

Front!



December, 1977

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Airlines



Photo memories of Christmas past

Begins on page 10

Thank you . . . and best wishes



As 1977 draws to a close, we should look back over this year with great pride.

This year is the best year in the history of our company and we may all share in this accomplishment.

We often say "People make the difference" and you have made the difference this year.

My personal thanks to each one of you for the part you play in the continued growth and achievements of our company.

And, as we continue to grow and prosper, my best wishes are with you; may you achieve your personal goals and recognize your potential as part of the Western International family.

Best wishes for a joyous holiday season!

A handwritten signature in blue ink that reads "Harry Mullikin".

HARRY MULLIKIN
President and Chief Executive Officer

on the move

STEVE CARUANA from apprentice Houston Oaks to saucier Galleria Plaza.

ROBERT HARVEY, JR. from director of food & beverage Mayflower to director of food & beverage Olympic.

ROBERT HOWELL from management trainee Century Plaza to assistant executive steward Los Angeles Bonaventure.

ROBERT JORDAN from Canoe House manager Ilikai to assistant manager The Plaza.

RICK LAYTON from operations administrative assistant WIH Executive Offices to executive assistant manager Williams Plaza.

ROGER McALEESE from executive steward Continental Plaza to executive steward Los Angeles Bonaventure.

PHILIP MERVIN from controller Financial Services to controller Williams Plaza.

JEAN SPAULDING from sales manager Peachtree Plaza to tour & travel sales manager New York Regional Sales Office.

LINDA SPERBER from account executive Century Plaza to sales manager Los Angeles Regional Sales Office.

JACK TOBIN from sales manager Los Angeles Regional Sales Office to sales manager - regional accounts Olympic.

ULRICH WALL from front office manager Bayshore Inn to senior assistant manager Edmonton Plaza.

Front!

A monthly publication by and
for employees of
Western International Hotels

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

LITHO IN U.S.A.

Toronto Reservations Center doubles in celebrations

A dinner party, with champagne toast openers, at Hotel Toronto's Trader Vic's restaurant highlighted the first anniversary celebration of the Toronto Reservations Center on September 1.

It was exactly a year (and thousands of reservation calls earlier) since the center had opened for business to serve Canada with an "800" toll free reservations number for our hotels around the world.

Center offices, located just across the street from the Hotel Toronto, opened with a four-member reservations agent staff and three CRT reservation processing units. Currently, the staff has swelled to nine members operating five CRT units with two more units to be added by the first of the year.

As a momentum of the anniversary celebration, Regional Director of Sales Fergus Brown, presented each of the reservations agents with a charm necklace that included the figure "1" charm to represent the first year of operation.

Two months later, on November 2, champagne corks popped again as the reservations staff celebrated another landmark occasion. The November date marked the first time the office broke their first 1,000 reservation calls-a-day mark. The actual number of calls during the 24-hour period totalled 1,054.

Currently, the daily average is running about 750 to 850 calls, compared to the 400 calls-a-day average of a year ago.



Regional Director of Sales Fergus Brown gets assistance from reservations agents Carol Barclay (left) and Ursula Heinen.

'The Final Touchdown'

Williams Plaza scores with top off



Bob Harrington, Century Plaza beefeater doorman, breaks a bottle of champagne on the final beam. To Bob's left: Ed Henson, president of Williams Realty; Tulsa's mayor, Bob LaFortune; and Williams Plaza general manager, Lou Martinelli.

Cheerleaders and a marching band. Pennants, flying footballs, and gold jersey and helmet uniforms.

With all the trappings of a Super Bowl halftime spectacular, the 400-room Williams Plaza celebrated its topping off on October 28 with a unique football theme presentation that drew some 3,000 "spectators" from throughout the heavily football-conscious Tulsa area.

The colorful ceremony, which took place on the Williams Center Green fronting the new hotel, included "halftime" remarks by Tulsa's Mayor Robert LaFortune, E. E. Henson, presi-

dent of Williams Realty Corp., and Lou Martinelli, general manager of the Williams Plaza.

The "game plan" activities included a cheerleader competition among ten Tulsa high school cheerleading teams for the "Best Williams Plaza cheer," and a field goal kicking contest with five local disc jockeys competing for a \$500 prize to be donated to the winner's favorite charity.

An all-star lineup of Williams Plaza staff members hosted the event dressed in gold jerseys and wearing gold helmets imprinted with the number 78 to signify the 1978 (July) opening of the hotel. Also, pennants noting the opening date were passed out to guests.

Highlighting the festivities was "The Final Touchdown" ceremony signifying the placement of the last beam to go on the roof of the hotel. Century Plaza beefeater door attendant, Bob Harrington, did the honors by breaking a champagne bottle over the gold painted beam.

Martinelli explained to onlookers that a beefeater historically caters to and guards a palace and its royal occupants. "In keeping with this tradition," he said, "the beefeater will serve in a similar capacity (as door attendant) for Williams Plaza guests."

In thanking the crowd for their attendance, Lou invited their return to visit the "finished product" in July to view what he promised would be the "finest hotel in the entire state of Oklahoma."

Honors for a winner

Los Angeles — Penny Scott, CENTURY PLAZA executive secretary, won first prize honors in the most recent national public relations competition sponsored by American Hotel & Motel Association (AH&MA). Penny's competition entry — a program of special aids to assist blind guests at the hotel — was entered in the public service category. Neil Messick, Jr. (left), incoming president of AH&MA, prepares to bestow a congratulatory kiss upon Penny while General Manager Bill Bryant (center) happily accepts the award plaque. The presentation was made at the Olympic during the course of the AH&MA annual convention held in Seattle in late October.



Getting there is half the fun

Vancouver — In service since last July is the BAYSHORE INN's Courtesy Bus, operating on a half-hourly basis transporting hotel guests to and from the downtown center. The comfortable brightly-colored vehicle is a very popular hotel service, and since its inception has carried more than 12,000 persons. Observing the bus driver welcoming a boarding guest is Door Attendant Doug Edgeworth.

Prize for poster winner duo

San Francisco — Happy winners, Gary Everson and Rhoda Betterton of the ST. FRANCIS' Dutch Kitchen restaurant, show Resident Manager Larry Dustin (center) the 19-inch color television set they won for placing second in the WIH Employee Energy Conservation Poster Contest. (See page 15 for a reproduction of Gary and Rhoda's winning poster entry.)



Chefs sweep restaurant show

Kansas City — Six CROWN CENTER chefs, competing in the annual Missouri Restaurant Association Culinary Show in mid-October, brought home a total of 14 awards including the Grand Prize (a 2,000 lb. ice carving decorative piece), five First Prizes, four Second Prizes, and four Third Prizes. Among the show-sweeping prize winners (from left): Chefs Ludger Schultz, James Reyes and Terry Smith, and Executive Chef Herbert Burgin.



Special Olympics champions

Honolulu — In October, The Hawaii Sales Management Association held their first Charity Tennis Tournament on the ILIKAI courts to benefit the Hawaii Special Olympics. Not only did the hotel donate the courts for the function, but the Ilikai team ended up winners. The Ilikai champs with special guests, from left (top row): Dick Clark, Paul Tomonari, Bob Schlorede, Ray Holmes. (Middle row): Hans Weiler, Hawaii Special Olympic child, Val Satin, Hawaii Special Olympic child, Jeffrey Flowers, Hawaii Governor and Mrs. George Ariyoshi, Steve Maroney. (Bottom row): Ian Emberson, Paul Pei.

A trophy for the chef

Costa Mesa — Beaming Dietrich Hoffman, executive sous chef at the SOUTH COAST PLAZA, proudly displays his First Place trophy received at the recent Orange County Empire Chefs' Association competition. Dietrich's award-winning food presentation was chosen over 350 other entrants exhibits. The hotel received five additional awards for outstanding food displays prepared by Executive Chef Jella Bleyinga, Garde Manger Edith Borowski, and Saucier Jerry Thompson.



WI Here it's at, in Seattle

Part III - 2000 5th Avenue Building

In 1965, the existing overcrowded conditions of the WIH corporate offices on the 12th floor of the Olympic enjoyed "instant relief" when a new home was found for a number of its occupants.

That "new home" was the 2000 5th Avenue Building, a six-story office structure located some six blocks uptown from the Olympic and just across the street from the Benjamin Franklin hotel (now a part of the Washington Plaza).

Moving from the 12th floor were the accounting division and Western Service & Supply Co. Joining them were the WS&S print shop and the WIH credit office, relocating from what had amounted to a "store-front operation" on another street across from the Benjamin Franklin.

At that time, these offices occupied two floors plus a portion of a third of the six-story building. Today, except for two outside tenants on the street floor level, the building is entirely WIH occupied. (It should be noted here that within a few years even these quarters proved insufficient, and, in 1976, two of the original tenants — accounting and credit — moved on to larger quarters in the nearby United Airlines Building.)

These are the current occupants of the 2000 5th Avenue Building by floor:

FIRST FLOOR: WS&S shipping and

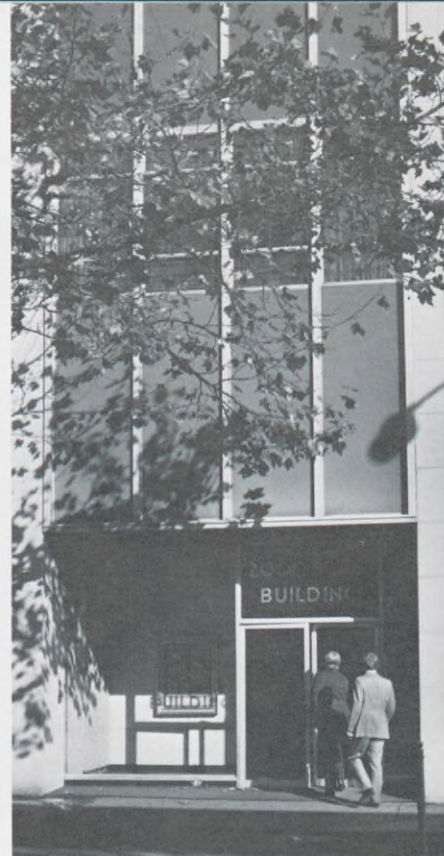
receiving with David Allbee as supervisor.

SECOND FLOOR: Rooms Division headed by Director of Rooms Division Ray Sylvester, and including the offices of Director of Front Office Operations Jim Wilson; Director of Housekeeping Hanne Dittler; and Director of Energy Management and Engineering Pat Collins. The greater portion of this floor is occupied by the WS&S print shop with Norm Svenningsen as manager.

THIRD FLOOR: Marketing Division headed by Senior Vice President Bruce McKibbin. Division departments include hotel sales administered by vice presidents Dave Evans and Bill Newman, and Ron LaRue as director of advertising and public relations.

Other department heads include: Bob Chamberlin, director of regional sales and reservations; Pat Carey, audio-visual specialist; Bill Dugovich, public relations manager; Gabe Fonseca, internal communications manager; Barbara Sand, advertising department manager; and Jim Weiss, manager of travel industry sales.

FOURTH and FIFTH FLOORS: Headquarter offices for Western Service & Supply Co., a wholly-owned subsidiary of WIH, with Leif Wikan as president. Bob Fay is controller and Nancy Newman is office manager for the company. WS&S essentially com-



The 2000 5th Avenue Building entrance.

prises these two divisions: Interior Design Division headed by Executive Vice President Chuck Comstock, with Vice President John Fikkan as director of interior design, and the Sales, Service & Supply Division with Vice President C. R. Russ Nickel as its head.

Though the slightly smaller of the two, in terms of personnel, Sales, Service & Supply is the more diverse in that it includes the departments of food facilities planning (Les Jones, manager), general supplies procurement (Loren Pratt, director), Western Service Ltd. (Bob Riefen, manager), and the earlier mentioned print shop.

SIXTH FLOOR: Design and Construction Division, under the supervision of Director of Design and Construction Fred Christensen, including the offices of project managers Dick Browning, John Olberg and Jere Walters, with Joan Weiser as architectural space planner. Another department position, that of engineering supervisor, is temporarily vacant.

Also sharing this floor is the aforementioned WS&S food facilities planning department and a department of the WS&S design division, project administration, with John Mitzel as director.

Now — join us in this pictorial "walk-through" of the 2000 5th Avenue Building.



Marketing Division offices. Waiting at the elevator (left) Director of Regional Sales & Reservations Bob Chamberlin. In corridor (background) is Secretary Kathleen Driscoll and Assistant to the Director of Advertising and Public Relations Nancy Vetter. At far right is Executive Secretary Linda Blosssey with Receptionist/Secretary Verna Ward.



Design & Construction Division. (From left): Secretary Jeanne Warren, Director of Design & Construction Fred Christensen, and Secretary Doris Dreher.



Design & Construction Division, Project Manager Dick Browning reviews architectural plans for the Galleria Plaza.



Rooms Division entry area. (From left); Communications Coordinator Bette Israel, Secretary Lou Donnell, Secretary Maria Bouchard, Director of Front Office Operations Jim Wilson, and Director of Housekeeping Hanne Dittler.



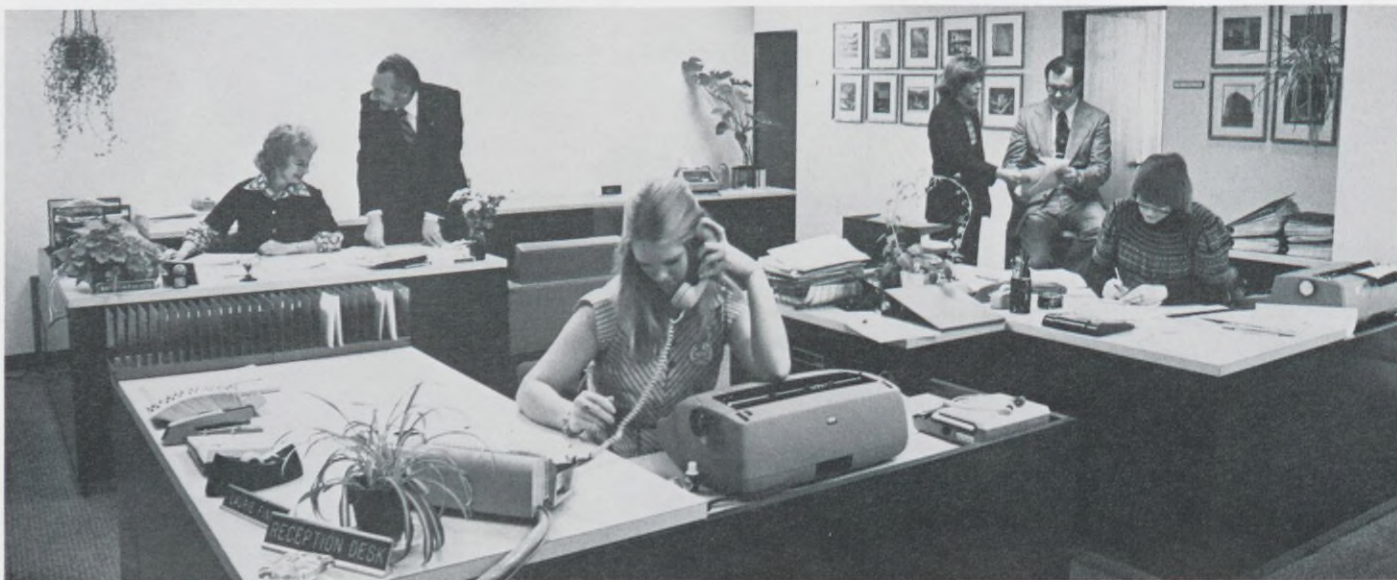
WS&S — Fourth floor entry area. Secretary Sandy Williams in foreground. At background left is Assistant Purchasing Coordinator Marilyn Mundy. Standing center is Purchasing and Traffic Coordinator Lorli Doughty and Director of Purchasing Loren Pratt. At far right is Secretary Michele Devore and at right foreground is Secretary Kimi Nakanishi.



WS&S Print Shop. At the Heidelberg press (from left), Press Operator Dick Smith, Department Manager Norm Svenningsen and Assistant Manager Chet Doud (recently retired).



WS&S Interior Design Division. Interior Design Source Coordinator Susan Bauer-Drake assists Interior Designer John Jones with a rug sample selection.



WS&S — Fifth floor entry area. Receptionist Laurie Finne in foreground. At background left is Secretary Barbara Forsell and President Leif Wikan. At right (from left), Food Facilities Coordinator Marcia Stafford, Executive Vice President Chuck Comstock and Secretary Michele Holter.

Housekeeper wins Brockmann-Carlson Award

Alicia Galvan, director of housekeeping at the Camino Real, Tampico, is the winner of the 1977 Brockmann-Carlson Award.

The Award, patterned after the Thurston-Dupar honor, is awarded annually to a selected employee of WIH hotels in Mexico. The individual selected is a person who, in addition to an outstanding performance on the job, has made a substantial contribution to the community as well.

Alicia has been with the Camino Real since its opening in 1963. Thanks largely to her efforts and her consistently high operational standards, the Camino Real has come to be regarded as the finest in the region.

Off the job, Miss Galvan cares for her father and has provided financial help to nephews and nieces allowing them to complete their studies. She spends much of her free time assisting at the Tampico Home for the Aged and bringing happiness into the lives of many elderly people.

For her win, Alicia was awarded two weeks paid vacation (in addition to her regular vacation) plus transportation to



Ken Mallory (left), WIH vice president, joins Alfred Freudenthaler, operations vice president/Mexico, in presenting the Brockmann-Carlson Award to Alicia Galvan, housekeeper at the Camino Real, Tampico.

any city in Mexico, the United States or Canada where WIH operates. Included are complimentary accommodations and meals at the hotel(s) of her choice.

Presentation of the award came during the annual managers' seminar held

at the Camino Real, Mexico City in early October.

The Brockmann-Carlson Award was established in honor of Jose Brockmann, former president of WIH in Mexico and Edward E. Carlson, chairman of the board of UAL, Inc.



Winners

Manila — The three top winners in the PHILIPPINE PLAZA's Employee Energy Conservation Poster Contest — which, incidentally, drew a tremendous response — were awarded gift prizes by the hotel's senior assistant manager, John Mavros (right). The winners (from left): Room Service Waiter Alfredo de Castro, third prize; Assistant Director of Housekeeping Ampy Barretto, second prize; and Pastry Shop Artist Armand Javellana, first prize.



Rewarded

San Salvador — While serving at a private function catered by the CAMINO REAL, San Salvador, Waiter Oscar Rosales found a very expensive diamond bracelet on the resident grounds and immediately turned it in to the lady of the house. For his honesty, the grateful hostess wrote a letter of commendation to the hotel manager that included a handsome reward check for Oscar.

Photo memories of Christmas past

Remember how it was last Christmas? Remember . . . the dazzling lobby Christmas tree? The festive decorations in your department or office? The holiday parties and guessing who was behind that Santa Claus beard? And, most of all, that special glow of goodwill and good cheer that filled the air?

Presented here . . . a collection of memory-nudging photographs highlighting some of last year's holiday festivities from throughout our Western International Hotels' world. . . .



Copenhagen — Last year the Hotel Scandinavia's switchboard was swamped with calls from Copenhagen citizens who wanted to express their thanks for this "God Jul" (Merry Christmas) message that lit up the hotel exterior during the Christmas season. The hotel's unique Christmas-card-to-the-city is being "sent" again this year with plans to repeat as an annual Hotel Scandinavia tradition.



Phoenix — This updated version of the Hansel and Gretel original, a gingerbread house condominium, was displayed in the lobby of The Arizona Biltmore during Christmas week last December. Applying the finishing touches is the condominium's creator, Pastry Chef Leroy King. The goodie-laden display was later sold, with proceeds going to the Education Apprentice Foundation of Culinary Arts.

OUR COVER — A Candy-covered gingerbread house was created by Peachtree Plaza Pastry Chef Manfred Schmidt, shown handing out gingerbread cookies to some young admirers. The gingerbread house was displayed throughout December last year in the Peachtree Center.



Honolulu — The gingerbread house — a northern European tradition — is at much at home in sunny Hawaii as it is in snowy Switzerland during the holiday season. This was Ilikai Chef Patissier Hans Weiler's version as displayed last year at the Ilikai's Top of the "I".



Singapore — As they have for at least the last two years, the Shangri-La sponsors a Christmas party for some 400 underprivileged youngsters from various institutions on the island. Last year's entertainment included carols by the Shangri-La choir and the antics of two hotel employees (left of picture) dressed in full clown costumes.



Tokyo — The New Year is Japan's biggest and most widely observed celebration. An age-old rite is the preparation of "o-mochi", a traditional New Year rice cake tidbit, made from rice which is first beaten into a paste with a wooden cudgel. It is traditional for children to participate in this stage of o-mochi preparation by taking a few whacks at the rice with a cudgel, as demonstrated here by children of Tokyo Prince employees.



Seattle — Guests of the Grill at the Olympic were greeted by this Christmas tree at the restaurant entry which had been decorated as a combined effort by room staff members (from left): Gertrude Tiegs, Gladys Kleiner, Marion Cypert, Frances Greaves, Dee Casad, Brynn Sheridan, and Ida Henrich.





WS&S Administrative Assistant Nancy Newman accepts the Citation plaque from "loaned executive" Norman Strange (right). At left is WS&S President, Leif Wikan.

WS&S United Way effort 'a lot of baloney' — and cupcakes and candy bars

A well organized and promoted department competition was the highly successful approach taken by Western Service & Supply Co., to achieve its 1977 United Way campaign goal.

The result was a resounding 100 percent employee contribution!

A "Thanks to you, it's working" celebration was held at the close of the campaign. Amid the exchange of champagne toasts, department winner prizes and the perpetual United Way WS&S company trophy were awarded.

Reports Nancy Newman, WS&S administrative assistant and campaign chairperson, "The printing department was first to reach the 100 percent goal and was awarded the trophy. Each department member was also given a

pound of sausage because when we heard they were first, we thought it was 'a lot of baloney!'

"The 29-member interior design department came in second, and we thought that 'really took the cake,' so each member was presented with a cupcake.

"There was a tie for third place between general supplies and the administrative and general departments. Each member of both departments was awarded a candy bar for their 'sweet' effort."

Joining the victory celebration was "loaned executive" Norman Strange of United Airlines, who extended his personal congratulations and presented the company with a People-to-People Citation award.

'Christmas in August' — 'gifts' in December

Late this summer, the Hotel Toronto held a "Christmas in August" party in its International Suite. Among the invited guests were celebrities from public life, entertainment and sports, plus members of the news media.

The party's purpose was to announce a unique Christmas fund-raising project to provide a children's recreation facility for the Kidney Dialysis Unit of Toronto's Hospital for Sick Children, and to contribute to the Kidney Foundation of Canada's medical research programs.

Participating in the project, in addition to the Hotel Toronto, were a local radio station (CKFM), Polaroid Corporation and Noma Lites.

The project also involved two donated Christmas trees — one placed in the hotel lobby, the other placed atop the hotel entrance canopy.

Taking place this month is the actual fund-raising phase of the project.

The lobby tree is decorated with more than 400 framed and auto-graphed Polaroid photographs of the celebrities who attended the August party — and others taken during the following three months — to be auctioned off at a second Christmas party at the hotel on December 11.

Then, throughout December, Noma Christmas lights are being "sold" for \$1.00 each, with each light used to decorate the outdoor Christmas tree.

Monies raised from both trees will then be donated to the hospital and the Kidney Foundation.

Reports Pat Samson, the hotel's public relations director who has assisted in coordinating the project, "The enthusiasm our people have expressed and the personal contributions in time and effort has been tremendous."



Employees of Atlanta's greatest hotel, Peachtree Plaza, received a surprise treat recently when "The Greatest" himself, Muhammed Ali, popped into the employee cafeteria for an hour-long visit. Ali was in Atlanta to raise money for the Friendship Force, a non-profit charity organization which arranges citizen exchange visits to foreign countries. An agreement was made with the boxing champion not to charge him for his room in exchange for a personal visit with hotel employees. Admirer Christine Sessions of the laundry and valet department got a friendly hug from the champ to the delight of her co-workers.

celebrities



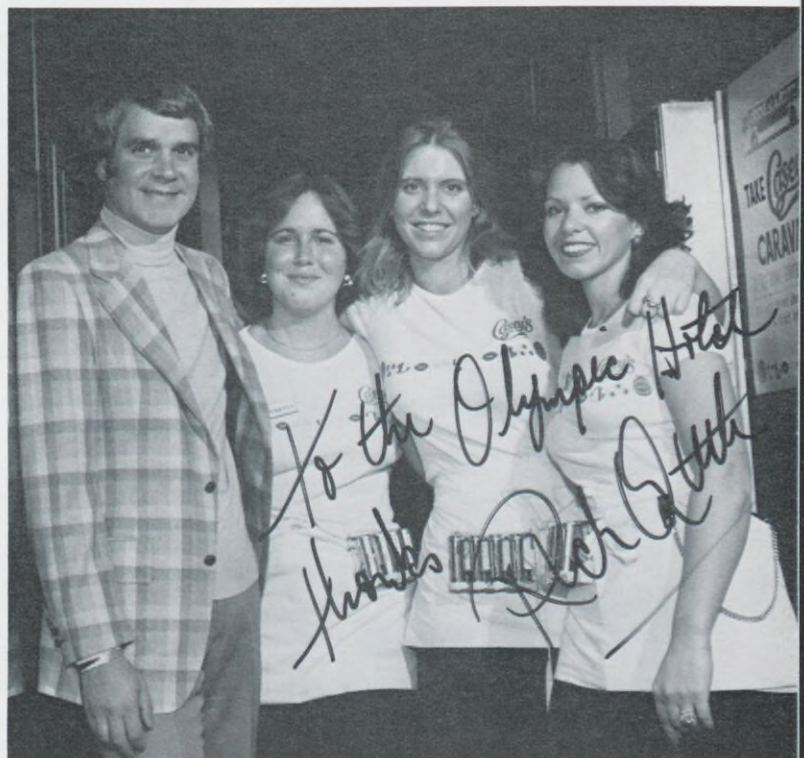
Three of Scandinavia's most famous film personalities gathered at the Hotel Scandinavia, Oslo, for a recent press conference. (From left): Director Ingmar Bergman with the two stars of his newest film, Ingrid Bergman and Liv Ullman.



Greeting U.S. President Jimmy Carter as he arrived at the Century Plaza for a Los Angeles Democratic fund-raising dinner were Bob Seddelmeyer, director of rooms (right), while the hotel's general manager William Bryant, and Los Angeles mayor Tom Bradley, look on.



In connection with the 146th anniversary of Central American Independence, their Royal Majesties, King Juan Carlos and Queen Sofia of Spain visited El Salvador, staying at the Camino Real, San Salvador. A reception at the hotel's Los Lagos Ballroom pictures (from left): General Kjell Laugerud, President of Guatemala, Mrs. Laugerud, King Juan Carlos and Queen Sofia.



Entertainer Rich Little, noted for his satirical imitations of prominent personalities, was recent guest of the Olympic while in Seattle for a hospital benefit performance. Before an afternoon rehearsal, Little stopped by Casey's for this photo, which he later autographed, with room staffers (from left): Jennifer Knowles, Barbara Delorenzo and Ruth Henderson.



Portrait of the Council

San Francisco — Officers of the Miyako's (S.F.) newly organized Employee Council gathered recently for this group portrait. From left (standing): Irineo Odfina, president; Harold Yougquist, sergeant-at-arms; (seated) Shoko Thew, secretary; Tina Law, treasurer; and Helemy Moran, vice-president.



Bedmaking refresher

New York — Recently The Plaza conducted a refresher training program for its housekeeping members on all facets of guest room makeup. Observing department supervisor Krystina Deptula demonstrate the proper way to make a bed is Head Housekeeper Irene Krohn (in street clothes) with members of her department.



'Supervisor of the Year'

Seattle — Selected as the hotel's Supervisor of the Year by the Washington Plaza's Employees' Council was former executive steward Jill Woodward (right), pictured with steward department employees (from left): Lenny Allen, Mike Fuda, Mary Boe, and Employees' Council President Carrell Hughes. Jill, who began her hotel employment as a room attendant with the Washington Plaza in 1974, was recently appointed assistant room service manager. Her current career interest is in Food & Beverage with ambitions toward becoming manager or a catering sales representative with WIH.



Yea, team!

Southfield — WIH Marketing Conference attendees were greeted with a rousing "team" welcome upon their arrival at the luncheon session held at the Michigan Inn. "Cheerleaders" dressed in area sports uniforms are (from left): Teri Browning, sales secretary; Paula Dunton, sales secretary; and Maria Maxwell, catering secretary.



Blood, but no sweat or tears

Costa Mesa — Employees of the South Coast Plaza recently participated in a Red Cross blood drive during which 47 pints of blood were donated. Among the bravely smiling donors were David D'Alba, (left) banquet bursperson and Rob Norris, convention services manager.



GADGET-POWER

Because of the energy crunch awareness, many housewives are acquiring a guilt complex concerning the use of electrical "gadgets".

By "gadgets", I refer to such items as electric toothbrushes, can openers, carving knives, facial massage units, etc.

Use 'em — and don't feel guilty! The electrical energy used by these appliances is so little, it wouldn't amount to a hill of beans.

Also, discontinuing the use of such items as coffee makers, fry pans and toasters will not save energy. The coffee or food will have to be cooked or warmed up anyway, and using the oven or range instead will require the same, if not more, energy.

SPEAKING OF COOKING

Some homes have exhaust fans over their ranges which are automatically turned on when cooking. If cooking odors don't offend you — and most people relish the aroma of cooking food — why not consider leaving the exhaust fan off during these cold months. You'll probably notice your kitchen windows fogging up a bit, but this is only an indication that warmth and moisture are being added to the air within your home and proof that you are conserving much of the heat generated by cooking.

This, of course, would reduce the heating load on your home furnace and thus help reduce energy consumption.

SAVE WITH SOLID STATE

Before the advent of 100 percent solid state television sets, we went through a period of "instant on" TV. If you have one of these TVs, you can conserve energy by unplugging when not in use. Why? Well, these "instant on" TVs are really on all the time, with the exception of the picture tube and audio, and using energy.



Second prize winning entry in the recent WIH Employee Energy Conservation Poster contest submitted by Gary Evenson and Rhoda Betterton of the St. Francis.



Front! correspondent for the Bayshore Inn is Joy Metcalfe. You can contact Joy in the public relations office with your input for Front! (All other WIH people: Submit Front! items to your local correspondent listed below.)

Alameda, **Gina De Zalce**. Bayshore Inn, **Joy Metcalfe**. The Arizona Biltmore, **Ann Kalman**. Benson, **Debbie Spellecy**. 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**. Dusit Thani, **Duangphorn Thanasathitaya**. Edmonton Plaza, **Gail Montgomery**. Galleria Plaza, **Pam Grover**. Hotel Scandinavia, Copenhagen, **Dorthe Thing**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Susan Sharp**. Los Angeles Bonaventure, **Sharyn Cole**. Ilikai, **Valery Satin**, Las Brisas, **Derek Gore**. Mayflower, **Carol Barnes**. Michigan Inn, **Bruce Salanger**. Miramar, **Melinda Howell**. 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**. The Plaza, **Gina Henry**. Washington Plaza, **Sandy Novak**. Winnipeg Inn, **Eileen Warren**. Camino Real, Guatemala, **Evangelina Amezquita**. WIH Reservations Center, **Denise Nilius**. WIH Executive Offices, **Dorothy Stauffer**. WIH Financial Services, **Bob Graves**. WS&S, **Nancy Newman**.

HIGH MARKS — The Century Plaza was recent recipient of the prestigious Southern California Wine and Food Society's two highest awards. A Cordon Bleu award for the "best dinner of the year" was accepted by the hotel's F&B director, Victor Hofmann and receiving the award for the "best dish of the year" was Executive Chef Walter Roth for his Frog Legs Bisque. Eight of Southern California's finest restaurants and hotels are selected to compete for these major awards each year . . . International bankers love the Shangri-La! According to an international financial publication survey asking 75 top bankers from nearly a score of countries as to their hotel preferences in 13 countries, in Singapore the overwhelming vote was for the Shangri-La.

* * *

WHY? HERE'S WHY — The September issue of LODGING magazine reported the conclusions of a recent survey sponsored by Procter & Gamble, Inc. to determine reasons why travelers choose hotels and motels. For the first-time guest, convenience (location) headed the list with cleanliness/appearance running a close second. For the repeat guest, cleanliness was number one with good service a tight runner-up. Interestingly, the pet peeve of all travelers interviewed was a unanimous "poor service" as the major factor that kept them from coming back.

* * *

SHRINK-PROOFED — From Director of Rooms Division Ray Sylvester, this "funny thing happened on the way to an opening" incident. As Ray reports it, "A pre-opening assistant from one of our hotels assigned to the Galleria Plaza had sent a suit to the valet department for cleaning that included the written request, "Please do not shrink!" The garment and note was brought to the attention of Laundry Manager Ed Cowsert, who, after having the suit cleaned, returned it with this tongue-in-cheek notation to the original note, "That will be \$1.00 extra'."

* * *

INN-DINGS — The Bayshore Inn sends word of the opening of three new luxury suites on the ninth floor of the main building, each boasting of "magnificent views of the city, harbor, mountains and Stanley Park." The new suites have been named Crown, Royal and Premier. . . . Add WATSMY LINE as the newest entry to our growing list of employee publications. This cleverly named and newsy monthly is published by and for the Central Reservations Office staff in Omaha.

From their first issue we pick up and pass along these worth repeating — and applying — telephone tips described as "Five ways to sound as good as you really are":

ALERTNESS — Show that you are wide-awake and ready to help the person on the line.

PLEASANTNESS — Put a smile in your voice.

NATURALNESS — Use simple, straight-forward language. Avoid technical terms and slang.

DISTINCTNESS — Speak directly into the telephone transmitter, pronouncing your words clearly and carefully.

EXPRESSIVENESS — Talk at a moderate rate and volume, but vary the tone of your voice. This will add emphasis and vitality to what you say.

* * *

'TIS THE SEASON — to wish all members of our WIH family the happiest of holidays. Special greetings and sincere thanks to all Front! correspondents for their news and picture contributions that have helped fill these pages throughout the year. Merry Christmas and a Happy New Year!

