

# Front!



September 1975

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

Vancouver  
Bayshore Inn



Detroit (Southfield)  
Michigan Inn



Los Angeles  
Century Plaza



Honolulu  
The Ilikai



Chicago  
Continental Plaza



New York  
The Plaza



Houston  
Houston Oaks

**All in the family...**

(See Page 2)



## Planning director projects into WIH future



Though Byron Brady has only recently joined the WIH corporate staff, he is already beginning to project a good deal of his concentration into the company's future.

But, in the position of corporate planner, that's one of his prime responsibilities.

Byron was appointed to this newly created position in mid-June, reporting directly to WIH President Harry Mullikin. While the position is a non-administrative one, Byron's productive efforts will be contributing a strong influence in determining corporate direction in the years ahead.

According to Byron, establishing a mutual harmony among the various division members, corporate administration officers and the Board of Directors on long-range strategy planning is that direction key.

Currently, he is gathering background resources by "sitting in" on various committee meetings, consulting with division heads and other staff members on their goals and objectives, and reviewing overall corporate goal activities.

Byron is also deeply involved in establishing contact sources with various private and governmental agencies for forecast projection data. And, similarly, with international, national and regional sources for economic data and trend information important to marketing and expansion determinations.

As an ex-Navy pilot, Byron visualizes the corporate planning activity in a flyer's terminology.

"It's like the difference between following a well thought-out flight plan or flying by the seat of your pants," he says. "Both methods may get you to your goal, but a flight plan is not only a lot more reliable, it lets you know exactly where you are all along the way. And you can be a lot more adaptable to any unforeseen plan changes!"

## Management changes announced

The following major changes in hotel management positions were announced through WIH executive offices in late August:

**Bill Quinn**, vice president and general manager of the St. Francis has been appointed vice president and general manager of our now under construction Los Angeles Bonaventure.

**Bob Wilhelm** moves from general manager of the Mayflower to general manager at the St. Francis.

**George DeKornfeld**, general manager of The Plaza, has been named general manager of the Mayflower.

**Peter Martin**, from general manager at the Continental Plaza to general manager of the Philippine Plaza, now under construction in Manila.

**Larry May**, general manager of the Houston Oaks, replaces Martin as general manager at the Continental Plaza.

**Stan Soroka** is the new general manager of the Houston Oaks transferring from the Cosmopolitan, as general manager.

**Tom Gurtner** moves from executive assistant of the Anchorage-Westward to general manager of the Cosmopolitan.

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Also announced in late August,

following a meeting of the WIH Board of Directors, was the election of **John Schneider** as a vice president of Western International Hotels.

The announcement stated that Schneider will be in charge of legal activities for the corporation, reporting to John Calvert, senior vice president in charge of Finance and Legal Division.

## on the move

**BUD BERQUIST**, formerly project manager at Hotel Toronto, now project manager at Calgary Inn.

**FRANK NOSKA**, formerly assistant manager at Mayflower, now assistant front office manager at The Plaza.

**ARNOLD RUTZER**, formerly catering manager at Calgary Inn, now catering manager at Hotel Bonaventure.

**JACK SCHRIPSEMA**, formerly Cafe Plaza manager at Century Plaza, now assistant manager, Rooms Division at The Plaza.

**EDWARD SMITH**, formerly sous chef at Continental Plaza, now sous chef at South Coast Plaza.

**VIRGINIA WOLFE**, formerly housekeeping supervisor at St. Francis, now assistant director housekeeping, Miyako, San Francisco.

## Cosmo crew becoming 'kill-a-watt' experts

"It's been with the help, cooperation and suggested ideas from a number of employees that our energy conservation efforts have been so successful."

So says Mike David, Cosmopolitan assistant manager and member of the hotel's Energy Conservation Committee. He adds, "Following our heavily promoted slogan, 'help to kill-a-watt or two,' employees have risen to the cause. They are keeping alert to the energy usage operations of their respective work areas and are becoming increasingly conservation conscious."

"Energy waster" areas that employees have become very conscious of, according to Mike, are often the most obvious yet often most neglected.

This includes checking correct control settings on cooling units in the guest rooms and public areas; the prompt reporting of plumbing problems (i.e. leaky faucets, etc.) for immediate repair; and, of course, turn-

ing off lights when not in use.

Additional Energy Committee suggestions have resulted in the installation of shower heads that reduce the amount of water used but maintain a satisfactory water pressure; closing down extra elevators during low occupancy periods; and installing automatic on-off switches in storage areas to reduce the risk of lights being left on.

The Cosmopolitan's energy conservation program is heavily promoted through employee bulletin boards with reminders of specific conservation measures to be taken.

In addition, floor supervisors and department heads make mention of conservation needs in their daily contacts with their staff members.

Continuing comparisons of utility charges on a monthly basis and against previous year's figures, according to Mike, show substantial decreases. "We're all learning to become experts in the 'kill-a-watt or two' game," he grinned.

## Seattle properties 'adopt' Vietnamese families

**T**hree of the six-member Dao family are employed at the Olympic.

Hao Duc, father of the eight-member Nyugen family, is working as a management trainee at the Washington Plaza's accounting department.

At the Space Needle Restaurant, four members of the thirteen-member Nyugen brothers' (no relation to the Hao Duc Nyugen) household are among the newest additions to the Restaurant's staff.

For these Vietnamese families, a new life is just beginning with bright prospects for a secure and promising future. This in sharp contrast to their combined situations of a few months ago when they had arrived in the United States as evacuees from South Vietnam.

Their personal possessions were few. Their memories were of relatives and friends left behind, and of the often harrowing experiences that preceded their flight from their homeland.

They had come to a strong land with its strange customs and, for many, a language difficulty that added to their frustrations. But mostly, it was the frightening uncertainties that faced them, particularly in regard to their self-support security.

At about this time, WIH President Harry Mullikin had attended a Seattle Rotary Club meeting during which a presentation was made that focused on a need for local individuals or groups to sponsor Vietnamese families then entering the country.

Taken by the appeal, Mullikin approached the management executives



*WIH Compensation Manager Don Lyon urges a response from Vietnamese family students of his English class.*

of the three Seattle properties — Olympic, Washington Plaza and Space Needle Restaurant — to see if perhaps the Employee Council groups might be interested in taking on such a sponsorship project.

### **Favorable Response**

Without exception, responses from each of the groups were, indeed, very favorable!

Space Needle Restaurant Manager Chuck O'Leary was appointed to handle negotiations in selecting the families (the one stipulation requested by all Council groups was that at least one member of their "adopted" families speak English).

Each Council group designated one of their members as a full-time supervisor, responsible for all re-location details. (Sue Brush, and more recently George Marble, for the Olympic; Loretta Soderland for the Washington

Plaza; and Elisabeth Weinberg for the Space Needle Restaurant.)

The three supervisors' first responsibility was to secure rental housing for their families. Subsequently, they have been attending to the thousand and one details of their daily basis needs, from family shopping to public transportation orientation.

The greatest share of credit for the "adoption" program's tremendous success, however, goes to the individual and combined efforts of each property's Council members. It was they who contributed much of the financial support for initial housing rental and other "settling in" costs.

In addition, many employees donated clothing, household furnishings and other certain necessities. Others volunteered their spare time to assist the families in their shopping transportation or personal errand needs.



Loretta Soderland and her husband, Floyd (back row, right) with Nyugen family members at Washington Plaza employees' picnic. At front left is the Soderland's son, Dino.



Thang Dao, now employed at the Olympic's accounting department, with "supervisors" Sue Brush and George Marble.

Comments the Space Needle Restaurant's supervisor Elisabeth Weinberg, "The response from our people has been fantastic, particularly with the family members we've added to the staff!"

Smiling brightly, she added, "Our family is unique in that we can boast having the only U.S. citizen member."

#### First Citizen

That "citizen" is three-week old Andrew William, the son of Duc (restaurant bus person), and Ann (restaurant bus person) who was born after the couple had arrived in the United States. (Elisabeth reveals, incidentally, that she had been asked — and has accepted — the proud parent's request that she become the newborn's godmother.)

The annual hotel picnic provided the ideal circumstances for Washington Plaza employees and their adopted family members to really get to know each other, according to supervisor Loretta Soderland.

The get-together took place about a week after our family had arrived," she explained. "Someone had the bright idea to invite our new family along and it proved to be a real breakthrough in furthering our relationship."

In addition to the Employee Council efforts, staples, utensils and other household items were donated by staff members of the various properties.

WIH Executive offices also cooperated in the venture by sponsoring semi-weekly English classes for members of the families.

The classes are conducted by WIH Compensation Manager Don Lyon, and his wife, Gerry. Lyon had at one time spent a year in Vietnam as a captain in Army Intelligence and possesses an excellent command of the Vietnamese language.

#### Tremendous Experience

Reflecting the general consensus of the involved Employee Council groups and the "family supervisor" members in particular, Olympic's Sue Brush summarizes, "... a tremendous experience. I wouldn't have missed it! It's been a lot of hard work, but a lot of fun, too. Ours is a great family — proud, ambitious, eager to learn and yet very grateful people."

While the supervisory assistance will become lessened as the families adapt to their new life style, the three properties will continue to maintain a direct "technical" sponsorship interest for a full year, in accordance with an agreement made with the Washington State Vietnamese Relocation Program.



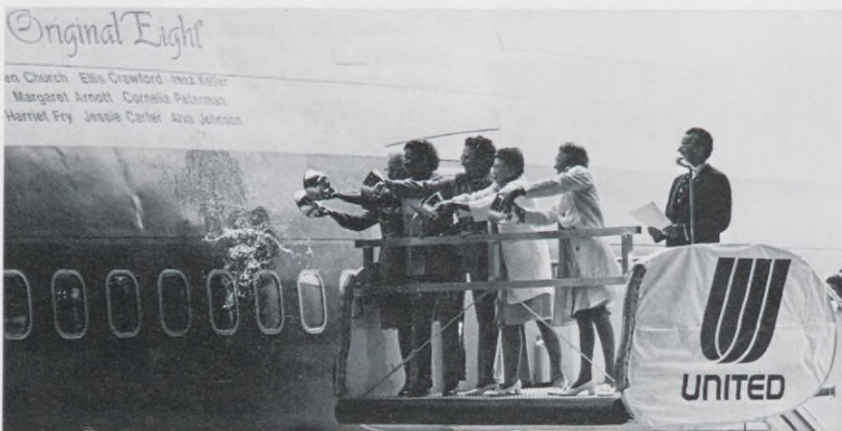
### But Don't Go Near The Water

**San Francisco** — Award-winning ST. FRANCIS Pastry Chef Otto Eckstein proudly displays his pastry sculpture creation of the Spanish packet ship San Carlos, the first documented ship to enter San Francisco Bay. The non-seaworthy confection, as recreated by Otto in marzipan, chocolate and spun sugar, was the centerpiece for a San Francisco Bicentennial Committee luncheon honoring this first ship to survey the Bay.



### Balloons herald Opening

**Toronto** — An explosion of hundreds of colorful balloons — some containing gift certificates — that signaled the official grand opening ceremonies of the HOTEL TORONTO, grabs the attention of this park bench foursome across the street from the hotel. The opening event, which took place in mid-July, drew crowds of curious on-lookers as well as the many specially invited distinguished guests and local dignitaries. The 32-story, 600-room Hotel Toronto is located in the heart of the city's financial and governmental district.



### Dedicated to 'Original Eight'

**Seattle** — Forty-five years ago, the world's first stewardesses (all qualified nurses) were employed by a predecessor airline company of United Airlines. This July, five of the original eight stewardesses were reunited in Seattle to assist in the dedication of a Boeing 747 aircraft in their honor. Giving the signal for the champagne christening ceremony was United's Chairman and former WIH Chief Executive Officer Edward E. Carlson (left).

### Friendly Rooms

**Chicago** — The guys and gals of United's "friendly skies" are now (as of mid-July) being housed in the "friendly rooms" of the CONTINENTAL PLAZA while on layover in Chicago. Welcoming the first flight crew members are Ron Spellecy (second left) and Peter Martin (fourth from left) of the CONTINENTAL PLAZA. The United attendants, from left: Nancy Cairns, Linda Varich, Millie Johnson and Pat Starkey.





## It's The Real Thing

**Seattle** — Pictured are seven of the twelve Washington State University hotel career students employed by the OLYMPIC as on-the-job trainees during the summer months. The annual hotel program allows the students to gain practical job experience working in the various hotel departments. From left: Peter Grant, housekeeping; Steve Wright, engineering; Dave Boysen and Rod Godfrey, stewards; Marcia Woodward, front office; Todd Rogers, grill; and Dave McVey, houseman.



# PIONISH

## The Big Splash

**Vancouver** — Earlier this summer, the BAYSHORE INN celebrated the opening of its outdoor pool by sponsoring the world's first International Belly-Flop and Cannonball-Diving competition. Showing the championship form which won him the title is six-foot, 245-pound Butts Giroud, a Vancouver tee-shirt manufacturer. Six contestants from three nations competed in what is planned as an annual event. (Photo courtesy Vancouver Daily Province)



## Welcome 'Warrior'

**Honolulu** — Competing in the recent 28th Biennial Trans-Pacific Yacht Race — from Los Angeles to Honolulu — was the yacht Warrior, sponsored by the ILIKAI. The Warrior, owned by Langdon C. Hedrick of Seattle, came in second in her class. Boarding the Warrior upon her arrival, Ilikai General Manager Bill Hulett (in white dress) offers an Aloha welcome to Hedrick and crew.

## Workshop Program Develops Crack Trainer Teams

Last month, a Front! feature focused on the activities of the WIH hotel opening assistance staff. Traditionally, this opening assistance crew is recruited from corporate and division offices, and such trainee experienced individuals as are "available" from various WIH hotels.

Now something new has been added.

Recently, the Senior Management Committee approved a program designed to develop teams of skilled trainers to assist in the training of new employees during the pre-opening of our new hotels.

Objectives of the program were threefold:

(1) Improve pre-opening training effectiveness through the use of skilled trainers.

(2) Reduce pre-opening training expense by shortening the time required to train newly-hired employees.

(3) Expand and improve the company's training capabilities for pre-opening and post-opening needs by increasing the number of skilled trainers available for opening assistance, as well as for training requirements within their own properties.

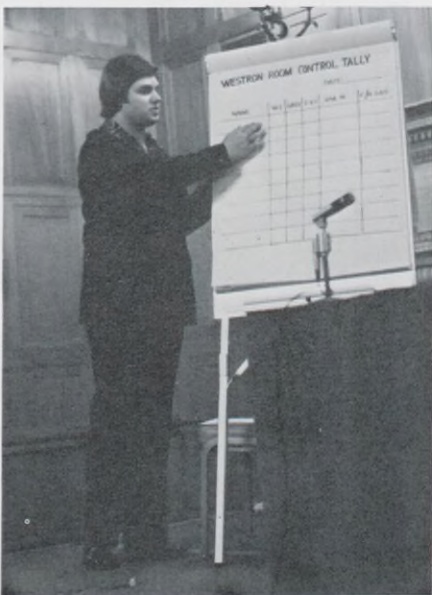
Management of the various hotels were contacted to select department heads, according to certain established criteria, to participate in the program.

### First Workshop

The Division of Personnel and Education was assigned the responsibility of developing and implementing the program's "Training Technique Workshops" under the direction of Manager of Management Development Dick Blewett.

The first of these workshops, involving 15 participants from the areas of food & beverage, rooms, and accounting, was presented in late June at the St. Francis. (A repeat workshop for both corporate and hotel people is scheduled at the Olympic next month.)

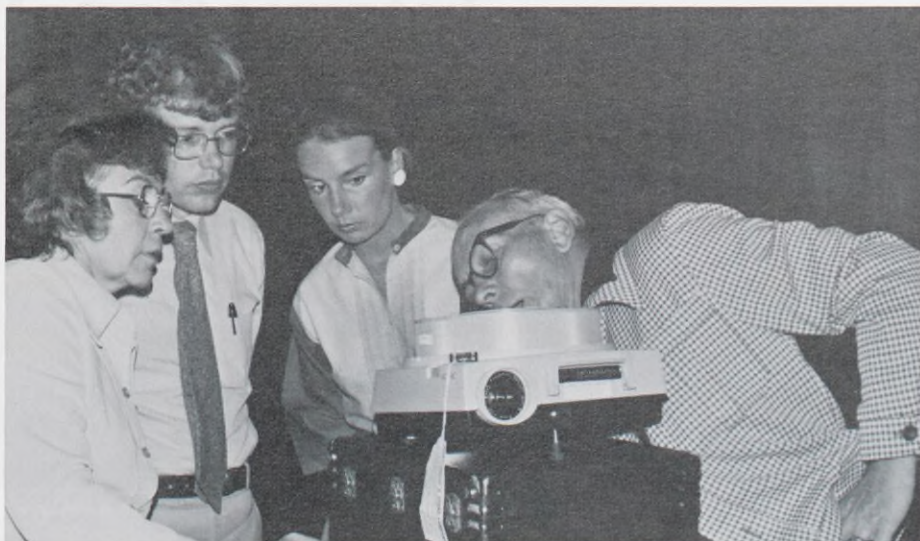
The four-day session concentrated largely on the "how to's" of training techniques. Emphasis was on the "basic four" approach — "Tell" (ex-



(Above) The role-playing sessions are video-taped by Dick Blewett. (Top left) Karl Zeiher, Century Plaza room service manager demonstrates the proper table setting technique to Crown Center Front Office Manager Larry Taylor who is playing the role of a "new employee." (Left) Gary Cope, Washington Plaza reservations supervisor, uses a flip chart as a training tool in his video presentation.



The "how-to" of a reel-to-reel tape recorder is demonstrated by Houston Oaks Director of Housekeeping Billie King to (from left) Cora Valencia, St. Francis Accounting, and Karl Zeiher, Century Plaza, room service manager.



The operation of a slide projector is explained by St. Francis Laundry Manager Hugh Thomas (right) to (from left) Mayflower Chief Telephone Operator Barbara Hulstrom, Crown Center Auditor Keith Harmon, and Crown Center Director of Training Sherry Fortenberry.



Phillipe Charbonnier, Continental Plaza executive sous chef (left), and Bonaventure Dining Room Manager Dieter Peikert (right), observe as Jeanette Plummer, Benson general cashier, demonstrates an overhead vu-graph projector.



Watching Washington Plaza Operations Analyst Duane Facklam (right) insert a film reel onto a movie projector are (from left), Bob Laskaris, Michigan Inn beverage supervisor, and Crown Center Banquet Manager Jim Bray.

plaining to a trainee the duty to be performed), "Show" (illustrating how to perform the duty), "Do" (letting the trainee perform the activity), and "Review" (going back over the activity with the trainee to assure a complete mutual understanding).

The trainer participants were also schooled in the usage of the various audio-visual training tool aids that may be utilized, from tape recorders to slide projectors.

Less technical, but of prime importance to the trainer's group development, were the sessions devoted to human relations. These sessions were highlighted by a mini-course as presented by authority Domenick Portolease. (This was the same course that was presented at the recent Management Seminar.)

Introduced for the first time at a corporate sponsored training program — and the cause for a few nervous moments among some of the participants — was the video tape recording session.

Each participant was requested to make a five-minute training demonstration to the group relative to their particular area of operation. These presentations were video-taped by Blewett for a later playback at a general critique session.

#### Video Taped

The response from the workshop attendees at class conclusion was one of overwhelming approval. As one participant enthusiastically commented, "Even if I am never selected to participate in a hotel pre-opening assignment, what I've learned here is going to be a tremendous help to me in my own department training efforts."

With a number of new properties coming on line over the next few years however, it's very likely that this individual's newly acquired training techniques will soon be put to some good hotel opening assistance use.

At a reception and dinner that climaxed the workshop sessions, the attendees were presented with "graduation" certificates. A surprise highlight of the affair was the presentation of telescoping pointers by WIH Personnel Manager Gordon Schneider, as a practical symbol of each member's professional trainer status.

Recently, the Training Technique Workshop program was very successfully adopted by the South Coast Plaza department head staff, under Blewett's supervision, in their pre-opening. The program is also scheduled for the benefit of the Peachtree Plaza department head staff later this month.

## Shangri-La to add 'Garden Wing'



Scale model of the Shangri-La complex shows existing building with new "Garden Wing" extension at right foreground.

By 1978, Singapore's Shangri-La will have completed a luxurious and luxuriant "Garden Wing" addition. The uniquely designed nine-story extension will add 170 rooms, plus a recreation center to the existing 520 rooms and suites.

The facade of the new building will be stepped back on both sides to form a basic "A" frame. Inside, guests will stroll through an open atrium lobby which will have a creek meandering through it, banked by tropical plantings. The creek will begin as a cascading waterfall at one end of the building and will flow into a decorative pond at the opposite end. Bridges will connect room corridors to give guests open views of the atrium lobby and the sky above.

Rooms and suites in the "Garden Wing" will be 30 per cent larger than those in the main building with balconies twice the size of the existing ones. Rooms at the end of each floor will have large patios which guests can use for personal entertaining.

Recreational facilities will expand to include sauna rooms, exercise rooms, two squash courts, and an additional tennis court.

The project is expected to get underway by the end of this year, with Western Service & Supply commissioned to do the interior designs.

Larry Magnan, Shangri-La general

manager, reports that a program for upgrading the existing hotel's facilities is also underway. With completion of this program and the new addition, Magnan says that Singapore's Shangri-La will be unique as the only total resort hotel complex in the heart of one of the busiest cities in Asia.

### Front! 'wrist slapped' for story omission

Appearing in the July issue of Front! on the INTERNATIONAL page, were three on-the-job photos taken of employees of the Hotel Scandinavia, Oslo.

What the story failed to mention was that all of the photos were taken during pre-opening training sessions.

Subsequently, we received the following amusing note from the hotel's executive assistant manager Howard Kemball, chiding us for the omission and requesting that we "set the record straight."

"When we first saw the pictures you had very kindly included in July's issue of Front! we thought it was a competition for your readers, titled:

"Can you name what is wrong with these pictures?"

Chef Hans Lenz got mad because his cooks were pictured without hats.

Don Massagli got mad because his staff were not uniformed.

And Gunnar the waiter looks like he's serving Casper the Ghost!

Seriously, the pictures were all from pre-opening training and your other readers will not be aware of that..."

We're sorry for our goof, gang. With our sincere apologies we hope this explanation will put smiles back on all those faces that are "mad" at us.



### Dusit Thani Re-Opening

**Bangkok** — The DUSIT THANI in Bangkok, Thailand, which had suspended operations for three months due largely to labor unrest, is once again in operation as of July 31. A religious ceremony marking the occasion was celebrated by His Holiness the Supreme Patriarch of Thailand and observed by hotel principals from left: Col. Pohbandhu Maniratana (with glasses), Vorapong Piya-oui, and the hotel's Managing Director Somphot Piya-oui.



**Camino Reals Host Beautiful People**

**San Salvador** — Host hotel for the judges of the Miss Universe Beauty Pageant, held this year in El Salvador, was the CAMINO REAL, SAN SALVADOR. Among the "beautiful people" comprising the panel were Sarah Vaughn, Jean-Claude Killy, Ernest Borgnine and Susan Strasburg, who is pictured at right with Ana Maria de Vides, Camino Real sales and public relations manager.

**Guatemala City** — Following the Miss Universe event, a number of the beauty contestants visited Guatemala, and enjoyed a brief stay at the CAMINO REAL, GUATEMALA. Hotel General Manager Michael Kranz greets an arriving contestant trio (from left): Maria de los Angeles Picado (Miss Costa Rica); Summer Bartholomew (Miss U.S.A.); and Helena Tomakane (Miss Micronesia).



**Shangri-La Hosts Sensational Supremes**

**Singapore** — The Supremes, acknowledged around the world as one of the most popular female vocal groups, were booked recently by the SHANGRI-LA for two nights' performances at the hotel's Island Ballroom. Capacity audiences on both evenings gave the group standing ovations at the conclusion of each show. The Supremes were equally delighted with the Shangri-La to the extent that they stayed an extra three days at the hotel, cutting short their visit to Honolulu. Pictured with the talented trio — Mary Wilson, Scherrie Payne and Cindy Birdsong — are Resident Manager James Mogush (left), and General Manager Larry Magnan.



**St. Francis Hosts President Ford**

**San Francisco** — Earlier this year, President Gerald Ford attended a Western Governor's Conference Luncheon at the ST. FRANCIS. To the surprise and delight of the staff, the President took a few moments afterwards to personally congratulate Executive Chef Wolfgang Fillinger and his assistants for the excellent meal they had prepared.



**Camino Real Hosts Imperial Couple**

**Mexico City** — Enjoying a brief stay at the CAMINO REAL, MEXICO CITY was His Imperial Majesty Mohamed Reza Pahlavi, the Shah of Iran, and his wife, Empress Farah Diba. Highlight of their visit was a gala reception in honor of Luis Echeverria, President of Mexico, held in the hotel's Gran Salon. Arriving at the hotel, the Shah is flanked at left by Camino Real Vice President and Managing Director John Berthelot, and at left, by President Echeverria.



**Hotel Scandinavia, Oslo Hosts U.S. Senators**

**Oslo** — "It's a fine hotel you have got here, Kirsti," commented U.S. Senator Hubert Humphrey as he was greeted by hotel Public Relations Director Kirsti Brekke during his recent stay at the HOTEL SCANDINAVIA, OSLO. Humphrey was among a group of three U.S. Senators and one Congressman — all of Norwegian origin — who visited that nation's capital in July.

## MEET THE WIH BOARD OF DIRECTORS

Even though Western International Hotels operates as a subsidiary company of UAL, Inc. it continues to maintain its own Board of Directors.

Comprising the twelve-man Board are officers of both Western International Hotels and United Airlines as well as prominent members of the business community.

The Directors meet once every two months to transact business in their role as "guardians" of the company as related to management activities. Major expenditures, for instance, must receive their review and approval as do the elections of company officers.



**WILLARD ABEL**  
*Retired*

Mr. Abel, former Senior Vice President of Western International Hotels, retired in October 1971 after 47 years with the company. Starting as a night elevator boy and porter with the Lewis & Clark hotel in Centralia, Washington in 1925, he was first elected as an officer of WIH in 1956.

He was named President of the St. Francis Hotel Corporation in 1961, the same year he was named Senior Vice President for Western International Hotels.

Mr. Abel held the office of President of the American Hotel and Motel Association and is a past President of the AH&MA Educational Institute.



**CURTIS BARKES**  
*Chairman Finance and Audit Committee, UAL, Inc.*

Mr. Barkes, former Executive Vice President-Finance and Property of United Airlines, retired in 1970 after 45 years with the company.

Starting as an office boy with National Air Transport, a predecessor company, he was first elected an officer of United

in 1949. In 1960 Mr. Barkes served as negotiator in arranging the United-Capital merger. He is credited with developing the concept of aircraft leasing.



**GORDON M. BASS**  
*Retired*

Mr. Bass began his hotel career in 1931 at the Benjamin Franklin in Seattle. Five years later he moved to the Multnomah Hotel in Portland, as Assistant Manager. Subsequent moves took him to the Spokane Hotel; a return to the Multnomah as General Manager; then back to Spokane as General Manager of the Davenport Hotel.

In 1951 Mr. Bass was named a Vice President for Western International Hotels. He was elected to Executive Vice President in 1964 and to President in 1971. In 1973 he was named Vice Chairman of the Board, WIH, and retired from the company in June 1975.



**EDWARD E. CARLSON**  
*Chairman and Chief Executive Officer UAL, Inc. and United Airlines*

Mr. Carlson began his hotel career in 1928, working part time while attending the University of Washington.

He was elected a Vice President in 1947, Executive Vice President in 1953, President and Chief Executive Officer in 1960, and Chairman and Chief Executive Officer in 1969.

In 1970 Mr. Carlson participated in negotiations which were climaxed by a merger of Western International Hotels and UAL, Inc. and was elected to UAL's Board of Directors. In December 1970, he was elected to President and Chief Executive Officer of both UAL, Inc., and its subsidiary, United Airlines, and was elected Chairman in January, 1975.



**RICHARD J. FERRIS**  
*President United Airlines*

Mr. Ferris, former hotel executive with Western International Hotels, was elected president and director of United Airlines in January 1975.

He began his career with WIH in 1962, following his graduation from Cornell University School of Hotel Administration, as staff planner for WIH offices and restaurant manager at the Olympic. In 1964 Mr. Ferris was transferred to New York as assistant to the General Manager of the Savoy Plaza. Subsequently, he served as F&B manager at the Anchorage-Westward and as General Manager of both the Continental Plaza and the Carlton hotels. He joined United in 1971 as President of its Food Services Division, and in 1974 was named Group Vice President-Marketing Services for the airline. He was elected to the Western International Hotels Board in December 1974.



**KENNETH R. FISHER**  
*Chairman of the Board Fisher Mills, Inc.*

Mr. Fisher has been associated actively since 1930 with Fisher Mills Inc., starting as a clerk and then working as a salesman.

In 1937, he was made Advertising Manager of Fisher's Grocery Products Division and later was appointed Sales Manager of that division.

From 1952, Mr. Fisher served in a number of executive officer positions including Treasurer, Assistant General Manager, General Manager, Vice President as well as being a Director of the Company. In July 1973 he was elected Chairman of the Board.



**HARRY HENKE, JR.**

*Attorney  
Skeel, McKelvy, Henke, Evenson & Betts*

Mr. Henke joined the Seattle law firm of which he is now a senior partner in 1928.

Mr. Henke's association with Western International Hotels goes back to its founding and before. His firm had become counsel for a predecessor company, Maltby-Thurston Hotels. Their counsel also served for Pacific Coast Investment Company, New Washington Hotel Company and all the various hotel companies, which, through reorganization and merger, have subsequently evolved into what is now the Western International Hotels Company.



**L. P. HIMMELMAN**

*Chairman and Chief Executive Officer  
Western International Hotels*

Mr. Himmelman, a graduate of Cornell University with a B.S. in Hotel Administration, began his hotel career at the Multnomah Hotel in Portland, Oregon in 1933. Two years later he became Assistant Manager of the St. Francis, and in 1946 was named General Manager of the Benjamin Franklin.

Mr. Himmelman was named Vice President of Western International Hotels in 1951, Executive Vice President in 1964, and President in 1969. In 1971 he was elected to Chairman and Chief

Executive Officer of the company. He also serves as a director of UAL, Inc. and United Airlines.



**HUGH A. MARTIN**

*President  
Western Construction & Engineering  
Research Ltd.*

Mr. Martin is one of the two founders of the Marwell Construction Co. Ltd. which, since its beginnings in 1937, has expanded into one of the largest engineering-construction and dredging companies on the west coast.

Mr. Martin's relationship with Western International Hotels and affiliated companies has placed him in positions as President of Western International Hotels Limited and as Director of Calgary Inn Ltd. and W.I.H. Holding Ltd. of Canada.



**HARRY MULLIKIN**

*President  
Western International Hotels*

Mr. Mullikin started with Western International Hotels at the age of 14 as an elevator operator at the Cascadian in Wenatchee, Washington. His executive career began in Seattle, and subsequently he became resident manager of the Davenport in Spokane, and later, general manager of the Olympic.

He was named Assistant Vice President and Director of Food & Beverage for Western International Hotels in 1957. In 1963 he was named Vice President/Managing Director of the Century Plaza. He was elected to Senior Vice President in 1969; Executive Vice President in 1971 and President in December 1973.

Mr. Mullikin currently serves as President of the American Hotel & Motel Association and is a Director of UAL, Inc. and United Airlines.



**LOYD W. NORDSTROM**

*Co-Chairman of the Board  
Nordstrom Inc.*

Mr. Nordstrom is one of the most recent members of the Western International Hotels Board, having been elected in April 1974.

His career began in 1932 with the operation of two Seattle shoe stores, in partnership with two brothers. The company has subsequently evolved to become one of the most fashionable retail clothiers in the Pacific Northwest.

Mr. Nordstrom serves as Co-Chairman of the Board, Nordstrom, Inc.



**IRVIN E. WILLIAMSON**

*Vice President-Finance  
UAL, Inc.*

Mr. Williamson joined Western International Hotels Company Board of Directors in April 1972.

As the first full-time employee of UAL, Inc., he joined that organization in October 1969 as Vice President and Comptroller. In August 1970, he was elected to the post of Vice President-Finance for UAL, Inc.

Prior to this, Mr. Williamson, a Certified Public Accountant, was a Partner in the firm of Arthur Andersen & Co., public accountants.

**Front! goes party hopping . . .**

and pops in on some recent Employee Award Dinners



. . . to the **MIYAKO** in San Francisco to catch Catering Manager Tetsuo Nishihira (second from left) helping out on name tag duty for the arriving guests. From left: Room Maids Pacita Susbilla, Marcela Fontinilla and Consuelo Agunag.



. . . then to the **ILIKAI** in Honolulu and focuses in on one of the celebrating staff tables just minutes before the dinner was served.



. . . and lastly to the **HOUSTON OAKS** in time for the dessert course and to find General Manager Larry May honoring two past Thurston-Dupar winners Nenabeth Arceneaux and Ed Ward.

**Front! goes outdoors . . .**

and peeks in on some recent employee 'fun 'n games' activities



. . . to the **CONTINENTAL PLAZA** in Chicago for the annual employees' picnic in a city forest preserve. Enjoying the sun and fun food fest are, from left (back of table): Elizabeth Suarez, her father Frank Suarez of room service; Raymond Galvan of room service; F&B Director Jack Skinner; Mrs. and Mr. Rafael Gomez of room service; and Mrs. William Rivera whose husband is in room service. (Seated from left): Roy Suarez, Lilliana Suarez, and Mrs. Frank Suarez.



. . . to the **CROWN CENTER** for their employees' picnic during a warm Sunday afternoon in late July. For the children, there were games and prizes, and for adults it was baseball or volleyball. For everybody, plenty of fun and food. Ready to dig into the ice chest for a couple of "cold ones" are Jim Mastrangelo, sales manager, and Marie Heeter, F&B secretary.



**Southfield** — Robin Thorsen (right), director of housekeeping for the recently opened South Coast Plaza, reviewed department procedures with MICHIGAN INN Director of Housekeeping Connie Benner before reporting to her new assignment.



**Denver** — Blond, attractive Joanne Decker works in the COSMOPOLITAN's accounting department. Dark haired, handsome Jim Tatum works in the hotel's engineering department. They met, fell in love and were recently pronounced "Mr. and Mrs." in a wedding ceremony held, appropriately, at the Cosmopolitan.



**Pittsburgh** — The congratulations were mutual for recently promoted Rogers Mackall to front office manager of the CARLTON HOUSE, (from front office assistant manager at the Mayflower), and for Carlton House employee Judith Sippel, who moved up from front desk clerk to reservations supervisor.

## Puzzle promotes corporate and hotel awareness

Last May, the WIH Advertising department placed a special meeting planner contest ad in MEETING & CONVENTIONS magazine.

The idea behind the unique contest was to increase the awareness levels of our hotels and their meeting capabilities among corporation meeting planners and association executives.

The two-page ad was preceded by two teaser postcard mailings to 16,000 key corporate meeting planners and to over 9,000 association executives.

Three major prizes were offered to winning entrants who were asked to identify certain hotels and WIH cities on the basis of contest information. A tie breaker stipulation required contestants to guess the number of reservations made through Western's toll-free reservations number between 2 a.m., January 1, 1975 and 5 p.m., June 13, 1975, Central Daylight Time.

The three winning entrants — from Wisconsin, Illinois and Oklahoma — were recently selected and notified of their prizes.

First and second prizes were one-week, expenses paid trips for two at the Ilikai and Hotel Toronto respectively. The third place prize was a weekend for two at any Western International hotel.

"We got excellent response from the contest," comments Ron LaRue, director of advertising and public relations, "but more important was the additional awareness of WIH and of our individual properties that the ad produced among those who got involved in working out the puzzle!"

While Front! is not offering any entry prizes, we've reproduced the same contest puzzle here for your enjoyment.

Give it a whirl and see how close you would have come to winning the top prize, were you a meeting planner contest entrant.

(P.S. The tie breaker stipulation is not included here. However, for your information the number of the toll-free reservations made through our 800-228-3000 number between the January-June stipulated date/time tallied 219,284!

### HINTS

1. It has a waterfall in the lobby. \_\_\_\_\_ Center.
2. One of our Scandinavian cities.
3. Now it's twice as big in Chicago. \_\_\_\_\_ Plaza.
4. Seattle's \_\_\_\_\_ hotel.
5. In Waikiki.
6. The \_\_\_\_\_ Plaza in Los Angeles.
7. It has meetings for 1,400. Hotel \_\_\_\_\_.
8. It's near the White House.
9. In Seattle with nonstop airport connections.
10. We have six great hotels here.
11. Houston Oaks' shopping mall.
12. When it opens, it'll be the world's tallest hotel. The \_\_\_\_\_ Plaza.
13. Our new 70-story hotel and Renaissance Center are in this city.
14. The Camino \_\_\_\_\_.
15. A tradition on Union Square.

### THE PUZZLE

1. \_\_\_\_\_ W \_\_\_\_\_  
                  E \_\_\_\_\_
2. \_\_\_\_\_ S \_\_\_\_\_  
                  T \_\_\_\_\_
3. \_\_\_\_\_ E \_\_\_\_\_  
                  R \_\_\_\_\_
4. \_\_\_\_\_ N \_\_\_\_\_
5. \_\_\_\_\_ I \_\_\_\_\_  
                  N \_\_\_\_\_
6. \_\_\_\_\_ T \_\_\_\_\_  
                  E \_\_\_\_\_
7. \_\_\_\_\_ R \_\_\_\_\_  
                  N \_\_\_\_\_
8. \_\_\_\_\_ A \_\_\_\_\_  
                  T \_\_\_\_\_
9. \_\_\_\_\_ I \_\_\_\_\_  
                  O \_\_\_\_\_
10. \_\_\_\_\_ N \_\_\_\_\_  
                  A \_\_\_\_\_
11. \_\_\_\_\_ L \_\_\_\_\_
12. \_\_\_\_\_ H \_\_\_\_\_  
                  O \_\_\_\_\_
13. \_\_\_\_\_ T \_\_\_\_\_  
                  E \_\_\_\_\_
14. \_\_\_\_\_ L \_\_\_\_\_  
                  S \_\_\_\_\_



### CARLTON HOUSE-ers

Your hotel correspondent is **Arlene Pobiki**. Call Arlene on Extension 52 and give her your input for Front! (All other WIH people: submit Front! items to your hotel correspondent listed here.)

Acapulco Malibu, **Oscar Cruses**. Alameda, **Giannela Soto Quinard**. Anchorage-Westward, **Candy Hulk**. Bayshore Inn, **Barbara Danuke**. Benson, **Nelvia Turner**. Bonaventure, **Leona Dureau**. Calgary Inn, **Kay Artinian**. Camino Real, Cancun, **Patricia Martinez**. Camino Real, Guadalajara, **Gloria Sagastegui**. Camino Real, Mazatlan, **Nancy Trucios**. Camino Real, Mexico City, **Carolina Mijares**. Camino Real, Puerto Vallarta, **Gloria Nunez**. Camino Real, Saltillo, **Luis Aguilar**. Camino Real, San Salvador, **Ana Maria Vides**. Camino Real, Tampico, **Lic. Francisco Gutierrez P.** Carlton House, **Arlene Pobiki**. Carlton, **Leanne Hayward**. Century Plaza, **Blake Chatfield**. Crown Center, **Barbara Harlow**. Continental Plaza, **Audri Adams**. Cosmopolitan, **Lynn Kelly**. Detroit Plaza, **Susan Larkin**. Edmonton Plaza, **Donna McLaren**. Hotel Scandinavia, Copenhagen, **Aksel Christiansen**. Hotel Scandinavia, Oslo, **Kirsti Brekke**. Hotel Toronto, **Pat Samson**. Houston Oaks, **Becky Bratton**. Ilikai, **Valery Satin**. Mayflower, **Martha Sheppard**. Michigan Inn, **Anita Ste. Marie**. Miramar, **Clement Au**. Miyako S.F., **Jessica Melgoza**. Olympic, **Sue Brush**. Peachtree Plaza, **Courtney Gibson**. 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 Cross**.

## inn basket news line...

**GO GET 'EM TIGER!** — "Will women in sales change your (sales) meetings?" is the questioning headline of a feature article in a recent issue of **SUCCESSFUL MEETINGS** (a national publication for the sales profession). To find the answer, the publication interviewed 100 saleswomen — mainly within the hotel industry — from throughout the U.S. and Canada. Their conclusion . . . "hardly at all." The survey revealed that the problems, needs and professional attitudes of sales persons of both sexes were similar, and no "special treatment" was required because of sex differences. As a result of the interview, the article writer observed, "Underneath that lamb-like exterior lurks a tiger well-prepared to outsell the competition." (**SUCCESSFUL MEETINGS**, June 1975)

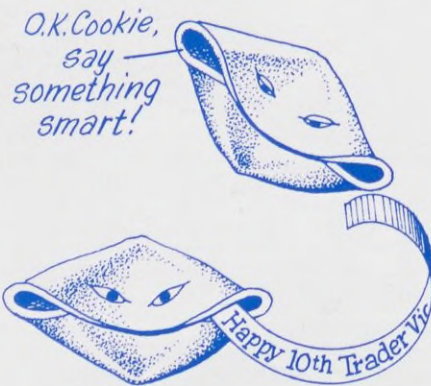
(Interesting note . . . Of the 100 women interviewed, 15 of them were sales managers or directors of sales from our own hotels or regional offices — by far, the largest representation from among the various hotel companies contacted.)

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**TOLL-FREE CANADA** — New toll-free number (800) 261-9222 in Toronto joins toll-free number (800) 228-3000 in Omaha in offering WIH reservation service convenience. As of the first of this month, residents of the Canadian provinces of Ontario and Quebec will be able to make reservations at any WIH property by dialing a toll-free number. (These two Canadian provinces, incidentally, are home for almost half of Canada's total population.) Reservation terminals have been installed in the Toronto Regional Office and staffed by bi-lingual personnel.

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**SMART COOKIE** — The cookies that were being handed out at The Plaza in early August were the familiar fortune type — but with a difference. Rather than containing pseudo-proverbs, these cookies carried messages advertising Trader Vic's tenth anniversary celebration held August 18, 19 and 20, and the "fortunate" news that dinner prices during that period would be rolled back to what they were in 1965. Messages suggested that anyone making early dining reservations was a "fortune's child" or a "smart cookie." The heavy re-



sponse to the promotion indicated there were a lot of "smart cookies" around eager to "save a fortune!"

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**INN-DINGS** — The name selected for 700-room, luxury hotel, now under construction in the Philippines and to be managed by Western International, has a familiar "family" ring. It will be called the Philippine Plaza. Scheduled opening — September 1976. . . congrats to Mal Seymourian, The Plaza director of sales, upon his recent election as president of the Hotel Sales Management Association (HSMA), New York Chapter . . . and kudos to Bill Bryant, general manager of the Century Plaza, upon his election to the Board of Directors of the Southern California Visitors Council.