

Front!



May 1975

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



Velkommen til Oslo
Velkommen til Hotel
Scandinavia!

This photo taken in early April of the Hotel Scandinavia, Oslo, shows the almost completed property rising above the city skyline. The low level foreground structure houses additional guest rooms that open out onto the roof garden area. View from the connecting towers is to the Royal Palace across the street, and beyond to the spectacular Oslo fjord.

executive offices report



While it may not be grabbing the headlines as much as it did a year or so ago, the problems of fuel shortages and rapidly rising energy costs continue to be very much with us.

The consequences will be affecting our lives — both at home and where we work — with an increasing awareness for some time to come.

Earlier this year, a WIH Energy Management Committee was formed to develop an effective energy conservation program for meeting the energy challenges head on. Its principle objective — to reduce energy consumption throughout the company and to achieve zero dollar increase in energy costs.

That committee is now working with the various in-hotel groups towards achieving that objective.

The challenge is not going to be an easy one to meet.

Consider, for instance, that last year our utility consumption costs jumped 34.4% over the previous year. In dollars, it meant an increase of over a million!

Nevertheless, we feel certain our zero dollar increase objective, according to our 1975 Profit Plan, can be achieved. And, it can be done without any inconvenience to our guests or to any one of us.

The WIH Energy Management Committee, working with your hotel energy groups, is leading the way. Their efforts will involve the awareness and cooperation of all of us.

They will also be looking to you for whatever energy conservation ideas or constructive comments you may be able to offer.

LYNN P. HIMMELMAN
Chairman

HARRY MULLIKIN
President

the cover



Welcome to Oslo . . . and the Hotel Scandinavia!

That is the warm and friendly greeting being extended by the Hotel Scandinavia, Oslo which will open its doors to the world in mid-May.

The 21-story, 476-room hotel, located in the heart of Norway's capital, joins its famed sister property, the Hotel Scandinavia, Copenhagen, in providing WIH hospitality to local guests and visitors to these northernmost European countries.

Official opening ceremonies for the new hotel are scheduled for the week of June 9. The round of celebration functions will be highlighted by an international reception to which some 1,500 prominent national and foreign dignitaries have been invited.

To the Hotel Scandinavia staff, WIH people from throughout our hotel world join to extend their own warm and friendly "Velkommen" to the family.

Front!

A monthly publication by and
for employees of
Western International Hotels

Published by the public relations department.

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LITHO IN U.S.A.

Did you know . . .

■ That Vancouver's Bayshore Inn has recently completed an extensive remodeling of its main building to reflect the stunning character of its tower addition? (In a sense, it's almost a new hotel!)

■ That Chicago's Continental Plaza had become so popular that it was often difficult to get room accommodations? Or that its recent tower addition has doubled its guest and function room facilities, but a lot of people still think it's difficult to get a room there?

■ That San Francisco's St. Francis has also added a spectacular view tower and that now it is not only the city's finest hotel but its most exciting?

■ That there is not a hotel in the entire Detroit area to compare with our super mini-resort property, the Michigan Inn?

■ That New York's most famous hotel, The Plaza, has recently joined our WIH family? Or that extensive refurbishing plans are underway to assure its continued number one position among that city's hotels?

You may be aware of most of these statements, but . . . has the "word" gotten around to the general public as much as it should?

The sales staffers within these hotels don't think so. Nor do many of the people in the corporate office.

Currently underway, therefore, is a concerted effort to "get the word out" on these hotels. That effort is involving the special assistance of marketing, sales, advertising and regional sales office people as well as the directly concerned members of the individual hotels.

As a WIH family member, it also involves YOU.

You, too, can help spread the word on these properties by mentioning and recommending them to your outside friends, business acquaintances, club or organization groups—particularly if they might be traveling to these destination cities.

These members of your hotel family would appreciate your efforts. And, as opportunities arise, will reciprocate by putting in a good word about **your** property. Now that's fair!

WIH to manage luxury hotel in the Philippines



Management agreement documents for the Philippine hotel are signed by Mrs. Marcos and Mr. Himmelman. Observing the formalities are, from left, Ronaldo Zamora, Cultural Center administrator; Ed Thompson, project developer; Joe Mogush, vice president and managing director, The Plaza; Romar A. Cruz, director, government services insurance system; Ray Hanzlik, project developer; and, John Calvert, WIH senior vice president and secretary.

An agreement for WIH management of a new 730-room, luxury hotel in Manila, principal city of the Philippine Islands was announced in late March.

Participating in the announcement formalities, which were held at The Plaza in New York, were Mrs. Imelda Romualdez Marcos, first lady of the Philippines, and Chairman L. P. Himmelman.

The new hotel will be part of the Philippine Cultural Center complex in Manila, of which Mrs. Marcos is chairwoman.

It will also adjoin a new convention center, the largest in the Far East, which is scheduled for completion in 1976.

According to the announcement, construction of the yet unnamed Manila hotel begins this month.

During the agreement signing ceremonies, Himmelman stated, "We are delighted to be in the Philippines and especially pleased to be working with the first lady's Cultural Center activity."

Los Angeles Bonaventure begins booking

Though it won't be open until 1977, the Los Angeles Bonaventure is already drumming up a "favorable" booking business.

A sales office, specially staffed to promote future bookings for the \$10 million property, opened in downtown Los Angeles in early March.

Heading the office staff is Stephen Gold, director of sales; Ty Stroh, national account sales manager; and Michael Corr, sales manager.

Says Gold, "Reaction to our sales efforts looks very favorable. The hotel's unique design concept, particularly, is attracting a lot of interest!"

The 35-story, 1,500-room Los Angeles Bonaventure is now under construction in the Bunker Hill area of downtown Los Angeles.

The spectacular structure, designed by Architect/Developer John Portman, will include meeting rooms, a number of restaurants, and one of the West Coast's largest ballrooms.



Director of Advertising and Public Relations Ron La Rue (right) reviews the corporate identity program with Bill Moyer (center) and Mal Seymourian. Standing at left is WIH Advertising Department Manager Barbara Sand.

Training Program 'Enlightens' Sales Executives

"It was an extremely worthwhile few days," enthused Mal Seymourian, newly appointed director of sales for The Plaza.

"My sessions with the Marketing Division people — and in particular with Dave Evans (vice president, hotel sales) to discuss The Plaza's specific marketing challenges — were really enlightening!"

A similar response was voiced by Bill Moyer, director of sales for the Peachtree Plaza.

Both men also expressed their appreciation for the opportunity to confer with members of other WIH division offices that had given them "valuable insight" and a "new perspective" in their areas of operation.

The sales executive pair were in Seattle recently to participate in the Marketing Division's Sales Management Training Program.

The recently developed program is designed as an in-depth orientation effort specifically tailored for (1) a newly appointed director of sales for an existing hotel or sales office, or, (2) a newly appointed director of sales for a new hotel project or sales office which the individual would have to open.

These new appointees are brought to the Seattle offices for the three-to-five-day course prior to assuming their new positions.

Basically, the course sessions consist of person-to-person encounters with various staff members of Marketing and other divisions. The aim is to provide these individuals with a more comprehensive understanding of the various corporate division operations, particularly as they relate to their sales activities.

An even more important course objective is to provide these sales people with whatever assistance and guidance is needed to best equip them for assuming their new responsibilities.

Management appointments span 'Western's world'

Hotel management appointments spanning Western International's global operations were recently announced by WIH executive offices.

Assuming his new post as general manager of the Michigan Inn located in the suburban Detroit community of Southfield, is Louis Martinelli, formerly general manager of the Shangri-La in Singapore.

The former general manager of the Michigan Inn, Jack Gaines, has been appointed to the post of general manager of the Carlton in Johannesburg, South Africa.

Chris Marker, who had been gener-

al manager of the Carlton, returns to the United States to assume the position of general manager of the Crown Center in Kansas City.

Jim Durham, vice president of WIH and formerly managing director of the Crown Center, shifts to Detroit as vice president and managing director of the now under construction 1,500-room Detroit Plaza.

Former manager of the Miyako in San Francisco, Michael Kranz, has assumed new responsibilities as general manager of the Camino Real and Biltmore hotels in Guatemala.

Replacing Kranz as manager of the Miyako is Tom Hosea, formerly executive assistant manager of the Michigan Inn.

Named as executive assistant manager of the Michigan Inn is Mike Moran, who had been the executive assistant manager of the formerly WIH managed Antlers Plaza property in Colorado Springs.

on the move

DONALD ANDERSON, formerly assistant controller at Crown Center, to controller at Olympic.

JACQUES BOURGEOIS, formerly director of restaurants at Carlton, to food & beverage director at Bonaventure.

KLAUS CHRISTIANSEN, formerly food & beverage cost analyst at Edmonton Plaza, to director, bars and restaurants at Bayshore Inn.

BARBARA FULLER, formerly reservationist at Bayshore Inn, to reservation supervisor at Hotel Toronto.

JOHN GALLAGHER III, formerly front office assistant manager at St. Francis, to duty manager at The Plaza.

DONNAN HOLMES, formerly controller at Olympic, to controller at Calgary Inn.

MICHAEL JACOB, formerly banquet manager at Michigan Inn, to director of catering at South Coast Plaza.

RICK LAYTON, formerly Victor's assistant manager at St. Francis, to administrative assistant at WIH Operations Division.

ROGERS MACKALL, formerly assistant front office manager at Mayflower, to front office manager at Carlton House.

JOHN MAVROS, formerly rooms department manager at Century Plaza, to senior assistant manager at South Coast Plaza.

BRUNO PATASSINI, formerly manager of the Bayside Room, Bayshore Inn, to Victor's manager at St. Francis.

DOROTHY REED, formerly senior assistant housekeeper at Continental Plaza, to assistant housekeeper at Century Plaza.

ROY SIGLER, formerly purchasing agent at Crown Center, to director of purchasing at Peachtree Plaza.



Kitchen Reunion For Honored Hotelman

New York — George Land (center), once a saucier at THE PLAZA, visits the hotel's kitchens to meet with Executive Chef Joseph Trombetti and Cook Madeline Lancini — to sample the soup. Lang, now an industry food and beverage consultant, later attended a banquet at The Plaza's Grand Ballroom where he was honored by the New York Food and Beverage Managers Association as their "Hotel Man of the Year" selection.



Guest Delights in Braille Menu

Southfield — The menu offered by Benchmark Waitress Alice Burton provided an unexpected treat for MICHIGAN INN dining guest Paul Spehar. It was the first time in 18 years that he had been able to read a menu by himself. Spehar is blind. The menu is in Braille. The Michigan Inn restaurant is among the first throughout the Midwest to provide this Braille menu service.



The Secretaries and — Artie Johnson!

Seattle — A Bicentennial Celebration was hosted in early April by the OLYMPIC's 1222 Club (the hotel's corporate secretaries club) and their partners in travel, United Airlines. Special guest for the gala event was United's Bicentennial spokesman and funny man of "Laugh In" fame, Artie Johnson. The Olympic's corporate sales manager and director of the 1222 Club, Barbara Hairston, welcomed over 400 guests to the hotel affair that also included United Travel Arrangers members. Ms. Hairston (left) applauds the winner of the door prize (a complimentary weekend for two at any West Coast WIH property) presented by Johnson.

"Hi Ho, Hi Ho, It's Off To 1977 We Go!"

Detroit — The six DETROIT PLAZA crew "dwarfs" — now seven with the recent addition of vice president and managing director Jim Durham — "dig in" to their opening date goal. Under construction at right is the first office tower, and at extreme left the second office tower, of the Renaissance Center complex. In the center are the columns at its eighth story — 70 stories upon completion — of the Detroit Plaza. The "dwarfs", from left, Valeria Colleta, Ron Olstad, Susan Larkin, Ted Urban, Fran Hotchkiss and Larry Stephan.



Exploring 'better ideas' is Rooms Conference challenge

One of the first items on the agenda opening the 1975 Rooms Conference was the "President's Rap Session" — an informal question and answer attendee exchange with President Harry Mullikin.

It was this session that set the tone for the three-day working conference that followed. Primarily, because the format encouraged an open two-way communication between the corporate and hotel attendees. Secondly, because Mullikin had urged the group to "challenge the way things have been done in the past" and to explore new and better ideas for doing them, but with this underlying caution, "... don't ever forget the guest!"

Comprising the attendee audience were over 50 front office and housekeeping staffers from WIH properties in the U.S., Canada, Denmark, Singapore, Mexico, Guatemala and El Salvador, (half of these were first-time attendees), plus Rooms Division and Rooms Committee members.

Host for the annual Conference — held in Seattle early in April — was the Washington Plaza.

Guest Service Focus

Focus of the discussion group topics, in particular, was aimed at new idea approaches in better servicing our guests.

They investigated new concepts for guest security, procedures for speeding up guest check-in and check-out, and solutions to over-booking and guest no-show challenges, among others.

Directing the groups and reporting on their findings were selected group leaders: Richard Boustead (Edmonton Plaza); Connie Benner (Michigan Inn); Jean Gerbase (Benson); and Mike Wiseman (Miyako).

Topic highlights relating to rooms department operations included presentations on energy management, employee safety, and career development and training.

Of special interest to housekeeping members was a slide/tape pres-



Discussion group panel member Richard Boustead responds to a question from the floor. To right of Boustead are panel members Connie Benner and Jean Gerbase.



Housekeepers rivet their attention on the slidetape presentation on housekeeping recruitment.

entation on housekeeper recruitment. That program, plus a similar program on employee safety, had been assembled in kit form for "take home" in-hotel use.

A popular attraction at this year's conference was an "Exhibit Hall". A number of suppliers had been invited to display their products — ranging from electronic door-lock systems to linen mending equipment — in one of the Washington Plaza's function rooms for attendee viewing.

At the traditional conference conclusion dinner, WEST-ED course completion certificates were presented to all attendees. That ceremony was highlighted with a special surprise certificate presentation to WIH Vice Chairman Gordon Bass as acknowledgement appreciation for his contribution to this and past conferences.



The Ilkai's Jeff Flowers poses a question to the discussion group leader panel.

'Spring training' for Needle staff



Felipe Arambula instructs a session on beverage service, and . . . draws the rapt attention of his summer staff trainees.

In 1967, shortly after he had arrived in Seattle from his native Mexico, Felipe Arambula went to work at the Space Needle Restaurant.

He took a job as dishwasher to help support himself while he went to school. His aim was to first learn the English language. Then, he hoped to go on to get his high school diploma so he could enter college and pursue art study courses.

By the time Felipe had earned his degree in art from a local community college he had become a restaurant room captain. He not only found he enjoyed his job, but the many exciting opportunities a hotel career offered strongly appealed to him.

He decided to abandon his art study ambitions and devote his full time efforts to what had been a part time activity.

Subsequently, he was promoted to relief assistant manager, and since February, he has held the position of Space Needle Restaurant room manager.

One of the factors that determined Felipe's career decision was the high regard he holds for the company. He was especially impressed with the top professional standards WIH demands of its members and, particularly, as reflected and encouraged by current Space Needle Restaurant Manager Charles O'Leary.

Ambitious Program

This spring, the Space Needle Restaurant, under Felipe's direction, embarked upon one of the most ambitious employee training programs it has offered since the opening in 1962.

Actually, the training program is two-fold. The first was designed for new employees — specifically the "summer staff" recruits — and was presented during April. The second — aimed as a "refresher course" for permanent employees — is being given this month.

From late spring and into the beginning of fall, the Space Needle Restaurant, with its unique revolving view, stars as a top Seattle dining attraction for both tourists and local patrons.

A supplementary restaurant staff is needed to service this seasonal increase which, at its height, may mean up to 1,700 diners a day.

Recruited this year were thirteen additional waitresses and six captains.

During an intensive three-week training period (greatly extended from previous years) the trainees met daily for four-hour sessions. Training topics ranged from a general orientation to personal grooming tips, and from a thorough familiarization of all food and beverage menus to proper, and exacting, food service procedures.

On-the-job training for waitresses begins on the evening shift where they work as assistant service attendants, and observe techniques of the regular staff. They are then assigned stations on the day shift service.

Captains are given additional training, and work with an experienced captain for two or three weeks before being assigned a station.

Solid Foundation

By the time the season gets rolling, the summer staff will have acquired not only a good classroom training background, but a great deal of practical experience as well.

"Things can get pretty hectic by then," Felipe smiled. "But when you've been prepared and are operating from a good solid foundation with a properly trained crew, and a well organized restaurant operation, we won't have many problems."

The permanent staff refresher course is much like that given to the "summer staff" but in abbreviated form. Classes are held for an hour a day, twice a day (both for the night and day crews) for a week and a half.

Says Felipe, "It is a very satisfying experience for everyone concerned to work with properly trained, really professional people. And for our Space Needle guests, we can assure them a total fine-dining experience — great food complemented with great service!"

Aggressive action is answer to 'softening economy'

Marketing team members gather for a formal portrait on the stairs of the Detroit Institute of the Arts where a reception and dinner for the group was scheduled.



From keynote to summation, the 1975 Marketing Conference saw nearly one hundred members of the WIH international marketing team renewing their commitment to aggressive sales action in view of "softening" economic conditions facing the hospitality and travel industries.

President Harry Mullikin opened the conference, held at the Michigan Inn in early April, with a factual appraisal of the situation. While less than optimistic for a quick turnaround in the economy, he expressed full confidence in sales member efforts to achieve established objectives.

Bruce McKibbin, WIH senior vice president, in his "state of the company" remarks, re-emphasized the very real need for a deep sense of personal urgency and involvement. He told the delegates the next six to nine months will require every ounce of professional effort in planning and implementing aggressive marketing programs to generate short lead-time bookings for all the hotels.

Workshop Focus

The four workshops, as conducted by WIH Marketing Division members, focused in depth on pertinent sales and communications topics. Among them: the Westron and "800" number systems; corporate and specific rates; S&I reporting procedures; corporate identity; advertising; publicity; group and tour rates; and group

lead programs.

Special work sessions for hotel directors of sales, regional sales office personnel and convention service coordinators were scheduled on the final afternoon. Their purpose — to re-assess current programs and to develop new approaches for the challenge ahead.

Although there was no question in the minds of the delegates that 1975 will be a tough year as recession forces cutbacks in business and pleasure travel, there was an air of assured confidence that WIH men and women, carrying sales responsibilities, have the professional ability and the drive to get the job done.

When McKibbin during his closing remarks asked for a total commitment to aggressive selling in the months ahead, the response of his audience left no doubt that the WIH team had made the commitment — which made the Conference theme, "Commitment '75", even more meaningful.

While the Conference was, perhaps, the most demanding of the meetings held over the past eight years, it did provide the delegates with a real opportunity to get acquainted with the greater Detroit area, a major destination for the company, where the Detroit Plaza will soon join the Michigan Inn to provide WIH with very major representation in that area.

'Michigan Day'

Charles Brown, conference host and director of sales for the Michigan Inn; Larry Stephen, director of sales for the Detroit Plaza; and Bob Hutchinson, manager of the Detroit Regional Sales Office, worked long and hard to put together a memorable "Michigan Day."

The whirlwind program included: a tour of the Cadillac assembly plant in Detroit; a briefing on the exciting Renaissance Center development (site of the Detroit Plaza); and, a tour of Greenfield Village and the Ford Museum, two of the area's most famous attractions.

Another highlight included a combined tour and business session in Detroit's famed Cobo Hall convention complex that featured presentations by United Airlines' guest speakers Mechlin Moore, group vice president-marketing support services and Frank Kent, manager of business travel markets.

Michigan Inn hospitality was rated as "superb" by all in attendance, with particular plaudits for the highly successful industry reception and luncheon, which saw more than 250 corporate meeting planners, association executives, carrier representatives and civic leaders attending.

The final evening of the Conference was highlighted by the presentation of the traditional "Door Knock-



er Awards" to those hotels and regional sales offices exhibiting winning entries in four competitive categories. (See box.)

Top 'Door Knockers'

Each year hotel sales departments and regional sales offices submit details of their best promotional program to the Marketing Division offices for judging. Winners of the various competition categories are presented with "Door Knocker" Award plaques at the Marketing Conference ceremonies.

This year's Awards went to:
Hotel Competition:

"Best Corporate Meeting Sales Program" — Century Plaza.

"Best Contingency Sales Program" — Olympic. (Honorable Mention to the Anchorage-Westward.)

"Best Special Event Promotion" — Shangri-La. (Honorable Mention to the Miyako, S.F.)

Regional Sales Office Competition:

"Best Sales Solicitation" — San Francisco Regional Office. (Honorable Mention to the Detroit Regional Office.)



Kansas City — Beth Kleinschmidt, CROWN CENTER front office reception hostess, bravely poses with "Mean" Joe Green, defensive tackle for the world champion Pittsburgh Steelers. Hotel guest Green was presented with the A.F.C. Defensive Player of the Year award for 1974 at the annual "101" Awards Banquet held in the Crown Center's Century Ballroom. The Banquet was Kansas City's sixth annual salute to professional football.



Singapore — In her hotel uniform topped with John Wayne's "ten-gallon" hat, SHANGRI-LA front office clerk, Katherine Yeo could pass off as a co-star in one of Wayne's movie Westerns. The veteran actor was a recent hotel guest while on a pleasure trip to Singapore.

OLYMPIC-ites



Your hotel correspondent is **Sue Brush**. Call Sue by dialing extension 231 and give her your input for Front!

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**. 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**.

Pat Wheeler— culinarian on the move

On the job application form I put down 'executive chef' as my first choice and 'apprentice' as my second."

Pat Wheeler's grin broadened as he added, "They gave me my second choice!"

This was three years ago. Pat, recently out of high school and with some culinary background, was being hired as an apprentice-trainee at the Washington Plaza.

Last March Pat received certification acknowledging his successful completion of the WIH Culinarian Development Program course. He is now a full-fledged culinarian.

Then, earlier this month, Pat transferred to the St. Francis to assume the position of station cook. That appointment marked another step in his career development. It was also a step closer to his "first choice" executive chef ambitions.

Pat Wheeler is just one of some 40 young career-minded women and men currently enrolled in Western International's Culinary Apprenticeship Training Program. The 30-month program — the first of its kind in the hospitality industry — is based largely on the American Culinary Federation program. It involves the trainee in over 5,000 hours of on-the-job training, plus 105 hours of formal class study and regularly administered examinations.

Program Monitored

The program is monitored by four coordinators — all WIH executive chefs — who consult with their as-



PAT WHEELER, (right) gets some pointers from Executive Chef Tony Ruegg.

signed hotel apprentices on a regular basis. (For the Washington Plaza, it is Olympic Executive Chef Karl Ederle.)

The few culinary trainees, as in the case of Pat Wheeler, who had been working with WIH properties before the formalized program went into effect last June, were brought into it at the level of their training at that time.

Actually, Pat had been "in training" for his culinary career for almost as far back as he can remember.

"When I was a kid, I liked to fool around in the kitchen," he recalls, "and in high school I took some home economic classes in cooking and food preparation.

"It was pretty basic stuff, but it whetted my appetite to learn more about the culinary arts and to pursue it as my career."

Looking back over his three years in the Washington Plaza's kitchens and his participation in the Culinarian Development Program, Pat rates it as the ideal training experience, not only for himself but for anyone interested in the profession.

"It was a lot of hard work, a lot of long hours, but fun, too! We had a great teamwork atmosphere and I learned a lot from everyone I worked with, especially Chef Ruegg (Executive Chef Tony Ruegg).

Specialized Training

"Most important to me," he added, "was that through the training program I had the opportunity to work every kitchen station and to get specialized training in such related areas as cost control and purchasing."

The ambitious young culinarian's shorter range goal is to achieve the position of sous chef within the next few years.

Before that comes about, however, he wants to be sure he has gained thorough background experience and the skills necessary to handle the position.

The sauce station, for instance is one of the areas in which he would like to concentrate a lot more . . . "I think it's one of the most demanding in the kitchen".

Commenting on the apprenticeship program, Bernard Awenenti, director of food & beverage for WIH, says, "Gone are the days when Europeans came to North America to fill cooking positions. Now it's our responsibility to train people who can eventually take over and continue in the highest traditions of fine cookery.

"Our company, under the guidance of our top, qualified European-trained chefs, is totally dedicated towards training young people like Pat Wheeler in all the finer points of culinary arts."



Doin' the Bunny Hop

Honolulu — Easter at the ILIKAI came alive with the surprise appearance of Valery Bunny (alias Valery Satin, guest activities director) who hopped around the various restaurants handing out candy eggs. In addition, the hotel presented an Easter egg hunt that scattered children throughout the grounds in search of some 600 Easter eggs.

Hotels celebrate Spring Holidays



'Be a Lamb ...'

Vancouver — "Be a lamb, spend Easter at the BAYSHORE INN" was the theme promoting an Easter weekend package at the hotel to the Seattle market. The visiting promotion team included hotel Beefeater doorman Bob Greaves and Little Bo Peep (portrayed by Cally West), with her live baby lamb, Charlie. On a visit to WIH Marketing Division offices, Charlie draws the delighted attention of advertising department secretary Myrna Pinyerd.



'Bunny Business'

Winnipeg — This bunny quintet presided over Easter brunch festivities at the WINNIPEG INN's Cafe Lombard. The "baby bunnies" from left: Jennifer Ravenswood, Jodti and Sanjay Ahuja. The "mama bunnies" are Dianne Boissenault and Virginia Zubrinski, both Cafe Lombard employees.



Cake 'n Coffee — St. Paddy's Style

Edmonton — Shure, and they did it up green at the EDMONTON PLAZA's St. Patrick's Day celebration. It started with sales staffers Larry Forster and Karen Dupas accompanied by Margaret Healy of the Irish Tourist Board, making the rounds of the local radio stations to present announcers with Irish coffee. Throughout the day, Ms. Healy (above) pinned shamrocks on hotel lobby guests and gave slices from a huge shamrock cake. During the wee hours earlier, a team of hotel "leprechauns" had painted a path of green feet from the door of a "competitive" hotel to the Edmonton Plaza entrance!

Camino Real Guadalajara hosts Marketing Workshop

The first Marketing Workshop for Hoteles Camino Real, S.A. was hosted by the Camino Real, Guadalajara in mid-March.

Attending the two-day affair were sales staffers from the various Mexico hotels, members of the Mexico corporate offices, and, as special guests, two United Airlines representatives from the recently opened United office in Mexico City.

Workshop topics of discussion included a marketing plan review, tour package programs, and charter business opportunities with United Airlines.

The agenda was highlighted with round-table discussion sessions aimed at developing new ideas and marketing strategies for increasing revenue.

A second Marketing Workshop is scheduled for Mexico City in June of this year.



MEXICO WORKSHOP ATTENDEES: (standing, from left), Rodolfo Lopez Negrete, Alfonso Rico, Jack O'Hara, Manuel Escalante, Rafael Paramo, Jesus Careaga, Luis Aguilar, Ernesto Ponce de Leon, Jorge Lozada, Guillermo Guidimin, Pedro Jimenez, Rafael Roller and Jorge Calvert.

(Front Row, from left), Ramiro Reyna, Enrique Prieto, Bill Davis, Nick van der Kaaij, Al Freudenthaler, Ulrich Schwartz, Javier Gorozpe and Bill Godfrey.

See and Ski

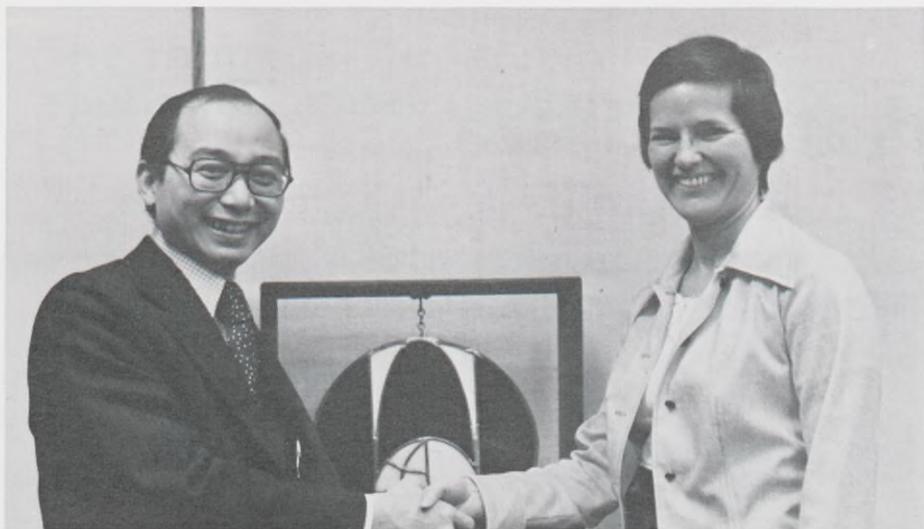
Oslo — "Norwegians" according to an old saying, "are born with skis on." The foreign-born, such as those staff members transferring to the HOTEL SCANDINAVIA, OSLO, adapt by taking ski lessons. Above, hotel staffer Pal Gjelseth — a "ski-born" Norwegian — instructs fellow staff members in the technique of the snow sport. The line-up from right: Kirsti Brekke, Ulla Mark, Howard Kemball, Fifi Clancy, Dayle France, James France, and Paul Clancy.



Taking It Lying Down

Singapore — Following an urgent appeal by the Singapore Blood Bank, SHANGRI-LA staffers laid down to the cause with a blood donation competition among the various hotel departments. Pictured are a few of the donors contributing to the grand total of 70 pints of blood collected. Competition winners — the hotel's beverage department staff!





Miramar expansion noted by sales executive

Ruth Watson, secretarial assistant to WIH Tour and Travel Manager Jim Weiss, offers a warm "reunion" welcome to Miramar Sales Manager Peter Tang during his recent visit to WIH Marketing Division offices.

Ruth had met with Peter in Hong Kong earlier this year while on a vacation trip to the Orient. The Miramar sales executive was stopping in Seattle while enroute to the WIH

Marketing Conference held at the Michigan Inn in mid-April.

Tang's travel itinerary also included a busy schedule of sales contacts in a number of U.S. cities, with visits to WIH properties and regional sales offices.

While at the Seattle offices, Tang noted that the Miramar is expanding its facilities by adding a 600-room annex with expected completion by the end of 1976 or early 1977.

Tang pointed out that with this addition, the Miramar will become the largest hotel in Hong Kong, offering over 1,200 guest rooms.



Trilohaka to Dusit Thani Resident Manager

Prateep Trilohaka, formerly general sales manager at the Dusit Thani in Bangkok, Thailand, was recently named that hotel's resident manager.

The 31-year-old hotelman joined the hotel staff in 1972 after training with WIH at both the Olympic and Washington Plaza hotels in Seattle.

Also announced was the appointment of Frank Kuhn from Dusit Thani sales manager to director of sales and marketing. Kuhn joined WIH at the Shangri-La in Singapore in 1972.



Albert Hee to PATA Board

Albert Hee, director of sales for the Shangri-La, was elected to the Board of Directors of the Pacific Area Travel Association (PATA) during the group's 24th conference held in Sydney, Australia in mid-March.

Hee is the only elected Singapore Board member and will serve a two-year term as director. At last year's conference, he had been elected to serve on the Allied Advisory Council to PATA.

WIH Asian conference precedes PATA meet in Australia

Travel trends in the Pacific rim countries; tour program involvement; and joint advertising and sales programs were among the top discussion highlights of the 5th annual WIH Asian Marketing Conference.

The one-day session, held at the Wentworth in Sydney, Australia in mid-March, was attended by marketing executives from the Miramar (Hong Kong), Shangri-La (Singapore), Dusit Thani (Bangkok), Ilikai (Honolulu), and representing the Prince Hotels of Japan was Akio Hirao of the Tokyo promotion office.

Attending from WIH Marketing Division offices were Senior Vice President Bruce McKibbin and Tour and Travel Manager Jim Weiss.

Attending as a Conference guest was President Harry Mullikin.

Following the meeting, a number of the group went on to attend sessions of the annual Pacific Area Travel Association (PATA) Conference that immediately followed and at which Mr. Mullikin was a featured speaker. (Part of this year's PATA Conference was held in Sydney with the Wentworth as the official host hotel.)

Mullikin addressed the travel industry group in his dual capacity as both president of WIH and of the American Hotel & Motel Association.

In his remarks to the hospitality travel industry group, Mullikin outlined a number of recommendations for fostering greater tourism among the Pacific rim countries. Basically, they hinged on a greater understanding and cooperation in mutual concerns among governmental and industry leaders.

He likened this activity to a "partnership" working together to benefit and encourage travelers to the area.

'Still going strong'

Sixty-three years at The Plaza

On October 1, 1907, The Plaza opened. On October 20, 1913, John Christoforon came to work at The Plaza. Both are still going strong.

John was born in 1898 in Nisyros, an island off the coast of Greece and where one of his brothers is its current mayor. When he was 15 years old, John came to New York and was taken in by an aunt and uncle.

John's uncle, a member of The Plaza's original staff helped his nephew find a job at The Plaza. Because John spoke no English then, he was assigned to be a helper in the employees' cafeteria. In 1925, he was named head of the cafeteria, a post he held until November 4, 1968, when a new employees' cafeteria was opened.

Early Days Recalled

Running the employees' cafeteria in the early days of the hotel was more than a full-time job. John's hours ran from 6 a.m. to 1 a.m. the following morning. He was responsible for seeing that three meals a day were prepared for the hotel's employees. In those days, the maids lived in the hotel and ate all their meals in the cafeteria. Their living quarters were the small rooms on the 17th and 18th floors of the building, which are now rented as office space.

"We had two entrances to the cafeteria then," John laughs. "One was for the men and the other for women. We also had waiters to serve the male employees and waitresses to serve the female employees."

John is now head attendant in the cafeteria, working the breakfast shift. Though breakfast does not begin until 5 a.m., John arrives at The Plaza at 2 a.m. every Monday through Friday. He cleans everything, sets out the silver and the dishes, makes



"... if I had a penny for every person I've met here, I could buy The Plaza!"

the coffee, fries the bacon, makes the toast and cooks the eggs. By 11 a.m., he has put in a full day's work and heads for home.

Service Interruption

Since 1913, John has spent all but one year working at The Plaza. In 1942, he was drafted into the United States Army, even though he was 44 at the time. After one year of service, much of it working in a mess hall, John came back to The Plaza. Soon

after his return he received a letter from his former major, who invited him to rejoin the regiment and run the mess hall at civilian wages. Luckily for The Plaza, John decided to stay at the hotel.

"I've met everyone who has ever worked here," says John. "I knew Fred Sterry, The Plaza's first manager, and Eugene Laperruque, its first chef. In fact," he smiled, "if I had a penny for every person I've met here, I could buy The Plaza!"

The Thurston-Dupar Award spotlight focuses on . . .



JOE SCHELRETH, Carlton House plumber, beams with pride as he is presented with the hotel's award certificate from the hotel's General Manager Bob Hawes (right). The employee committee who selected Joe particularly noted his "willingness to help fellow employees and guests" and for his "outstanding work".



NENABETH ARCENAU, Houston Oaks breakfast cook, cited for her ". . . outstanding dedication and dependability, not only to her position but to the hotel as well". Nenabeth's outside activities included volunteer work for both the United Cerebral Palsy campaign and the Easter Seals Drive.



Something to Smile About

Pittsburgh — Two recent appointments at the Carlton House gave an important boost to the hotel careers of this smiling pair. For Paula Mendenhall (left) the boost was being named director of purchasing following her three years with the hotel as Food & Beverage auditor. For Stephanie Seung (right) it was being named director of housekeeping. Stephanie transferred from the Washington Plaza where she had worked as assistant housekeeper.

'Pet' of a pot-washer retires

Vancouver — It was a fond farewell for pot-washer Franz Dyck (center) upon his recent retirement from the Bayshore Inn. The beloved ten-year veteran of the hotel, (one female employee described him as ". . . a real 'pet. Everyone loved him!'") was presented with parting gifts from Executive Chef Xavier Hetzman (left), and Doug Greenwood, chief steward.



Corporate Office Member 'Graduates'

Seattle — Career development training opportunities are made available to all WIH employees — and, that also includes Corporate Office staffers. Jon Ballard, (left), assistant director of development and "graduate" of the most recent WIH Management Seminar, is a case in point. Presenting Jon with his course completion certificate is Director of Development Tom Ohrbeck.

Mullikin's travels boost industry and WIH

President Harry Mullikin continued his whirlwind tour of cities and countries, broadcasting the importance of the hospitality industry and, at the same time, building new friends for Western International Hotels.

In his capacity as president of the huge American Hotel & Motel Association, Mr. Mullikin, one of the youngest executives to serve as president, addressed the annual meeting of the Colorado-Wyoming Hotel & Motel Association in Denver.

As always, Judi Mullikin, wife of Western International's president, was greeted warmly by the Wyoming and Colorado leaders in her role as the "first lady of hospitality".

In Southfield, a suburb of America's fifth largest city, Detroit, Mr. Mullikin addressed opening sessions of the WIH Marketing Conference convened by Bruce McKibbin, senior vice president, and William Newman, vice president.

A board meeting of UAL, Inc. followed in Los Angeles, and the April round of dynamic activities and productive travel concluded with the 50th anniversary celebration of the Ezra Cornell School at Ithaca, New York — a prestigious event for hotel administrators from many areas of the United States, Canada and other lands.

Both in his capacity as the nation's chief spokesman for the American Hotel & Motel Association, and in his position as president of our own proud company, Western International Hotels, Mr. Mullikin will be working, speaking and flying in May.

And June will follow with more dynamics of hotel leadership when Mr. Mullikin and Mr. Himmelman, chairman of Western International, will join in civic ceremonies to formally open and dedicate the newest member of our family — the Hotel Scandinavia in Oslo, Norway.

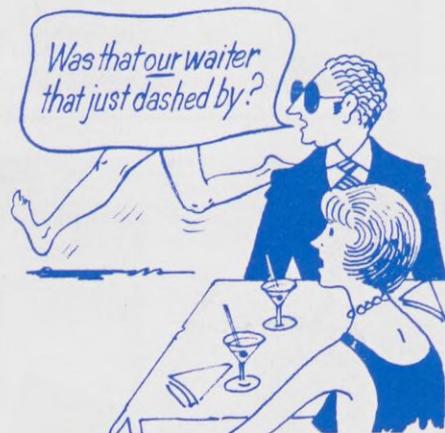
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OR TWO.**

inn basket news line...

PROFIT A DIRTY WORD? — No, it is not. But it is a very misunderstood word. By profit, most people think only of NET profit. But net profit is merely a tiny part of it. The profits generated by all economic activities pay for everything including raw materials, tools, rents, machinery, wages, interest, advertising, pensions, dividends and all other costs of operating mines, farms, industry and commerce. Out of profits too come all taxes from corporations or individuals, which pay the entire expense of federal, state and local government including Social Security, welfare, public schools and national defense. And every dollar you earn or receive comes out of profits — directly or indirectly — and pays for your food, clothing, shelter, education and all your other living expenses. So let us stop damning profit and start defending it — not only from government overregulation, but also from well-meaning people, and some not so well-meaning — or we will end up by seriously injuring our economy. Only by defending profit can we achieve more equitable wages, generate the capital needed to employ more people, create jobs for future generations and gain a greater prosperity for all. (WALL STREET JOURNAL)

SPACE NEEDLE STREAKED — The streaking fad of a year ago suffered (enjoyed?) a brief revival at the Space Needle Restaurant recently. The incident involved a lone male diner who suddenly took off his clothes, made a quick lap around the revolving restaurant, and returned to his seat in time to be greeted by his dessert, coffee . . . and waiting law officials!



MS-UNDERSTOOD — The need for the hospitality industry to re-evaluate its attitudes towards the traveling businesswoman was the focus of a cover story feature in the March issue of HOTEL & MOTEL MANAGEMENT. According to the article study, a major "need" of the traveling businesswoman is to be treated with the same consideration as that accorded to her male counterpart — in her staff contacts, in restaurants, and elsewhere during her hotel stay. "Times are changing," the article points out, "and if management of a property doesn't see that its attitudes change with the times, women executives are going to take their business, their money and their influence elsewhere."

U.S. VISITORS UP LAST YEAR — Visitors to the U.S. from overseas countries increased 2.6% to 3.62 million in 1974, according to U.S. Commerce Department statistics. Japan was the leader in overseas visitors accounting for 21% of the total. Tourists from Mexico increased 13.7% (1.84 million) while tourists from Canada declined 2.4% (8.60 million). In total, the U.S. hosted 14.06 million visitors in 1974. (Excerpted from the SOCIETY OF AMERICAN TRAVEL WRITERS NEWS BULLETIN)