



February 1975

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

## Joe Snyder Wins 1974 Thurston-Dupar Award



A totally surprised Joe Snyder is ushered to the podium to accept his Award by Anchorage-Westward General Manager Dave Paulon.

(Right) Chairman L. P. Himmelman presents Snyder with his Thurston-Dupar Award plaque.



## The 'Turned-On' Guest

**W**hat turns on or off hotel guests the most?

Numerous studies plus the feedback we continually receive in letters and comments from our guests — and, also from our own people — strongly indicate that a hotel staff's attitude ranks near the top. The reason is pretty obvious.

Our industry is essentially that of performing personalized services. A guest's hotel experiences, therefore, involve a good deal of people contact . . . with front desk people, in the restaurants, often with house-keeping people, and elsewhere throughout the hotel.

Like any one of us, most guests relate more to people rather than to things. It is a relationship built on impressions of staff attitudes. Does the staff appear friendly? Is the guest made to feel welcome? Are all his needs well cared for by helpful, understanding staff people? (Interestingly, a guest's impression of "things" — room appearance, restaurant meals, etc. — is often influenced by impressions of staff attitudes.)

Certainly, no research poll need be taken to determine that the attitude reflected by a friendly, caring and professional staff is one that turns on a hotel guest the most.

Though we may not have thought of it just that way, we are all in the business of turning guests on . . . and keeping them turned on throughout their stay with us.

**LYNN P. HIMMELMAN**  
Chairman

**HARRY MULLIKIN**  
President

# 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

Wednesday, January 22, will remain a "day to remember" in the life of Joseph Snyder, chief engineer at the Anchorage-Westward.

In particular, Joe will remember the luncheon that day at the Continental Plaza for WIH executives and managers attending the annual Managers Conference. Joe had been invited, totally unaware that his presence at the function had been very carefully planned. He was the honored guest!

Reason for his honored guest status was revealed in the post-luncheon announcement by President Harry Mullikin. Joseph Snyder had been selected as the winner of Western International's highest employee recognition — the coveted Thurston-Dupar Inspirational Award!

In addition to his Award plaque and recognition lapel pin disk, Joe was presented with a two-week, all-expense paid vacation for two at a WIH hotel of his choice either in the United States, Canada or Mexico.

Some of the reasons that induced the Thurston-Dupar judging committee to select Joe as the 1974 winning candidate are related in the "profile" feature on the opposite page.

*Highlight details and photo coverage of the 1975 Management Conference, held at the Continental Plaza in late January, will be featured in the March issue of Front!*

## Profile of a Thurston-Dupar Award winner

Joseph Snyder's responsibilities as chief engineer at the Anchorage-Westward do not ordinarily place him in direct contact with hotel guests.

Comes the extraordinary guest contact situation, however, and it's usually Joe that's on hand to provide the "happy endings".

He has fished contact lenses, diamonds, false teeth, etc. from out of drains, vacuum cleaners, heating units, and from between mattresses and under rugs.

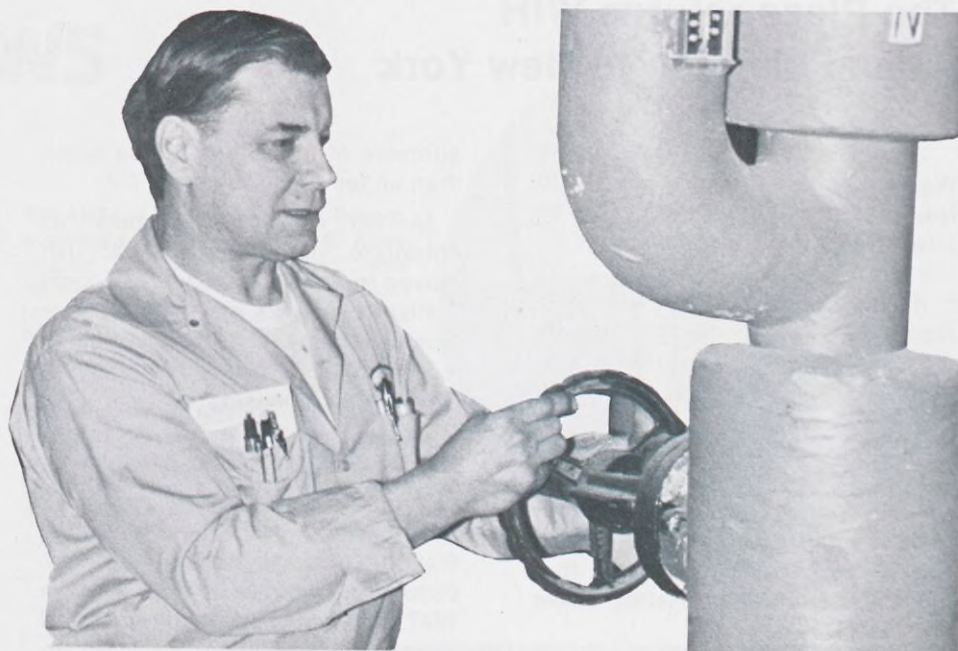
He has released imprisoned guests from closets and bathrooms.

If a guest needs help with luggage and there is no bellman handy — Joe offers his services. If, as it sometimes happens, a guest complains of noise, or is in need of such things as more towels and there are no maids around — Joe solves the problem.

### Impressive Manner

But it's really the manner in which he "solves" the problem that most impresses the guest — and which has been cementing many long lasting friendships for the hotel. That manner was described in the Thurston-Dupar Award application form as submitted by the Anchorage-Westward's selection committee as one of, "... absolute thoughtfulness, utmost patience and of a Kissinger-style diplomacy!"

While there is truth in the statement that "nobody is perfect," according to his fellow staffers, Joe comes pretty close. During his



Joe Snyder . . . "a highly skilled professional"

25 years with the hotel, almost every employee has come to him at one time or another for some helpful assistance or advice.

Joe has gained a reputation for always being helpful, friendly, easy to work with, and above all, a gentleman at all times. On the job, he is a highly skilled professional and an able and respected department administrator.

### 'Model Member'

The president of the Hotel/Restaurant Local 878 describes Joe as "a model member." His involvement with that group has included membership on its board of directors and as vice president during the formative years. Through his efforts, policies have been formulated benefiting both management and labor.

Among the many "above and beyond the call of duty" incidents related about Joe, is one that fol-

lowed the aftermath of the devastating Alaska earthquake of 1964. He was the first to grab a flashlight and painstakingly search every inch of the hotel for trapped or injured employees and guests. Then, he and his maintenance crew worked around the clock to help restore hotel facilities to working capacity.

### Locally Active

In addition to his union activities, Joe participates in a number of civic and community affairs including cub scout den father, PTA treasurer, the Anchorage parent/teacher council and in church and fraternal groups.

This "profile" is only a sketch at best. But it is a sketch outlining the portrait of a winner . . . Joseph Snyder, Anchorage-Westward chief engineer and a most deserving candidate to receive the coveted WIH Thurston-Dupar Inspirational Award for 1974.

## It's 'Scandi-man!'

Bryan Whisenant, assistant chief steward at the Space Needle Restaurant, is pictured here wearing a winner's smile.

Soon, he will also be wearing a handknitted Norwegian sweater — size extra-large.

For this addition to his wardrobe, Bryan can credit his inspired "SCANDI-MAN." That was the name he submitted in the "Name the Viking doll" contest as sponsored by the staff of the Hotel Scandi-

navia, Oslo, and which was subsequently judged the winning entry. (The contest was publicized in the October issue of Front! and in a number of in-hotel publications.)

Offered as the top contest prize was a handknitted ski-type sweater which is now on the way to Bryan from Oslo.

Also on their way to 23 other contest entrants from various WIH hotels and offices are the Viking doll runner-up prizes.



## The Plaza returns WIH — and Mogush to New York

The acquisition of The Plaza marks Western International's return to New York hotel operations after an interval of some ten years.

It also marks the after-a-decade New York return for **Joesph Mogush**, who was appointed in mid-December as The Plaza's managing director.

Western International first entered the New York hotel market in 1964 with the management of the Savoy Plaza. (Interestingly, that hotel was located across the street from The Plaza.)

Named as its general manager was Joe Mogush.

A year later, the Savoy Plaza was razed and replaced with the present General Motors Building.

Mogush was then assigned to Colorado Springs to assume man-

agement of the Antlers Plaza hotel, then under construction.

In 1967, with his appointment as corporate vice president, Mogush moved to Seattle to head the Rooms Division. He was appointed senior vice president in 1972 and named to head the newly established Development Division.

Previous to his Savoy Plaza assignment, Mogush had held a number of management positions with various properties including that of general manager of the Bayshore Inn. He joined WIH in 1947 at the then company-operated Leopold hotel in Bellingham, Washington.



Mogush returns.

Among Mogush's recent responsibilities was that of chairman of the New Property Development Committee. That position has now been assumed by **J. William Keithan, Jr.**, senior vice president.

Assuming another area of responsibility formerly held by Mogush is **Tom Ohrbeck**, who has been named director of development. Ohrbeck was assistant manager of the WIH Real Estate Division.

Veteran hotelier **George DeKornfeld** continues as general manager of The Plaza. Recently appointed as resident manager is **Frank Finneran**, formerly executive assistant manager at the Olympic.



DeKornfeld continues.

Finneran checks-in.

### Los Angeles Bonaventure

It's official.

The name selected for Western International's new Los Angeles hotel, currently under construction in the city's downtown Bunker Hill area, is the **Los Angeles Bonaventure**.

Choice of the Bonaventure name was made following discussions with John Portman, architect-developer of the 1,500-room major convention center hotel and surrounding retail complex, and was announced in late December by Chairman L. P. Himmelman.

The name "Bonaventure" — familiarly associated with our hotel in Montreal — translates from the French as meaning "good time" or "good adventure".

The 35-story Los Angeles Bonaventure, conceived as the "dazzling centerpiece" of the \$100 million convention and retail center, is scheduled for completion in about three years.

### Calgary Inn to add tower addition

The Calgary Inn is doing it again!

In 1969, four years after it opened, the hotel's runaway popularity required the addition of four more guest room floors to accommodate an ever increasing guest demand.

But even that proved insufficient.

In late December, the Calgary Inn again revealed plans for further expansion . . . an 18-floor tower addition to be built adjacent to the present structure and connected by a bridgeway.

The tower will include 126 deluxe guest rooms plus three additional banquet rooms. The top floor will house an all-season swimming pool

and a Jacuzzi whirlpool with dressing rooms and sauna located on the level just below.

With the new addition, the Calgary Inn will have 500 rooms enabling it to confirm more than 400 rooms as convention headquarters and serve up to 1,500 persons for meetings, banquets and receptions.

"It will," reports Chairman **L. P. Himmelman**, "make the Calgary Inn the largest and most complete hotel convention facility between Toronto and Vancouver."

According to Calgary Inn General Manager **Denis Forristal**, completion date for the tower addition is scheduled for mid-1976.

# photo-news



**DENVER** — Hot Dog! The only way to go to TV-view Monday night football in Denver is from a seat at the COSMOPOLITAN's Matador Bar. The hotel's football night promotion during the season featured draw beer at 50¢ a glass and hotdogs for a quarter served by waitresses appropriately dressed in football jerseys and hot pants. Pictured above at the Room's "hotdog stand" in their uniforms are Belinda Hayward, Matador Bar manager and waitress Lolly Giraldi.



**SEATTLE** — Apprenticeship Completed. The occasion pictured marks a major milestone in the culinary career of OLYMPIC Dinner Cook Jack Jones (right). Jack's recent successful completion of his 2½ year WIH Culinary Apprenticeship Program studies at the Olympic earned him the Award certificate which was presented to him by General Manager Warren Anderson.

**ATLANTA** — Tall Job. Chuck Sovern, a recent retiree from the U. S. Army, begins a "second career" with Western International Hotels. Chuck joined the staff of the PEACHTREE PLAZA last November as employment manager of what will be the world's tallest hotel, now under construction in Atlanta. His key responsibility will be that of recruiting, screening and processing the estimated 1,500 employees who will make up the hotel's staff.



**WINNIPEG** — First "Deli". Introducing Western International's first and only delicatessen operation . . . "Benny's", located in the concourse shopping level at the WINNIPEG INN. Opened in late November, Benny's is doing a booming business, particularly with the lunch time "sandwiches-to-go" crowds from neighboring office buildings. Manager of Benny's "deli" is Eddie Vanderbos, former assistant banquet manager at the Winnipeg Inn.



**HOUSTON** — United Fund-tastic! HOUSTON OAKS General Manager Larry May (left) proudly poses with the hotel's United Fund team through whose efforts over \$3,500 was raised during the 1974 drive. Particularly outstanding was the 100 per cent contribution by the Coffee Garden staff with donations totaling over \$1,000! Pictured from left of May are: Misty Gibson, Linda Taylor, Leslye Lucas, Janice Hoot, Delores Wiltz, Ruby Fears, Evelyn Bridges, Winifred Cockrell and John Erickson. Exchanging a congratulatory handshake at front center are the drive's co-chairman Dave Christiansen and Larry Alexander.

Training a brand new hotel staff to perform like "pros" outside a hotel environment is almost like learning brain surgery by mail. But that was the challenge facing the Michigan Inn management prior to the hotel's opening.

## 'Inn-troduction' to an opening

It happened when unexpected construction delays had extended the Michigan Inn's scheduled opening date by a few weeks.

Among the more pressing problems . . . what to do with the 400 or so painstakingly selected applicants who had been hired to fill hotel department positions. They had all been assured of a hire date. With workmen and construction activity still in progress throughout the hotel, however, it would be some time before its facilities could be used for actual on-premise training.

As an alternative, the decision was made to rent space in an office building adjacent to the hotel and do the best job possible through training class sessions.

An instruction team of Michigan Inn department heads, corporate office people and staffers on loan from other hotels went to work.

For the next two weeks, with the help of makeshift equipment props, visual aids, and a lot of enthusiasm and imagination, the fledgling staffers were drilled to their tasks.

Without the on-site use of the hotel's facilities and equipment, however, even the best of classroom instruction can only go so far. By the end of the second week, the trainers were nearly "instructed out".

It was then that **Dick Blewett**, WIH manager of management development came up with an inspired concept.

Wouldn't it make sense, Dick suggested, to have each new employee become familiar with the activities and responsibilities of every other employee both in relation to his or her job and as to the overall hotel operation of guest service.

The training team agreed, and together they developed the "**Michigan Inn-troduction**" program.

Trainees were divided into eight groups — house-keeping people, food and beverage people, front office, etc. — and each group was instructed to make job activity presentations to all other groups based on everything they had learned. All employees would participate and the groups were given two days to put their presentation together.



The kitchen "Inn-troduction" presentation is made by (from left): Richard Glaze, sous chef; Don Schram, night lead man; Mack Schofield, carver.



Leslie Elmers, waitress at Dewey's entertainment lounge, explains the Room's concept with the aid of a prop . . . a portrait of the fictitious "J. Fillingsworth Dewey."

Friday, of the second training week was the "show and tell" day — uniforms were issued and employees were asked to wear them.

The groups approached their assignments with tremendous enthusiasm and imagination. With simple props, loosely rehearsed scripts, and a great use of pantomime, many of the presentations came close to being one-act playlets. The rooms group, for instance, enacted a skit that followed a hotel guest from the moment of his arrival and being greeted by the doorman to his departure transactions with the front office cashier.

The real success of the "Inn-troduction" idea, according to Michigan Inn General Manager **Jack Gaines**, was in its value to the trainees. Gaines explained it not only gave them a much clearer understanding of the hotel's overall operations and the importance of each individual's role in its operations, but went a long way towards unifying department members into Michigan Inn family team.

The "Inn-troduction" idea proved so successful, in fact, that the concept is being considered as a standard staff training exercise for future hotel opening programs.

## Omaha office crew remembers

### 'WHITE FRIDAY'

The freezing blizzard that paralyzed parts of the Midwest in early January is still a hot item of conversation around the WIH Central Reservation office in Omaha.

The record snow storm, which began early Friday, January 10, (now referred to as "White Friday") grew in intensity throughout the day.

By noon, storm conditions that included mountainous snowdrifts, had brought traffic in the area to a complete standstill. (At its peak, gale winds blew at 60 miles an hour and temperatures dropped to 20 degrees below zero.)

Throughout the morning, those reservationists who were able to make it, reported to work according to their staggered duty schedule. The last member to check in for the day struggled in shortly after noon.

By then, forecasts were predicting that the storm would last at least through the night and the staff realized they must make preparations to dig in for its duration.

First order of business was to stock up on provisions. A "volunteer" team of Reservation Agents, **Mary Farrell** and **Ann Hamilton**, were assigned to make the snow-blinding trek to the nearest supermarket for food and other necessities.

Because only a skeleton crew was on duty — eight

reservationists out of the normal 15 — it was anticipated that callers might experience answering delays, especially during the afternoon peak period. Manager **Dick Whaley** quickly recorded a message to answer any delayed calls, explaining the emergency situation and apologizing for the inconvenience. Callers were asked to either try again later or to dial their nearest WIH reservations office for service.

That night, the staff coffee room became a dormitory where the weary crew could take their relief naps when not manning the equipment. Others, such as Shift Supervisor **Lynn Rodstrom** found the "luxury accommodations" of the cozy coat room floor a little more to their liking!

By Saturday morning the storm had slackened sufficiently to encourage "rescue operations" by families and friends using snowmobiles or 4-wheel drive jeeps.

Late Saturday afternoon, after more than 24 hours of duty, the last of the weary bleary-eyed crew had departed for their homes. The office was closed down for the remaining stormy weekend leaving one "reservationist" on duty — the recorded message.

When Monday morning rolled around the storm had subsided. The challenges brought about by the "White Friday" experience had been met and passed. It was once more business as usual — but now it was with a particularly wary ear to weather forecast reports!

## MOVE ON THE

**TOM OHRBECK**, formerly assistant manager real estate, WIH, to WIH director of development.

**DEE LOCKWOOD** has been named assistant to WIH Corporate Insurance manager, WIH Legal Department.

**JAMES HENWOOD**, formerly project coordinator at the Continental Plaza, to executive assistant manager at the South Coast Plaza.

**DONALD MASSAGLI**, formerly front office manager at the Houston Oaks, to senior assistant manager at the Hotel Scandinavia, Oslo.

**JAMES CAMPBELL**, formerly accountant at the Crown Center, to assistant controller at the Houston Oaks.

**ANGELO CARVAJAL**, formerly director of restaurants at the Crown Center, to food and beverage manager at the Alameda.

**NANCY CHRISTIANSON**, formerly maid at the Olympic, to housekeeping trainee at the St. Francis.

**JOHN DAILEY**, formerly assistant controller at the Antler's Plaza, to assistant controller at the Michigan Inn.

**ROSS GRIMM**, formerly assistant controller at the Houston Oaks, to assistant controller at the Century Plaza.

**HOLMES ARCHIE HOLEMAN**, formerly sales manager at the Olympic, to sales manager at the New York Regional Office.

**SIAUASH KAHYAI**, formerly assistant controller at the Century Plaza, to controller at the South Coast Plaza.

**ALIX ROSEMARY MATHESON**, formerly executive housekeeper at the Bonaventure, to director of housekeeping at the Hotel Toronto.

**MICHAEL MCGINNITY**, formerly sales manager at the New York Regional Office, to director of sales at the Hotel Scandinavia, Oslo.

**KATHLEEN MORAN**, formerly maid at the Washington Plaza, to housekeeping trainee at the Anchorage-Westward.

**LARRY RIEKER**, formerly sales manager at the Benson, to sales manager at the Los Angeles Regional Sales Office.

**STEPHANIE SEUNG**, formerly assistant housekeeper at the Washington Plaza, to director of housekeeping at the Carlton House.

**TYLER STROH**, formerly director of sales at the Washington Plaza, to sales manager-national accounts at the L. A. Bonaventure.

**CARMEL SURETTE**, formerly director of housekeeping at the Edmon-ton Plaza, to director of housekeeping at the Bonaventure.



COPENHAGEN — The Thai festival that took place at HOTEL SCANDINAVIA last December was quite a royal affair. As arranged among Thai Airways, the Thai Embassy in Denmark, and Hotel Scandinavia, the three-day event celebrated the close association between the royal families of both Thailand and Denmark which has existed for several years. Festival activities took place in the hotel's Scandinavian Ballroom and included an exhibition of Thai products and arts, Thai folk dancing and a fashion show, and a number of banquet functions. An elaborate dinner during which Denmark's Queen Ingrid was the honored guest, was a celebration highlight. Above, two of the Thai dancers present the Queen with gifts from Thailand at pre-dinner ceremonies.



KYOTO — U.S. President Ford's visit to Japan late last year included a pleasant stopover visit to Kyoto and the MIYAKO hotel. Over 300 of the hotel's 480 rooms had been assigned to accommodate the American President and his staff. At the receiving line upon his arrival at the Miyako, Ford is pictured chatting with the hotel's Managing Director S. K. Kawana. Behind Ford is U.S. Secretary of State Henry Kissinger.

## inn basket news line....

News items of interest from throughout our WIH world as spotted in industry and business related publications.

UPSTAIRS — DOWNSTAIRS . . . The office building-hotel building complex combination has become a pretty common development idea. Now, a new wrinkle has been added in the intriguing concept of the "office hotel". One such combination is the 30-story Executive Tower Inn that opened last year in Denver. The Tower's top 14 floors are devoted to office space with hotel guest rooms and facilities including a fully-equipped athletic club and health spa located below. Advantages to the office occupants are considerable including membership use of the hotel's recreational facilities, and the convenience of "downstairs" meeting room and banquet facilities and guest rooms for accommodating out of town visitors. HOTEL & MOTEL MANAGEMENT (November 1974)

QUOTABLE . . . For you would-be future hotel management executives, experienced insight from Bayshore Inn General Manager Arthur Oades, as quoted from a recent trade journal profile:

"A hotel general manager's most useful asset," says Oades, "is experience in and thorough knowledge of the operation of every one of the numerous departments in the hotel, from food service to maintenance. It is very important, too, to have the ability to understand people, because the hotel business is a 100 per cent people business."

B.C. HOTELMAN (December 1974)

FLYING BUSINESSMEN — The business air traveler has gained an edge over the non-business air traveler, according to a United Airlines study of their operations during 1974. During the year previous, it was an even 50-50 split among business and non-business travelers. During '74, however, non-business air travel dropped to 48%, while business travelers increased to 52% in the total travel mix and that seems to be the trend. (While United, as well as all other air carriers, do not contemplate a strong growth in general passenger traffic during 1975, the apparent growth trend in business travel is a favorable one for Western International Hotels. Reason — bulk of the room bookings for most of our hotels are for business travelers.)

Excerpted from UNITED AIRLINES OMNIBUS SURVEY

GREETERS — Margaret LeBow of the WASHINGTON PLAZA's accounting department, informs us that the Hotel-Motel Greeters Association International have scheduled their annual convention to be held this April in Portland, Oregon. An enthusiastic and hard-working member of the group's Seattle Chapter, Margaret is equally enthused about encouraging other WIH family members to join their local chapters. The Association is dedicated towards promoting local tourism and improving hotel-guest relations. Says Margaret, "Among other things, membership provides a great opportunity to meet with others in the same profession and to benefit from the experiences of others."



Prior to agenda proceedings, personnel members and guests gather for this group portrait. First row (seated): Sherry Fortenberry, Don McCutcheon, Carol Suda, Barry Flink, Marilyn George, Cherie Ohlson, Harry Mullikin, Susan Levine, Lenore Carter, Jo Schmidt, Gordon Schneider, Becky Bratton, Dorothy Kaiser, Berny Wensley, Bruce Stone. Back row (standing): Bob Thunholm, Leona Dureau, Cecil Ravenswood, Arlene Prunchak, John Poquette, Sandy Novak, Teresa Garland, Jacques Rigaud, Paula Reno, Mike Mooney, Bill Hulett, Warren Anderson, Dick Blewett.

## Personnel's broadening influence is conference focus

It was the focus of the conference agenda content.

It was heavily stressed during the course of topic presentations.

That message . . . the role of a hotel's director of personnel was fast becoming an increasingly complex and demanding one. More and more, a hotel's operations as well as its employees are being directly affected by personnel's ever-broadening influences.

A far cry from the "employment clerk" concept, today's personnel department concerns involve them in such diverse areas as labor relations, employee counseling, employee benefit administration, training and development programs, and, particularly in U.S. properties, affirmative action implementation (that is, ensuring that hotel policies of equal opportunity are realized).

It was this wide-ranging overview of personnel's expanding responsibilities and how to better perform them that busily occupied the WIH hotel directors of personnel during their three-day conference held at the Olympic in mid-December.

On some of the more specialized topics, such as labor relations and affirmative action interpretations, the group got the word through presentations made by outside authorities in these fields.

Most of the subject presentations, however, were made by WIH people. Highlights included Continental Plaza Personnel Director Bruce Stone's enlightening "Interviewing Techniques"; a session on "Orienting the Rookie Employee" given by Crown Center Director of Training, **Sherry Fortenberry**; and those made by Personnel Division members, **Gordon Schneider, Dick Blewett, Barry Flink** and **Cherie Ohlson**.

This year's conference group was the largest ever with 19 people representing most U.S. and Canadian properties.

Also attending were WIH Personnel Division members and Personnel Committee members. Session appearances by various corporate officers included that of President **Harry Mullikin**, who delivered the opening night address.

### WASHINGTON PLAZA-ites

Your hotel correspondent is Director of Personnel **Sandy Novak**. You can reach Sandy for your Front! input by dialing extension 4106 or 4107.

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



Anchorage-Westward, **Tereas Garland**. Antlers Plaza, **Marilyn Crawford**. 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, **Susan Levine**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Pat Korn**. South Coast Plaza, **Scottie Layer**. St. Francis, **Dianne Christenson**. 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**.



## Going Places

Mayflower Personnel Receptionist **Martha Sheppard** is going places . . . both geographically and in her hotel career.

Geographically, it's to Orlando, Florida at the end of March for a week's all-expense paid vacation she won last December.

Career-wise, it's wherever her developing capabilities will take her in the hotel world.

For both, Martha can credit her recent affiliation with the Washington, D. C. American Hotel & Motel Career Development Chapter, her personal ambitions, and the encouragement of her supervisor, Director of Personnel **Susan Levine**.

It was Susan who had hired her to fill the secretarial/receptionist vacancy in the personnel office last August. She had been working as a cashier in the employee cafeteria. At the same time, she was taking part-time classes in typing and other business courses to broaden her job skills.

Then last fall, Susan encouraged Martha to attend an AH&MA Career Development Chapter meeting with her. She was excited with the educational opportunities the Chapter offered. Later, when fellow employee and Chapter member **Ricardo DeLa Cerda** was canvassing Mayflower people for membership classes, Martha was among the first to sign up. In fact, she signed up for three courses . . .

Human Relations, Hotel/Motel Law and Sales!

At a subsequent meeting, Martha learned that the Chapter was conducting a membership drive with the Florida vacation as a prize for the individual who enlisted the most members.

Martha's enthusiasm for the Career Development Program plus the vacation prize incentive was enough to get her off and running in enlisting hotel employee members.

Her first enlistment was the Mayflower's General Manager **Bob Wilhelm**.

With this heady success for starters, Martha approached every likely candidate that came through the personnel offices or wherever else she encountered them throughout the hotel.

Her "sales pitch" was a very simple and direct one.

"I just explained to them," she reports, "that if they wanted to get ahead, either in their own department or wanted to advance to some other department, taking Career Development classes would help prepare them for such advancements. A record of classes taken would be kept in their files. When an opportunity came up for a position they were interested in, their training class background might be just what was needed to qualify."

By the end of the drive, Martha had enlisted paid memberships from twelve other staff members. Over half of these were from the housekeeping department. (DeLa Cerda, a rooms department employee, had enlisted seven other applicants for a total of 20 Mayflower employee memberships.)

Last December, Martha was notified that she had enlisted the most paid memberships. The vacation prize was hers.

Says Martha, "It was like an early and very exciting Christmas present . . . but I was also very pleased that I was able to get other people involved in the Career Development Chapter Program."

## Congratulations



. . . to **Dieter Peikert**, assistant manager of the Le Portage at the BONAVENTURE, for his winning entry in the Golden Chalice Outstanding Drink Recipe Competition as reported in the January Front! Dieter (left) receives his silver cocktail shaker prize and Award certificate from Bonaventure General Manager Fernand Roberge.



. . . to **William Davis**, director of sales for the ALAMEDA in Mexico City, upon his recent election as president of the Hotel Sales Management Association (HSMA) in Mexico.



. . . to **Marilyn Crawford**, executive secretary at the ANTLERS PLAZA, for being selected as "Employee of the Year" for 1974. Marilyn was presented with \$100 in cash along with a dinner-for-two at the hotel's London Grill by General Manager Larry Magnan.

# album

**HONOLULU** — Grace Hemenway's broad, cheerful smile is a familiar one to employees of the ILIKAI's housekeeping department where she works as a linen room attendant. Grace is also shop steward for some 200 employees of the hotel's housekeeping and laundry departments.



**SAN FRANCISCO** — Jeanny Cole, waitress at the MIYAKO, is also an expert at Japanese cookery. Here, she prepares sukiyaki for attendees of a food brokers convention held at the hotel.



**COLORADO SPRINGS** — Mid-winter is the time when business levels off at the ANTLERS PLAZA. It's also the time to give the maintenance department a "breather" to attend to such tasks as giving all the huge chandeliers in the hotel a thorough washing and cleaning. On the scaffold are Charlie Beach and Lloyd McElroy of the maintenance department. Below, Housemen Tony Salinas and Brian Smith await the removal of chandelier glass cylinders to be carted off and washed.

**ANCHORAGE** — Here's proof that ANCHORAGE-WESTWARD employees will go to any length to assure convention delegates a good time. Recently, a number of employees formed a Kazoo Band to provide a surprise entertainment performance for a convening logging group. The "artists" from left: Bob Larsen, Marty Hinz, Michelle Weikert, Maria Turner, Phil Stoy, Eike Schramm and at right rear, Bruce Moore.



**DENVER** — Merrill Bergin, assistant manager of the COSMOPOLITAN's Grill, demonstrates the preparation of a new drink created by him which is fast becoming a favorite of hotel guests. He calls it the "Hotdogger" taken from a well recognized skiing term (a trick skier) used in the area. Merrill shares his drink recipe with Front! readers: 1 jigger Creme de Cacao, ½ jigger white Creme de Menthe, strong coffee. Pour coffee in tall mug, add liquors, stir and top with whipped cream.



# Front!

## focuses on WESTRON . . .

The computer "storehouse" of reservations information now used by Western International Hotels is known as Hoteletron.

Starting next month, that "is" will begin to be a "was".

During the latter part of February and throughout March, WIH hotels in the United States, Canada, the Mexico City reservations office and Omaha Central Reservations will be phasing into the new, and much more versatile, WESTRON system.

Officially identified as the Westron Reservations Communications Network, the system is being provided through United Airlines from their Computer Center operations located outside of Denver, Colorado.

The electronic marvel capabilities of Westron for better servicing our guests and for enabling our reservationists to offer speedier and more complete service are many indeed.

For instance, with Westron, any reservationist can obtain a detailed description of any of our hotels that includes rate ranges, descriptions of room types and categories offered, special events, entertainment available, and whatever useful information that has been entered into the system by the management of the individual hotels. Further, any guest reservation up to 364 days in advance of any requested date can be instantly con-

firmed through the system.

Westron will also provide for message communications between hotels and offices, in-house reservations filing system, computer control of room inventory (charting), and a means to obtain a variety of lists and counts of reservations for future dates.

By November, the system will be equipped to handle convention and group business.

During the equipment installation phase-in period over the next two months, "coordinator" representatives of the North American WIH hotels, will be attending five-day training classes at the Denver Center. This will be followed by two-week training classes at the hotels and office centers for the reservations staff members.

The targeted date for complete conversion to Westron is Monday, March 24.

## *. . . a jump ahead in reservations communications*



### **Welcome WESTRON!**

BETTE ISRAEL, reservations agent at the WIH Communications Center, (Seattle) takes some practice lessons on newly installed Westron equipment. Transmittal information is projected electronically on the "TV screen" of the cathode ray tube (CRT) unit above the keyboard.



### **Good-bye Hoteletron**

SOON TO BECOME a "that's how it was" relic of Western International's reservations processing progress, is this Hoteletron unit operated by Ms. Israel.