchase of the Mauna Kea strengthens UAL, Inc.'s identity with the Hawaiian Islands."

Speaking for WIH, Harry Mullikin said that no changes are planned in the management philosophy of the Mauna Kea Beach Hotel adding that Robert H. Butterfield, long-time general manager of the hotel, has agreed to continue serving in that position with Western International.

Open lobbies and terraces are typical of the Mauna Kea Beach Hotel's happy blending of informality and elegance.

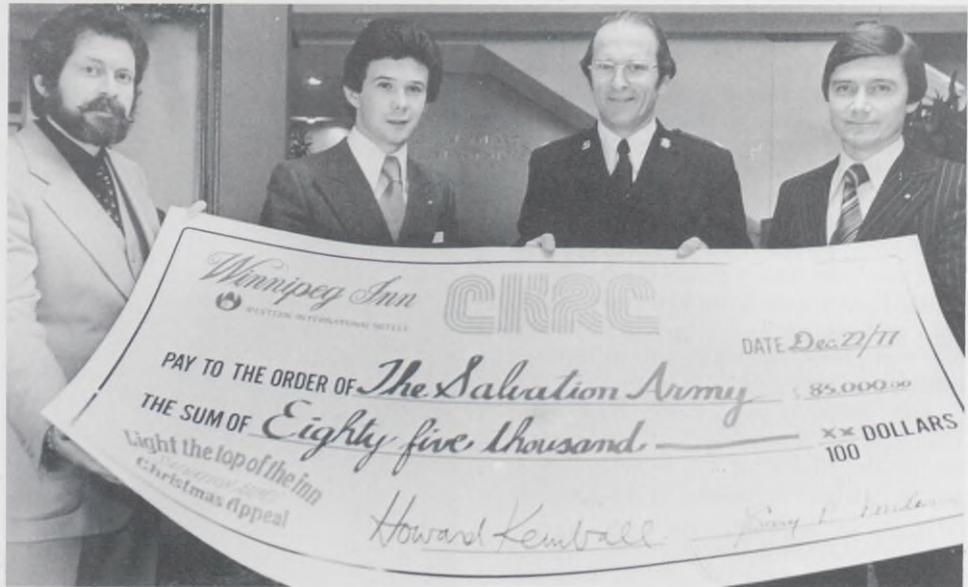


Robert H. Butterfield, Mauna Kea Beach Hotel general manager.

photo news

Big check

Winnipeg - Throughout the holiday season, members of the WINNIPEG INN staff manned Salvation Army kettles as part of a fund raising promotion involving the hotel and radio station CKRC. With each \$6,000 brought in, the Winnipeg Inn lit up windows to ultimately shape a building-high Christmas tree facing one of Winnipeg's main thoroughfares. A blow-up of the check for \$85,000 raised by the promotion was presented to Major Hugh Tilley of the Salvation Army (second from right) by (from left) Gary Miles of station CKRC, David Shackleton Winnipeg Inn director of sales, and, (far right) General Manager Howard Kemball.



Pizza party

Tulsa - An appreciation pizza and beer party was hosted recently by the WILLIAMS PLAZA staff for the "#1 crew of the #1 hotel," the on-site construction workers. The get-together was held in the area of Montague's, the proposed specialty restaurant of the Williams Plaza. Hotel members pictured include Sales Manager Max Dayton (second from left), General Manager Louis Martinelli and Executive Assistant Manager Rick Layton (fourth and fifth from left), and Sales Manager John Nethercutt (fourth from right).



Guest rivals

Houston - Guests of both the HOUSTON OAKS and GALLERIA PLAZA hotels almost had to choose sides for the year-ending Bluebonnet Bowl game in that city. Housed at the Houston Oaks was the Texas Aggie Boosters Club while

the Galleria Plaza, just at the other end of the Galleria Mall, was home base for the winning USC team. Flanking Aggie Club President Gus Mijales in the left photo is Lee Jenks, managing director of both hotels (left), and Houston Oaks General Manager Stan Soroka. At right, it's Coach John Robinson of the USC team who is flanked by Jenks and manager of the Galleria Plaza Jim Mogush (right).



A proud and happy moment for Joe Ballauer (right) is shared by Harry Mullikin—and an audience of Management Conference attendees—during the Thurston-Dupar Award Luncheon ceremony.

'Involvement' is key to Joe Ballauer's Thurston-Dupar Award win

If one were to characterize a single quality demonstrated by this year's winner, it would be 'involvement.'

With that statement for starters, President and Chief Executive Officer Harry Mullikin ticked off the many "involvement" specifics that qualified Continental Plaza Bell Attendant Joe Ballauer as the 20th annual Thurston-Dupar Inspirational Award champion in the company-wide competition.

The occasion was the traditional Awards Luncheon held at the Los Angeles Bonaventure in mid-January in conjunction with the Annual Management Conference.

Ballauer's qualifications, as related by Mullikin, had been researched and submitted by the Continental Plaza's Thurston-Dupar Award nominating committee—a six-member group comprised of Ballauer's fellow hotel employees.

Good Impression

Guest involvement led the list of the winning candidate's many attributes.

"Our winner," Mullikin noted, "is a firm believer in the principle that we have but one chance to make a good first impression on a guest. He always makes time for a special welcome, to inquire as to special guest needs, to check the guest room for any discrepancies, to offer information and to willingly and promptly handle any special requests."

Similar attitudes of concern and involvement are characteristics of Ballauer's relationships with his fellow employees according to the nominating committee report. That has been demonstrated in his many instances of assistance and counsel to fellow employees. He sets an example for others who seek the same level of professionalism and job satisfaction.

Particularly emphasized was Ballauer's community contributions of self and time as another major involvement area.

In visitations to prisons and rehabilitation centers, Ballauer has brought a message of hope and faith based on a personal triumph over a debilitating illness. Additionally, he has devoted his efforts to the welfare of mentally retarded youngsters, bringing meager resources but deep commitment to improving their situation and brightening their days.

A 'Winner'

Mullikin summed up Ballauer's qualifying characteristics for this most coveted of WIH employee awards in words his fellow Continental Plaza staff members would wholeheartedly agree with.

"Our nominee has the respect of guests, management and fellow staffers. He is an inspiration to so many who look to him as a friend, an example, a winner," said Mullikin.

For his win, Ballauer was presented with a personal Thurston-Dupar Award plaque, a two-week all-expense-paid vacation (in addition to his regular vacation), to the WIH hotel of his choice in the United States, Canada or Mexico, and a cash prize.

His name was also inscribed on the company Thurston-Dupar Award plaque which is kept on permanent display at the corporate offices.

Conference emphasizes ROI theme.

Return on Investment . . . That theme was first introduced as a company objective at last year's Marketing Conference. It was the focus of the subsequent F&B Conference. And Return on Investment (ROI) was again spotlighted at the 1978 Management Conference held at the Los Angeles Bonaventure on January 8-12.

In his conference opening remarks, Executive Vice President John Calvert defined the Return on Investment concept as it applied to Western International and previewed the "tools" managers would acquire during conference proceedings to meet ROI goals.

These "tools" formed the basis of the general and group discussion sessions that followed.

The conference began with an in-depth study of Return on Investment concepts in sessions presented by Senior Vice President and Treasurer Bob Jenks.

In other sessions, such topics as delegation of authority, marketing, energy management, and property and casualty insurance coverages were discussed in particular relation to their application to ROI goals.

Executive Vice President C.R. Lindquist, in his conference address elaborated on an essential ingredient basic to a successful ROI achievement plan. He called it, "Painstaking attention to detail."

Lindquist said, "I don't know of any business in which details are more important than ours. The degree to which we

pay attention to details will be the measure of our success in the years to come."

Among conference highlights was a trade and industry reception and luncheon attended by some 250 guests representing the Los Angeles business community. Another was the annual Thurston-Dupar Award presentation luncheon honoring company-wide winner Joe Ballauer, Continental Plaza bell attendant. (see story page 5)

And, on the evening before the final day's session, the international group was hosted by the Century Plaza at a reception and dinner at that across-town hotel.

Among the over 100 Conference attendees were hotel management people from throughout our Western International world, as well as Seattle corporate office executives.

Conference chairman was the Peachtree Plaza's general manager Larry May, assisted by the Los Angeles Bonaventure's resident manager Mike Kalyk as conference vice-chairman.

Specially acknowledged for his contributions to the success of the conference was Los Angeles Bonaventure's vice president and managing director, Bill Quinn.



At the conference trade and industry luncheon, Los Angeles councilman Gilbert Lindsay (right) presented Harry Mullikin with a certificate of appreciation in recognition of Western International's, and the Los Angeles Bonaventure's, contributions to the revitalization of the city's downtown core.

During the Senior Officer's Panel session, Harry Mullikin (at microphone) served as moderator, directing questions from the floor to panel officers (from left): Joe Callihan, Joe Mogush, Bob Lindquist, Bruce McKibbin, Bob Jenks, J. William Keithan and John Calvert.



Safety Award kudos to Continental Plaza

Safety pays. In hard cash!

That's what employees of the Continental Plaza found out. Their hotel was this year's winner of WIH's Annual Safety Award. And the hotel's Employees Council was the recipient of the \$500 award prize.

Announcement of the Continental Plaza's capture of the safety award was made during the mid-January Management Conference at the Los Angeles Bonaventure.

According to Corporate Insurance Manager Al Vettori, the award, in the form of a plaque and \$500 to be used on behalf of the hotel employees, is given yearly to the hotel which has achieved the most significant progress in improving its safety record throughout the year.

The program, instituted last year with the St. Francis as first recipient, was designed to create a greater safety awareness and reduce job accident injuries among hotel employees.

In his comments on the award program, Vettori noted that the program's concept was particularly applicable to the conference theme: "Return on Investment."

Said Vettori, "Return on investment applies to any function of business since any reduction of profit affects the return on investment. So safety, or loss control, is



Continental Plaza General Manager Jack Gaines (left) accepts the Safety Award plaque on behalf of the hotel from President and Chief Executive Officer Harry Mullikin (third from left). Also participating in the ceremony are: Continental Plaza Executive Assistant Manager Tom Heder (second from left), and Corporate Insurance Manager Al Vettori (right).

an essential ingredient in maximizing return on investment."

A permanent plaque, memorializing

the winning of the first safety award by the St. Francis, was presented to St. Francis General Manager Bob Wilhelm.

Mullikin's address sets stage for discussion priorities

We must keep in mind that first and foremost, as our most important priority . . . the quality of our product, our services and our attention to the guest, comes first."

These words were given a special emphasis by President and Chief Executive Officer Harry Mullikin during his remarks opening the Annual Management Conference at the Los Angeles Bonaventure.

Mullikin had preceded this statement by commenting on the various priority topics that would occupy the attention of the attendees during the five days of general and discussion group sessions that followed.

A greater portion of the conference was dedicated to its major focus and selected theme—Return on Investment.

Commenting on that priority topic, Mullikin said, "This is an extremely important subject, because without proper return on the dollars invested in our prop-

erties we will not be able to make investments in new properties. So both our quality and our growth would suffer."

Mullikin noted that 1977 was the "best year ever in the forty-seven-year history of our company." Looking to 1978, Mullikin referred to the 1978 Profit Plan which forecasts that WIH will exceed 1977 in "normal earnings." He then elaborated upon certain "rigid priorities" that must be established to attain the goal. High among them—increasing sales without incurring additional labor costs. (In line with this, some new concepts toward a more aggressive and responsive marketing approach was the primary subject of Marketing Division discussion group sessions.)

Noting the increase of resort destinations to our company's property roster—The Arizona Biltmore, Mauna Kea Beach Hotel, Camino Real resort hotels, etc.,—Mullikin proposed a rephrasing of

our long-held goal statement which reads, "To manage quality hotels in major cities throughout the world."

While the statement still holds true, because of the addition of this new resort dimension to the company, Mullikin suggested that our statement of purpose would better be rephrased to read: "To operate outstanding quality hotels and resorts in primary travel destinations."

"We (WIH) will never be the largest, but we must be the best," Mullikin said as he neared his address conclusion. He added, "We must challenge ourselves to be equal to the position we are fortunate enough to hold."

Then, repeating a basic theme of his talk and basic to the company's operational success, Mullikin again reminded his audience, "Our highest and most important priority has to be our attention to our guests. Because if we do not satisfy our guests, we will have no hotels or company to manage."



Harry Mullikin (left) presents Dan McClaskey with his Carlson-Himmelman Achievement Award trophy—a clear lucite cube containing an inscribed brass plate. On the wall is the permanent Carlson-Himmelman Award plaque.

McClaskey receives Carlson-Himmelman Award honor

Vice President Dan McClaskey was named recipient of Western International's newest recognition award—the Carlson-Himmelman Achievement Award—during the course of the opening day activities of the recent Management Conference.

The announcement of McClaskey's award recognition to conference attendees was made by President and Chief Executive Officer Harry Mullikin.

In his remarks, Mullikin said McClaskey's award was, "... in recognition of his accomplishments as a project officer responsible for the Peachtree Plaza, the Los Angeles Bonaventure and Detroit Plaza.

"When we recognize Dan," Mullikin noted, "we are in actuality acknowledging all the people within Western International who contributed to the design, construction, opening and organization of the three largest hotel properties in our company."

As award recipient, McClaskey was presented with a month's trip to visit the great hotels around the world for himself and his wife.

The Carlson-Himmelman Award, established last year with Senior Vice-President Joe Mogush as first recipient, is presented in recognition of the ultimate in achievement and service to the company.

It is named in recognition of the two men—Edward E. Carlson and Lynn P. Himmelman—who led WIH's "second generation" from a small, regional hotel management company to a company of international significance.



C.R. Puerto Vallarta rated Mexico's top hotel

The Camino Real Puerto Vallarta was rated Mexico's Hotel of the Year, by the Mexico Hotel & Motel Association during the group's annual convention held recently in Jaurez.

Several reasons were given by the association for selecting the 250-room resort property as "most outstanding in the country". Among them:

- While it has been open for seven years, the hotel is as new and fresh-looking as the day the first guest registered. In keeping with the times, it has renovated its specialty restaurants, installed a lobby bar and made several other improvements.
- The hotel places strong emphasis on personnel development. A number of its former members, for instance, now hold top management positions in other Camino Real hotels in Mexico.
- Spurred by General Manager Emilio Calderon, the hotel has been very successful in bettering community relations.

One major effort is a program of free monthly concerts for the residents of Puerto Vallarta.

Commenting on this program Calderon said, "I'm particularly proud of these concerts. When I arrived in Puerto Vallarta I found that the hotels had little to do with the rest of the town.

"Music seemed to be the way to bring visitors and residents together. After all, with music there is no language barrier. The program has been very successful—we're a part of Puerto Vallarta now."

Calderon stressed, however, that guests are the most important people that come through the hotel's doors.

"From the moment a guest arrives, our intent is to make him want to come back again," Calderon said. He noted that the Camino Real does do a large percentage of repeat business. "We really do feel this a rather special place," he said.

Coffee break hosts

Tokyo - The first Japan Congress of International Travel, held at the TOKYO PRINCE in late November, was attended by almost 1,000 delegates from throughout the world. One of the afternoon coffee breaks during the three-day session was sponsored by Western International Hotels and hosted by (from left): Akio Hirao, WIH director of promotion-Far East; Ted Osako, vice president marketing, Prince Hotels; Bob Chamberlin, WIH director of regional sales and reservations; Albert Hee, director of marketing, Philippine Plaza; John Courtwright, vice president of United Airlines for Pacific; Rudy Choy, assistant to president, WIH; Roy Mizuno, manager of United Airlines in Japan.



Chocolate ships

Johannesburg - The elegant Three Ships restaurant of the CARLTON was recently selected to host a gourmet dinner for Amities Gastronomiques Internationales, an international society for lovers of good food and wine. Even the most sophisticated members of the group offered their highest praises for every aspect of the presentation. Among the event presentations were these carved chocolate ships, the creations of Pastry Chef Urs Lang (second from left) to highlight the dessert course. Among the hotel's F&B members taking bows for the success of the dining extravaganza, (from left): Marc Gavril, director of F&B; Urs Lang; Wolfgang Leyrer, executive chef; and Rene Steinmann, manager of the Three Ships restaurant.



20th anniversary

Acapulco - The 20th anniversary celebrating the opening of LAS BRISAS featured a gala party for hotel employees and their families. Honored guests were the nine employees who have been with the hotel since opening day—seven of which are pictured here with hotel executives General Manager Willi Dietz (third from left), Executive Assistant Manager Oscar Cruces (sixth from left), and Personnel Manager Agustin Gonzalez (far right). The seven 20-year veterans—who were presented with wrist watches—are (from left): Jesus Guerrero, Clara Ma. Salazar, Modesta Rivera, Ma. de Jesus Pacheco, Felix Salgado, Silvio Montes de Oca, and Miguel Diaz.



people

Employee's trek leads to 'shadow' of Mt. Everest

When Sheri Fike decides to take a hike, she is very likely to consult a world globe as her planning map.

Sheri, a draftsman with Western Service & Supply, has been a serious hiking enthusiast since her high school days when she joined a local hiking club—the Seattle Mountaineers. Over the years she has trekked most of the mountain trails of the Pacific Northwest. She has also hiked some of the more popular mountain trails of northern and central Europe and in Japan.

But it was the trek she took last autumn that Sheri rates as her most exciting hiking experience to date.

It began in mid-October, when Sheri and 14 other Seattle Mountaineer members flew to the tiny central Asian kingdom of Nepal. Their object was to trek the foothill ranges that would lead them to the shadow of the world's highest mountain and the crowning peak of the mighty Himalayas—Mt. Everest.

The "walking-off" point for Sheri and her fellow hikers was the town of Lamosangu, a three-hour bus ride from Nepal's capital city of Kathmandu.

Sherpa Guides

The group was accompanied by eight Sherpa guides—each guide assigned two hikers. While the hikers backpacked personal belongings, the guides hired porters to take other equipment and were responsible for setting up camp, cooking the meals and looking after hiker needs.

During the 25-day trek, the group traveled over 200 miles. They followed age-old trading route trails that led them over high mountain ridges and deep river valleys, through small villages and farming communities, past Buddhist temples and isolated shrines, and along grassy mountain slopes where herdsmen grazed their yaks.

Trail's end was the summit (18,192 ft.) of Kala Pattar Peak, where, says Sheri, "... The view of Everest and the surrounding peaks of the Himalaya range was absolutely spectacular!"

The long hike was conducted at a reasonably leisure pace—averaging about 10 miles a day—allowing hikers to pursue such personal interests as bird watching, photography and temple visiting.

Learning what she could of the culture of the various ethnic groups that inhabited the area, and the Sherpa language, were among Sheri's prime interests. She was tutored by her English-speaking Sherpa guide who delighted in her interest in his people, culture and his language.

Unique Opportunity

Says Sheri, "It was a unique opportunity to learn about another culture. They are an agrarian people and lead very simple lives tending their crops or grazing their Yak herds. For the most part, everyone we encountered was very open and friendly and they loved to visit and poke around when we set up camp.

"I don't know when or where my next major trek will take me," Sheri continued, "but I do know I want to return to Nepal within the next four or five years."

Smiling brightly, she added, "Did you know there really is a place in the Himalayas named Shangri-La? On the maps, however, it's spelled Changri-la."

Her smile broadened as she mused, "Maybe next time . . ."

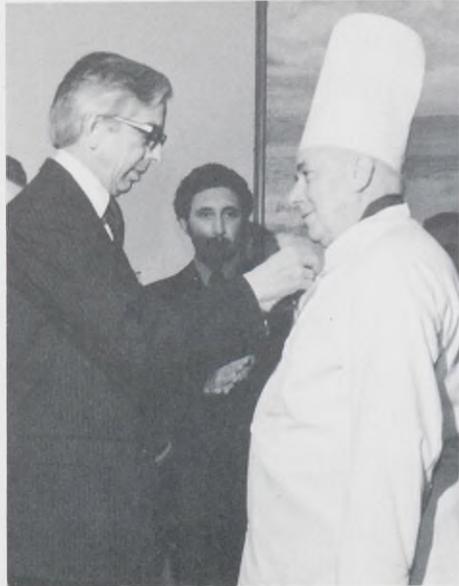


At Kala Pattar peak. Sheri Fike (left) with Nima Yonje, daughter of Sheri's Sherpa guide who accompanied the trekkers.



Seattle - The OLYMPIC's most recent "crop" of wine experts completing the F&B Division's Wine Education Course pose for their graduation picture with the hotel's general manager, Frank Finneran,

(far right). Graduates (from left, standing): Joe Pascual, Denny Fitzpatrick, Bart Sanchez, Gerard O'Neill, Lee Evans and Finneran. (Seated from left): Mike Fallon, Fez Qureshi and Mark Reed.

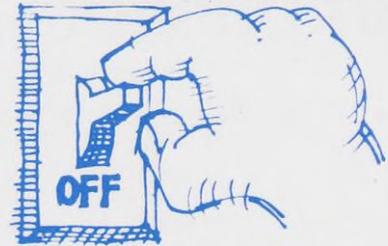
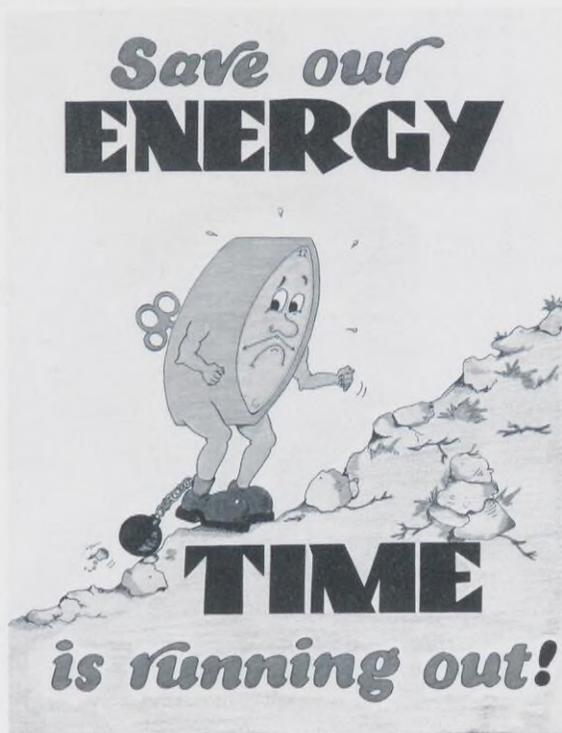


Washington D.C. - Executive Chef Bernard Binon (right) of the Mayflower was recently honored by the French government. He was named an Officer Du Merit Agricole and presented with a medal commemorating the occasion by French Ambassador Francois de Laboulaye (left) during a dinner at the hotel. Binon, widely known in Washington culinary circles, was cited for his expertise in the culinary arts and his enhancement of French cooking in the United States. With his honor, the chef also automatically became a member of the prestigious French Amicale Culinaire.



Vancouver - At a going-away party for General Manager Arthur Oades, who has transferred in that same position to the Calgary Inn, Bayshore Inn employees presented Oades and wife, Gay, with a most memorable departing gift—a Shetland pony with accompanying use instructions, "... for traveling purposes to Calgary."

Third prize winning entry in the recent WIH Employee Conservation Poster contest submitted by Jordan Straker of the Bayshore Inn.



**energy = money
savings = savings**

Fireplace Facts

Nothing beats a roaring fire in the fireplace to heat up your home—right? Wrong!

Sad to say, but all that cozy cheer can be a big energy waster.

The loss of heat starts as soon as the flue-damper is open and the fire is started which causes heated room air to rise rapidly up the chimney. As the fire builds to a pleasant roar it burns up more and more room air, creating a vacuum within the home. This causes the warm air going up the chimney to be replaced with colder air drawn in from outside through every imaginable opening.

In fact the colder it gets outside, the less efficient your fireplace becomes.

Fireplaces do generate some heat, but considerably less than they waste. Alabama's Auburn University has found that using a fireplace each night can raise a monthly heating bill up to 20 percent higher.

Your greatest heat loss, however, is during the period when your fire is burning down. The fireplace is no longer producing any heat, and since your flue-damper must remain open you will still be losing heated air and drawing in colder air. (Remember to always keep your fireplace damper closed when not in use.)

Fireplaces with glass doors form a barrier against the loss of air leaking up your chimney. They also cause your wood to burn longer.

The ideal fireplace is one that has an air-tight glass cover which lets in controlled amounts of room air for combustion and one that also has furnace-type heat exchangers for delivering heat into a room or rooms.

Be wary of devices that claim to improve fireplace efficiency. Some do. But many fireplaces are so inefficient to begin with that any improvement will likely be marginal.

One bright spot. Fireplaces are a handy backup heating source in case of a power cutoff.

WHAT'S NEW - For toll-free world-wide WIH reservations throughout Canada, a new toll-free 800 number to dial—800-268-8383. This is in addition to the present 800-261-8383 number which will continue to be used during a transition period until June 1979 . . . For the employees of the Detroit Plaza, their own in-hotel news publication, TALL STORIES. Ditto for the employees of the Space Needle, AS THE NEEDLE TURNS (actually a revival of their former employee publication with its familiar format but with a new name). . . . For Western Service & Supply Company—also known as Weservco—the debut of a monthly information bulletin directed to “our customers, the WIH hotels.” Edited by Project Administrator-Operating Hotels Dave Rarig, the publication name, WAYS!, is an acronym for “Western at Your Service”—the inspiration of WS&S administrative assistant Nancy Newman . . . For the corporate insurance department a new face, Doug Blair as assistant to corporate insurance manager, Al Vettori.

* * *

WILD EATING - It was a real wild buffet dinner—literally—that was served to attendees of the recent F&B Conference at the Bayshore Inn for the group's “fun night” festivity. The mostly meat dish selections included reindeer, mountain goat, moose, caribou and wild-boar—all tastily prepared by the hotel's executive chef Xavier Hetzman. An avid big game hunter, Hetzman was also credited with bagging most of the gamey critters during his various safaris into the Canadian wilds.

* * *

EXIT SMILING - The following was excerpted from a recent MOTEL TOPICS newsletter. Very obviously the message applies to our hotel operations:

“For years, producers of musical shows have had one criterion of the success of their productions. When they can send the audience out of the theater whistling or humming the popular or theme song of the piece they know the show has registered.

“Similarly, when a motel can send its departing guests away from the desk or cashier's window with a smile, it is a certainty that that motel has likewise registered.

“Too often, checking-out guests are hurried through the process as though it were a disagreeable duty; the clerk or cashier appears anxious to get the transaction over with and off his or her hands. When this manner is radiated from the motel side of the desk it is usually because the repetitive act of taking people's money has become so routine that the performance is now mechanical. The guest is little concerned with causes, but he is concerned with the effects.

“The food, rest and other services the guest pays for when he checks out are all ‘dead horses’ to him. And so, his last recollection of the motel is that of leaving behind some money and taking nothing of intrinsic value away with him.

“Send them away smiling and they will return as repeat guests.”

* * *

INN-DINGS - A fond WIH farewell to Willis Camp who retired as regional director of sales for the Chicago office on January 31. Willis' fifteen-plus year's of service with WIH began in 1962 as assistant to then WIH president, Edward E. Carlson, assigned to work on special corporate projects. In 1964 he was named director of advertising and public relations for the company. The move to Chicago, and to his most recent position as regional director, was made in 1972 . . . Ditto for Lydia Meese on her retirement from the Winnipeg Inn as executive housekeeper on January 20. Lydia, who has been keeping neat 'n orderly houses for WIH since 1964, joined the company as the Calgary Inn's executive housekeeper. Subsequently, she served as executive housekeeper with both the St. Francis and Olympic hotels before moving back to Canada and to the Winnipeg Inn just prior to the hotel's opening in 1970.

* * *



Front! correspondent for WIH Financial Services Division is Bob Graves. Call Bob on extension 5175 and give him your input for Front! (All other WIH people: Submit Front! items to your local correspondent listed below.)

Alameda, **Gina De Zalc**. Bayshore Inn, **Joy Metcalfe**. The Arizona Biltmore, **Ann Kalman**. Benson, **Debbie Spellacy**. Bonaventure, **Antoine Khoury**. Calgary Inn, **Gail Montgomery**. Camino Real, Cancun, **Mary Clare Wisner**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Rodolfo Negrete**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Rosa Mendez**. Camino Real, Saltillo, **Roberto Flores**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Enrique Meyer**. Carlton House, **Cynthia Sambrock**. Carlton, **Laura Davis**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Detroit Plaza, **Ken Thomas Kitchin**. Edmonton Plaza, **Gail Montgomery**. Galleria Plaza, **Bonny Miller**. Hotel Ssandinavia, Copenhagen, **Dorthe Thing**. Hotel Sscandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Bonny Miller**. Los Angeles Bonaventure, **Bill Buffington**. Ilikai, **Valery Satin**. Las Brisas, **Derek Gore**. Mayflower, **Carol Barnes**. Michigan Inn, **Maris Brenner**. Miyako, S.F., **Hiro Tanaka**. Olympic, **Sue Brush**. Peachtree Plaza, **Carolyn Bryson**. Philippine Plaza, **Chiqui Ang**. Prince Hotels, **Vickie Llantada**. South Coast Plaza, **Pat Milnor**. St. Francis, **John Hendrie**. Shangri-La, **Yap Cheng Tong**. Space Needle, **Travor Kendall**. The Plaza, **Gina Henry**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Eileen Warren**. Camino Real, Guatemala, **Evangelina Amezaquita**. WIH Reservations Center, **Denise Nilus**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WS&S, **Nancy Newman**.