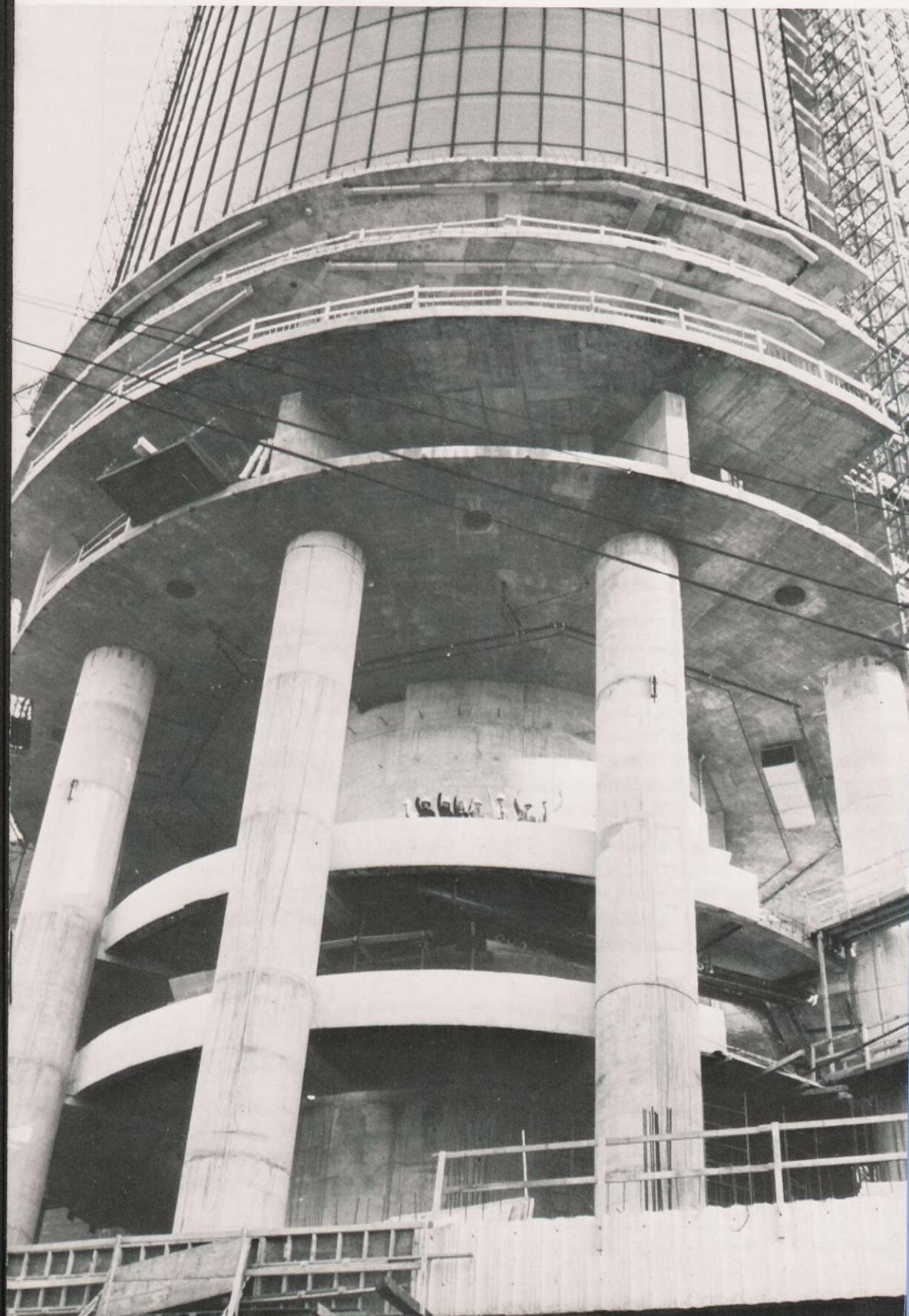


Front!



APRIL 1975

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



**new columns
rising in the
Old South ...**

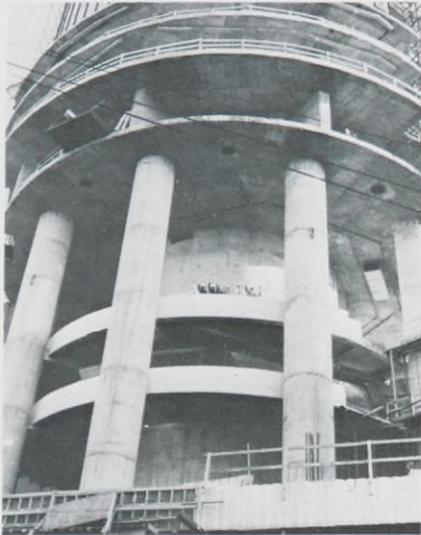
Front!

A monthly publication by and
for employees of
Western International Hotels

GABE FONSECA Editor
PAT CAREY Associate Editor
2000 Fifth Avenue, Seattle, WA. 98121

LITHO IN U.S.A.

OUR COVER



The Peachtree Plaza's column supports may be reminiscent of Atlanta's 18th-century "southern mansion" school of architecture, but its total design is definitely 21st-century modern.

The cylindrical 70-story hotel — the world's tallest — is well on its way towards dominating the skyline of the "new" Atlanta and its scheduled opening in January 1976.

A recent tour of the construction site shows hotel staff members waving from one of several planned lobby bridges which will overlook a half-acre lake located at the base of the seven-story lobby atrium.



Executive Offices Report

Last month, in this column, we focused on one of the real keys underlying our company's success.

Briefly stated, it was an ability to meet challenges with a positive attitude.

Recently, we again had the opportunity to demonstrate this positive approach philosophy in meeting a very challenging situation — and with most gratifying results.

That situation involved a half-dozen U.S. and Canadian properties who had been experiencing some occupancy problems. These were problems largely caused by local and regional economic conditions.

To best assess the situation, management teams from each of the properties gathered in Seattle for a "brainstorming" session analysis. Sitting in with the general managers and directors of sales, and offering their input experiences were WIH Marketing Division members, area vice presidents and other corporate officers.

From the many exciting ideas the day's session generated, plus corrective actions previously considered or taken, positive plans for aggressively meeting the various challenges were developed. Some of these could be immediately implemented.

The "brainstorming session" concept is not unique, of course. But, as so well demonstrated by each participant at the Seattle session in meeting the challenges that were presented, it takes a positive attitude approach to assure successful results.

LYNN P. HIMMELMAN
Chairman

HARRY MULLIKIN
President

Westron on line . . .

As of March 24, WIH reservations processed at all U.S. and Canadian properties have been speeding on their electronic way via Westron.

Westron is the new WIH reservations communications network that has replaced Hoteletron. The new system, as provided through United Airlines facilities from their Computer Center operations in Denver, has opened up many exciting capabilities for better servicing our guests.

Among them is the "instant recall" availability of hotel data from the system's computer storehouse.

With this capability, any reservations agent can instantly provide a caller with almost everything they want to know about a particular hotel — and weren't afraid to ask! (That is, of course, if the particular information requested has been previously programmed into the computer system.) Such computer storehouse data may include everything from a complete breakdown of room rates and guest room descriptions to an update on entertainment room acts.

Reservations processing is done on an electronic keyboard equipped with

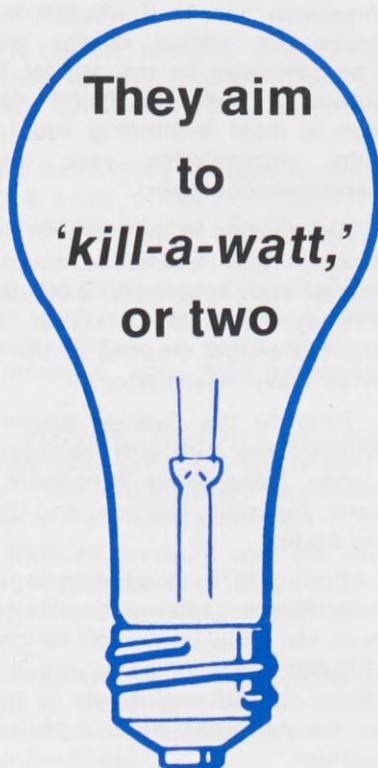
a viewing screen that projects everything that is being transmitted.

Prior to conversion to Westron, selected "coordinator" reservations people from the North American prop-

erties attended five-day training classes at the Denver Center. These coordinators, were in turn, responsible for the training of their hotel's reservations staff.



ONE OF THE FOUR reservations coordinator groups that attended the Westron training classes in Denver earlier this year. From left are Marie Toussaint and Lourdes Abascal of WIH de Mexico reservations offices; Don Gaylord, a United Airlines Computer Center instructor; Claire Hodge, Hotel Toronto; Doyle Aird, Toronto Regional Sales Office; and Ann Troy, The Plaza. The group is pictured at the reservations department of the Cosmopolitan, host hotel for the trainees.



Think . . . practice . . . energy conservation.

That sums up the basic idea behind an energy conservation awareness campaign now being launched throughout WIH properties and offices.

Effective energy management was one of the top priority objectives stressed at the 1975 Management Conference. President Harry Mullikin reminded attendees that, "All indications are that in 1975, all forms of energy will cost more, and, in some areas, will be in short supply."

To best cope with the energy challenge objective, a WIH Energy Management Committee has since been formed, chaired by Senior Vice President Joe Callihan.

The group will be working with in-hotel energy committees towards an overall goal of reducing fuel consumption and energy operational expenses.

WIH employees will become increasingly aware of Western International's energy conservation campaign through their in-hotel energy committees and through reports in Front!

Meanwhile, the Energy Management Committee members urge all employees to join in the company-wide effort to "kill-a-watt or two" through thinking and practicing energy conservation.

'Mini' conference gains maximum impact.

It was a "first" among WIH properties.

It happened in late January at the Crown Center hotel when 45 key staff people got together for an in-hotel "mini" management conference.

Under the general direction of the hotel's Director of Training, **Sherry Fortenberry**, the two-day session had been designed as an in-depth orientation for the attendees on the WIH company and on their own hotel.

Participating staff members had been selected by the hotel's Vice President and Managing Director, **Jim Durham**. Durham was also responsible for most of the conference presentations. Conducting other presentations were the hotel's Executive Assistant, **Randy Guthrie** and guest speakers **Don McCutcheon**, WIH consultant, and **Gordon Schneider**, director of personnel and education for WIH.

Session topics ranged from a review of the WIH service division activities to statements of corporate goals and objectives. These were followed by discussions of the Crown Center's specific goals and objectives and how they related to the corporate activity.

The first day's session focused largely on the "big picture" overview of corporate structure and operating philosophy.

Highlights of the 1975 Managers Conference, held two weeks earlier at



SHERRY FORTENBERRY assists with conference hand-outs.

the Continental Plaza, were reviewed.

The second day focused mainly on the "local picture." Highlighted was a review of organizational structure specifics of the Crown Center hotel, department staff relationships, and career development.

An internal objective of the conference was to stimulate an open dialogue among members of the hotel's management team.

The success of this objective was very evident. Questions and open expression from attendees was encouraged — and received — throughout the conference. Further, a stimulating in-depth question and answer session, reviewing the entire agenda, was held just prior to conference completion.

Reaction among participants strongly indicated that the conference had been a most valuable and enlightening experience. Several attendees, in fact, expressed the opinion that similar conferences be repeated on a regular basis.

Mr. Mullikin goes to Washington, and . . .

President Harry Mullikin is maintaining a busy schedule of speaking engagements and conferences, both with Western International Hotels and as president of the American Hotel and Motel Association.

The round of travel, sandwiched between administrative direction at WIH's Seattle headquarters, began with an auspicious start in January when President Mullikin met at the White House in Washington, D.C., with government leaders.

The White House visit was made with active members of the Industry Advisory Council. William H. Edwards, chairman of the Council, said the session added much stature to the hotel industry.

The group heard presentations by government leaders on the state of the economy and the energy crunch in the United States. Mullikin and other members of the Council also had an opportunity to evaluate President Ford's programs as they relate to the nation's hospitality industry.

Following the White House session, President Ford sent this telegram to Mr. Mullikin, "I have said it will require the full cooperation of all the American people if we are to overcome our critical energy problem. The response to my appeal by the American Hotel & Motel Association is most heartening and I gratefully acknowledge your generous resolution of support."

As reported in the latest Front!, Mr. Mullikin also addressed about 2,000 travel and hospitality executives in Sydney, Australia, on March 18, during the annual meeting of the Pacific Area Travel Association.

Prior to the Sydney meeting, Mr. Mullikin met with WIH managers from Japan, Hong Kong, Singapore, Thailand, Australia, Canada, and the United States.

During 1975, in addition to his regular Western International Hotels duties, Mr. Mullikin expects to log about 200,000 miles for hotel activities and those related exclusively to business of the American Hotel & Motel Association.

St. FRANCIS-cans

Your hotel correspondent is Charles Conine. Call Charles by dialing extension 114 and give him your input for Front!

(All other WIH people: submit Front! items to your correspondent listed here.)



Anchorage-Westward, **Teresa Garland**. Bayshore Inn, **Barbara Danuke**. Benson, **Nelvia Turner**. Bonaventure, **Leona Dureau**. Camino Real, Mazatlan, **Lupita Galan**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, San Salvador, **Mabel Acosta**. Carlton House,

Susan Nicholson. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Larkin**. Edmonton Plaza, **Berny Wensley**. Hotel Scandinavia, Copenhagen, **Aksel Christiansen**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Martha Sheppard**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Sue Brush**. South Coast Plaza, **Scottie Layer**. St. Francis, **Charles Conine**. Shangri-la, **Gwenda Loong**. Space Needle Restaurant, **John Poquette**. The Plaza, **Janet Luoma**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Maggie Clark**. WIH de Guatemala, **Mary Lina Ruiz-Ciani**. WIH Executive Office, **Dorothy Stauffer**. WIH Credit and Acctg., **Karen Husby**.

MOVE ON THE

DENNIS BAXTER, formerly catering manager at the Antlers Plaza, to director of food & beverage at the Cosmopolitan.

RAYMOND BRUM, formerly sales manager at the Antlers Plaza, to director of sales at the Cosmopolitan.

STEVEN BULLOCK, formerly restaurant manager at the Space Needle Restaurant, to director of F&B at the Anchorage-Westward.

DONALD BERGER, formerly the manager of the General Store at the Anchorage-Westward, to sales manager at the Space Needle.

GRETA FULTON, formerly executive secretary at the Carlton hotel, to executive secretary at the Calgary Inn.

JUAN GERBER, formerly F&B coordinator at the Caleta, to F&B coordinator at the Camino Real, Guadalajara.

GREGORY HANNON, formerly Cafe Plaza manager at the Antlers Plaza, to Grill Room manager at the Cosmopolitan.

JACK HARRISON, formerly director of F&B at the Anchorage-Westward, to director of catering at the Olympic.

MARIE KRISS, formerly director of sales at the Cosmopolitan, to regional sales manager at the Houston Regional Sales Office.

JOSEPH LUJON, formerly at the F&B department of the Antlers Plaza, to the F&B department at the Space Needle.

ROBERT McTAVISH, formerly account executive, sales, at the St. Francis, to sales manager at the South Coast Plaza.

CHERIE OHLSON, formerly personnel division administrative assistant, WIH Executive Offices, to equal employment manager with WIH executive offices.

PUGIT POTTER, formerly assistant restaurant manager at the Space Needle, to Oak Room-Library assistant manager at the Washington Plaza.

MARK SEELYE, formerly with the accounting department at the Antlers Plaza, to the accounting department at the Crown Center.

MAL SEYMOURIAN, formerly regional director of sales at the New York Regional Sales Office, to director of sales at The Plaza.

Friend Ship Store 'open' to employees of U.S. properties

WERNER SIMM, formerly front office manager at the Bayshore Inn, to senior assistant manager at the Calgary Inn.

NEW

SUE BRUSH has been named public relations manager at the Olympic.

DAPHNE IRWIN has been named sales manager, corporate accounts, at the Bayshore Inn.

DEE LOCKWOOD has been named assistant to corporate insurance manager, WIH Executive Offices.

JAMES NELSON has been named sales manager at the Olympic.

PAUL TOMONARI has been named sales manager at the Ilikai.

'Imports and exports' in the international scene

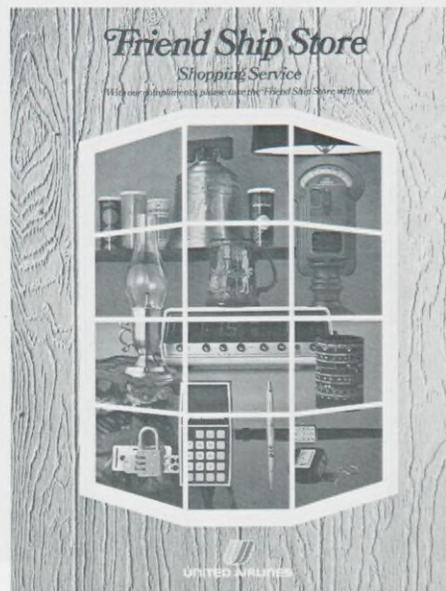
Announced by WIH corporate offices recently are these management re-assignments and one new appointment affecting our international operations.

Larry Magnan, formerly general manager at the Antlers Plaza, has been named general manager of the Shangri-La in Singapore.

Lou Martinelli, who has been Shangri-La general manager for the past three years, returns to the United States and will be assigned to a new position.

Bob Chamberlin, formerly regional director of sales in Europe, has left the London office to assume his new post as regional director of sales with the New York office.

Taking over at the London office as regional director of sales, is **Michael Andrea**, new to WIH and formerly with Utell International.



Arrangements have been made with United Airlines entitling WIH employees of U.S. properties to purchase merchandise listed in United's Friend Ship Store catalog at the same 20 per cent discount offered to United people.

The catalog lists over 120 items from travel bags to electric yogurt makers. (United travelers will recognize the catalog as the same one found in the seat pockets of their planes.)

Copies of the Friend Ship Store catalog are now being distributed to personnel offices of all United States hotels and other U.S. office operations. (The Friend Ship Store service cannot accept orders or ship to destinations outside the United States.)

Merchandise ordering procedure is simple.

After selecting the item wanted from the catalog, complete the order form, total your cost, deduct 20 per cent (excluding handling and shipping charges) and mail a check for the proper amount.

Be sure, however, that you identify yourself as a "Western International Hotels employee" and include the name of your hotel or office on the order blank. Only with this identification will you be allowed to receive the 20 per cent discount.

photo-news



'Daffy' About British Columbia

Vancouver — The BAYSHORE INN's National Sales Manager John Meissner (left) teamed up with "Miss Terrific Pacific," Cally West of Vancouver, in a cross-Canada promotional blitz in February, taking thousands of fresh daffodils to snow-bound Canadians in Toronto, Montreal and Ottawa — reminding them that spring comes early to British Columbia. Luncheons and receptions for key convention planners and travel agents in key market areas were sponsored by the British Columbia Department of Travel Industry.



'Thank You' Luncheon

Kansas City — Kathy Rollheiser, CROWN CENTER sales manager, extends an appreciative "thank you" to over 100 corporate secretaries attending a luncheon in their honor at the hotel. The women, who are responsible for booking corporate travel arrangements for their firms, were invited to become members of the Crown.Center's Corporate Secretaries Club, which entitles them to various privileges and benefits at the hotel.



Meet You at the Corral

Denver — The COSMOPOLITAN really does it up "Western hospitality style" when the annual Stock Show comes to town. The traditional "Corral Bar" is set up in the lobby featuring nightly entertainment in an "Old West" atmosphere. As an attention attraction this year, two live steers, in pens, were displayed at the bar entry. On hand to welcome the visiting cattlemen, from left, Merrell Bergin, Arcele Shermeyer, Mike David and Lynn Kelly.



The Subject Was Golf

Honolulu — Welcoming guests to the ILIKAI, headquarters for the 10th Hawaiian Pro-Am Golf Tournament awards banquet are Hawaii's Governor George R. Ariyoshi (left); Bill Hulett (center), general manager of the Ilikai and a gold sponsor of the Hawaiian Open; and Richard J. Ferris, president of United Airlines, the major underwriter of the Open. More than 500 attended the banquet celebration, which climaxed the two-day Pro-Am and kicked off the \$220,000 classic.

What's a United Airlines Red Carpet Room doing without a red carpet?



Entry corridor and lounge area. (United's Red Carpet Room at Seattle's Sea-Tac International Airport.)

At Seattle's Sea-Tac International Airport, United's new Red Carpet Room is drawing a lot of favorable membership comment and doing a booming business in spite of the fact that there is not a single thread of red carpeting in the entire facility!

Credit for this "daring," and very successful, approach to Red Carpet Room decor goes to a talented Western Service & Supply design team who



Red Carpet Room design team . . .
Gail Martin and John Fikkan.

had been assigned to the project. That team included **John Fikkan**, director of design; **Gail Martin**, interior designer; and, supplying his input for the Room's bar facility, **Les Jones**, food facilities planner.

The project developed last year when United decided to relocate their Red Carpet Room from the airport's main terminal to their present North Satellite operations.

Don Stevens, a facility project manager for United, approached WS&S to handle the job. In the agreement that was reached, United would provide the empty space plus a list of facility requisites. The Room's design, decor and project budget would be the responsibility of the assigned design team.

Gail Martin comments on the project challenge:

"We were confronted with two major problems with the room. First, it was an interior room without any outside light source. The old room had two window walls that added a certain interest and dimension. Secondly it was also a somewhat smaller room.

In trying to make the room look as spacious as possible, we decided to work with basically neutral colors. That's when we decided to eliminate the traditional red carpeting on the floors.

To add color, we used splashes of

United's corporate colors — orange, red and blue — as accents throughout."

The two designers dug deeply into their decorator's "bag of tricks" in further creating an illusion of space. This included "extending" the entry corridor by adding a mirrored wall at one end; bronze glass instead of solid wall area partitions; and a circular traffic flow pattern — emphasized by rounded room wall corners — that invites visitors from the reception area into the lounge, bar, TV-viewing section, conference room or other areas.

The Room's decor, though contemporary in style, is softened by a few well-placed oriental pieces and art objects that also add interest.

"The whole effect," says Gail, "is one of inviting warmth, friendly and casual, that appeals to even the most sophisticated traveler."

John Fikkan observes, "The first month after the Room opened, patronage was up over 30%. Undoubtedly much of that increase was due to the greater convenience of the new location."

Smiling, he added, "But I'd also like to think that our efforts had a lot to do with it. We've received a lot of good comment from the Room's staff . . . and, so far, the lack of red carpeting hasn't seemed to upset anybody!"

international

Old Fashioned Barbeque — Gaucho Style

San Salvador — The recently inaugurated "Gaucho Thursday" is an eagerly awaited weekly attraction for guests of the CAMINO REAL, SAN SALVADOR. Cooks and waiters, dressed in Argentine Gaucho costume, stage an outdoor barbeque for a limited number of sign-up guests around the hotel pool, to the accompaniment of Argentine music. The simple menu includes the broiled meat with special sauce, salad, cold beer, and a dessert.



Camino Real Welcomes Royal Couple

Mexico City — Greeted by an enthusiastic crowd of camera-ready hotel guests, Her Majesty Queen Elizabeth II of Great Britain checks into the CAMINO REAL, MEXICO CITY for a two-day stay in late February. An official hotel welcome was extended by hotel Manager Roman Zapata (directly behind the Queen), and Vice President and Managing Director John Berthelot (at her left). Her husband, Prince Philip, walks behind Berthelot. For the occasion, the hotel's Presidential Suite was renamed the "Royal Suite."



The Class of '75

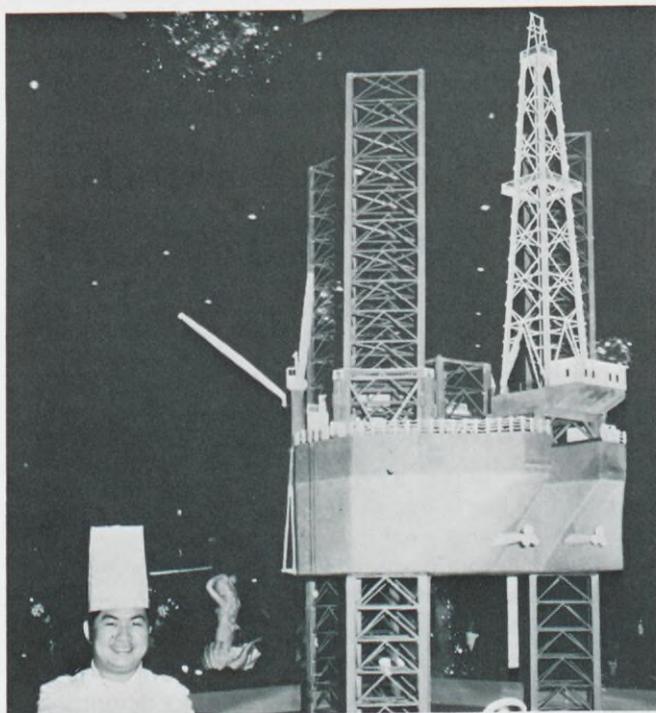
Johannesburg — The "long arm" of American Hotel & Motel Association correspondence course opportunity was recently extended to South Africa to reach a number of CARLTON staffers. The proud "graduates" of their first AH&MA course — which was coordinated by Tony Beart, executive assistant manager and Lynn Kirsch,

director of personnel — are pictured above. Back row from left: Mike Genard, Denis Andrews, George Webster, Tony McDonald, John Kidd, Fernando Fontes, Rolando de Silva, Chris Wright, Tom Feher. Front from left: Aileen Rezek, Claire Genard, Tony Beart (coordinator), Valerie Gamsu, Diana Lindsell, Lynn Kirsch (coordinator).



Tips From An Expert

Copenhagen — Dorthe Thing, public relations director for HOTEL SCANDINAVIA, COPENHAGEN, picks up some technique tips from Russian ice-skating expert, Vladimir Kovalev. The occasion was the gala awards dinner held at the hotel in early February honoring ice-skating stars from throughout Europe who competed in the European Ice-Skating Championships in Copenhagen. Vladimir was awarded a bronze medal in the men's solo event.



Oil — How Sweet It Is!

Singapore — When some 450 convening members of one of the world's largest oil-drilling companies attended their banquet at the SHANGRI-LA's Island Ballroom recently, they were greeted by this awesome centerpiece display. It is a model of the company's newest and largest oil rig, "McClintock," a sugar icing creation by hotel Pastry Chef, Kum Kah Lim. It took Chef Lim three weeks to construct the display piece which was tinted in the actual colors of the real rig.

A hotel is a hotel is an . . . art gallery?



Cartoonist Hetland with section detail of his "Magnificent men . . ." wall mural.

The works of top Scandinavian artists and craftsmen will be among the many delights awaiting the guests of Hotel Scandinavia, Oslo when it opens in late June.

Noted ceramic craftsmen from Denmark, Sweden and Norway have been commissioned to design the ceramic work in the hotel's various restaurants and lounges.

Leading Norwegian textile designers are responsible for the majority of textiles used throughout the hotel.

The six great tapestries decorating various meeting room walls are the creations of two highly talented Norwegian artists.

Perhaps most delightful of all is the work of Norwegian cartoonist Auden Hetland, that sets the spirit-soaring decor theme of the hotel's nightclub.

Hetland, famed throughout Norway as a political cartoonist with a wild sense of humor, was given free reign to show off his imaginative and witty talent in decorating the room.

His theme . . . a hilarious burlesque of "those magnificent men in their flying machines." Cartoon-style characters are depicted flitting above the Norwegian landscape, propelled by balloons and other outlandish contraptions. The theme is carried throughout the room appearing on wall murals, glassware . . . even on rest room signs!

Commented General Manager **T. Peter Blyth**, "Hotel Scandinavia, Oslo, while a world hotel, will be very Norwegian in character. Particularly for our overseas guests, we want to offer the very best impression of Norwegian — and Nordic — arts and crafts."

people



Southfield — Michigan Inn Recreation Director Rosa Adamson practices what she “preaches” to guests who take advantage of the hotel’s fully equipped health club. Additional recreational facilities available to guests include a year-round swimming pool, two tennis courts, a putting green, saunas and a game room.



Cabo San Lucas — Corporate office staffers Shannon O'Reilly (left, WIH executive office receptionist) and Barbara Hunter (right, Western Service & Supply traffic and purchasing coordinator) hooked on to this “little souvenir” while vacationing at the former Western International property. Their proud catch — a 114 lb. striped marlin. (Male chauvinist-type fishermen, take note!)

Reservationist's aquatic acclaim

Put Edmonton Plaza reservationist **Linda Court** into the same swimming pool with Olympic champion Mark Spitz, and she would very likely swim circles around him!



But in all fairness, Linda has undoubtedly had considerably more practice in that sort of aquatic activity.

She is a member of an eight-woman synchronized swim team — all champions in their own right. Earlier this year, her team won gold medal top honors in the Canada Winter Games competition held in Lethbridge, Alberta.

Synchronized swimming — sometimes referred to as “water ballet” — is the performance of patterned underwater routines to musical accompaniment. Linda describes it as “figure skating under water.”

“I think it is the most difficult of all aquatic sports,” she says, “because it requires the endurance of a speed swimmer and the grace of a ballet dancer.”

In achieving her present competitive standards, the sport also required of Linda an endurance of time, dedication and persistence.

She has been competing in the sport for the past eight years and for a few weeks prior to an event, she will up her normal 12 hours a week swimming practice to 30 hours or more a week.

Most of her swim team practice during the work week is done in the morning before reporting to her hotel position. Weekends are taken up with additional swim sessions plus land drill practice of performance routines.

But for Linda, it has all been well worth it. She is now priming herself for the next big competition, The Canadian National, to be held in Quebec City later this spring. The winning teams of that event will go on to Mexico City or Cali, Colombia to compete in an international meet.

Linda has worked as a reservationist at the Edmonton Plaza since its opening last June. She has also had some cross-training at the front desk and continues to work there on occasion. This is her first job experience since leaving school and Linda has taken to it like a duck (or an avid synchronized swimmer) takes to water. She is enthusiastic about her work and would like to continue to pursue a hotel career.

The Thurston-Dupar Award spotlight focuses on . . .



CLAUDE GILLUM, the "people's choice" for the Olympic. Claude, a hotel engineer, was presented with his Award certificate by Olympic General Manager Warren Anderson, who also cites the qualifications for his recognition as listed by the hotel's Award Committee.



DENNIS BAXTER (left), formerly catering manager at the Antlers Plaza and now F&B director for the Cosmopolitan. Former Antlers Plaza General Manager Larry Magnan, does the certificate presentation adding a congratulatory handshake.



Clara Ferko gets 'disconnected'

It was a permanent "disconnect" from hotel telephone department operations for Clara Ferko (right) upon her retirement earlier this year. Clara, a 17-year veteran of WIH, had held the position of director of the telephone department at the Century Plaza. She joined the company in 1958 as chief operator and manager of the telephone department at the Olympic. During the past year and a half, Clara has acted as a consultant on phone installation for the new properties working with the Rooms Division staff at the Seattle offices. Doris Hamilton (left) who has been with the Century Plaza since 1966, replaces Clara as that hotel's telephone department director.



Marina Baquiran gets 'glowing'

Marina Baquiran, waitress at the Miyako's Garden Bar, glows with deserved pride as she is presented with her "Golden Chalice Award" certificate from Garden Bar Manager Clement Kwong. Marina's drink recipe, "Tequila Moon Glow," was selected as the Miyako's entry in the company-wide Original Drink Award contest. Of the 22 hotel winning drink recipes entered in this year's grand prize contest, Marina's was the only one submitted by a woman.



Bryan Whisenant gets 'crowned'

With a "crowning" assist from Vice President Dwight Call, Bryan Whisenant models the hand-knitted ski sweater and cap recently sent to him by the Hotel Scandinavia, Oslo staff. The outfit was awarded him for his prize winning "Scandi-man" entry in the hotel's recent "Name the Viking doll" contest. Bryan is assistant chief steward at the Space Needle Restaurant, and Dwight Call is area vice president for the Hotel Scandinavia, Oslo.

Heder wows moppets

The letter, penciled in a child's handwriting on lined school note paper, read:

"Dear Mr. Heder,

Thank you very much for coming to Portsmouth Middle School, we really enjoyed having you. A lot of things you told us were interesting. Some of us didn't know much about the Benson hotel, but now we do. Some parts of your information was boring, but maybe we just didn't understand it. Thanks for coming, please come again.

Your friend,
Carol Martin"

The letter was one of several written by seventh-grade students recently received by Tom Heder, Benson executive assistant manager. They were "thank you" responses to a hotel presentation that Tom had made to the class.

The Benson is an active member of a Portland's businessman's organization formed for the purpose of better acquainting youth and student groups with the business community, and as a career direction aid.

Hotel staff members, including Tom, participate in speaking engagements as assigned through the organization.

Of his seventh-grade class assignment Tom comments, "It was fun and I think the kids enjoyed it, but I am really at my best when I'm addressing a more mature group." He chuckled as he added, "Maybe that's why I got that 'boring' rating on some parts of my talk."

Tom can, however, take heart in the knowledge that he had made quite an impression with at least one of Carol's classmates.

In another note, a plan-ahead-type little miss had written, ". . . when I get married I will have my honeymoon in your hotel. But since I am so young, I'm going to come and visit, maybe even stay there."

THINK . . . PRACTICE
ENERGY CONSERVATION

HELP
"Kill-a-watt"
OR TWO.

inn basket news line....

MEXICO UPDATE — "Checking out" from our roster of Mexico hotels as of March 31, were the Caleta in Acapulco; Camino Real, Chapala; and the Camino Real, Cabo San Lucas. As of April 1, our hotel "who's who" in Mexico lists these nine properties: Acapulco Malibu, Acapulco; Camino Real, Cancun, Yucatan, (opening in June); Camino Real, Guadalajara; Camino Real, Mazatlan; Camino Real, Mexico City; Alameda, Mexico City; Camino Real, Puerto Vallarta; Camino Real, Saltillo; Camino Real, Tampico.

NEVER ON A SUNDAE — Ever wonder about the origin and peculiar spelling of the ice cream sundae? According to one researcher, the popular concoction owes its beginnings to a small group of prohibitionists in Evanston, Illinois, in the 1880's. The group protested the serving of ice cream sodas on Sunday. Their reasoning . . . they declared that the soda water used in making this dish was intoxicating! Amazingly, they won their point, and the "harmful" ice cream soda was banned from sale on Sundays. As a result, the ice cream purveyors simply left out the soda water but kept the syrup, and the sundae was born — with its own unique spelling to memorialize the newest treat of the 19th century. (FOOD SERVICE MARKETING, Feb. 1975)

PARTNERS IN ROOM NIGHTS — Thanks to the effort of United Airlines in-flight service personnel, our bed 'n board biz during 1974 was increased by a healthy 1,113 room nights. For the most part, this figure represents room accommodations sold for that evening to United passengers while en route to a WIH city destination. For the benefiting hotels, this is a real plus business because if there is room space available on the date of the flight, it could remain unsold. Good going partners, keep those confirmations coming!



INNOVATION IS THE KEY — "People who innovate will be the ones to be successful." This is from a senior vice president of a major hotel firm in a recent address to hotel and travel industry students at the University of Massachusetts. Projecting into the future, which he predicted as "one which will see many drastic changes from the conventional ways of doing things," this hotelman advised the students to include in their thinking a realization that there is a great need for innovation. "Those who succeed," he stated, "will be the ones who realize a productivity from new methods and new equipment." (CANADIAN HOTEL & RESTAURANT, December 1974)

NOTES ON THE BULLETIN BOARD — All smiles from WIH'ers R. D. Clouse of the Washington Plaza and E. Yonemura of the Ilikai, both winners in the United Airlines Employees' Credit Union proxy prize drawing. To Clouse went the \$50. fourth prize, and Yonemura came in fifth place for \$25. There were ten prizes in all, totaling \$1,000. . . . Congrats to Steve Maroney, director of sales for the Ilikai, recently elected prexy of the Hawaii Sales Managers' Association. . . . Named "Marketer of the Year" by the Chicago Chapter, American Marketing Association — Edward E. Carlson, chairman of the board and chief executive officer of UAL, Inc.