

Front!



Published Monthly for Employees
April 1974

WESTERN INTERNATIONAL HOTELS
Partners in travel with United Air Lines



'Stay at our waterfall'

Front!

*A monthly publication for the
employees of*

Western International Hotels
Public Relations Department

2000 Fifth Avenue, Seattle, Wa. 98121
Gabe FonsecaEditor

LITHO IN U.S.A.

OUR COVER

This waterfall, six-stories high and surrounded by lush tropical greenery and natural stone, forms a dramatic backdrop for the Crown Center Hotel lobby.

Walkways and suspended bridges allow hotel visitors to meander at leisure through the waterfall gardens — or enjoy a quiet moment of relaxation beside the waterfall pool on the mezzanine level.

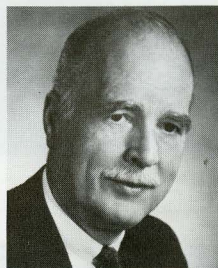
To visitors from throughout the world coming to Kansas City, the Crown Center Hotel offers the unique and delightful invitation to "Stay at our waterfall".

Western International
Hotels

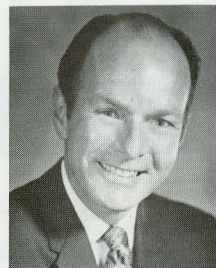
GREAT PLACES TO STAY

* * *

Managing many of the
world's finest hotels



LYNN P. HIMMELMAN
Chairman



HARRY MULLIKIN
President

Executive Offices Report

We recently reported to you on our annual Management Conference and on its theme, "Personnel Development plus Technology means Growth".

One of the most significant steps in our company's technological growth to be taken this year has been recently announced.

That step — our plans to convert our present telephone reservations system to a single toll-free number beginning June 1.

With this new system, anyone will be able to make room reservations by dialing a single "800" number from any point in the continental United States. A central reservations office, now being established in Omaha, Nebraska, will process reservations for all of Western International's 55 hotels in 13 different countries.

The system, fully operational by September 1, will offer guests an easier and more convenient means of securing confirmed reservations instantly.

More detailed information is reported in this issue of Front! You will also be kept posted on the system's development and progress with new items in future issues.

Western International's commitment to technological growth, as it is to growth of its people, is a commitment to ever improving guest service.



Camino Real Cancun

On Mexico's Yucatan Peninsula

Cancun, Mexico's exciting, new resort center located on the Yucatan Peninsula, is the site for Hoteles Camino Real, S.A.'s newest resort hotel.

Announcement of the Camino Real Cancun, a 256-room resort property with complete convention facilities, was made by WIH Chairman L. P. Himmelman.

Cancun is a multi-million dollar resort and convention complex destined to rank among the world's top resort attractions. It is sponsored by the government of Mexico though a number of its facilities will be owned and operated by private enterprise.

The area, facing a broad, white sand beach, is edged by the warm, blue waters of the Caribbean — ideal for sailing, swimming and scuba-diving. The average annual temperature is about 80 degrees.

Plans for the new hotel, scheduled to open next year, call for an informal dining-entertainment area for danc-

ing, a garden restaurant, tropical lobby bar, banquet and meeting rooms and a swim-up pool bar. Mexican and Mayan motifs will highlight the decor theme of the modern, spacious guest rooms. The guest room area will feature an open air atrium with tropical foliage, palms and flower gardens.

The hotel was designed by prominent Mexican architect Ricardo Legoretta, and in its concept suggests the great Mayan civilization that once inhabited the area.

Planned for the Cancun complex itself will be a number of resort hotels and such facilities as an airport, convention center and an 18-hole golf course. A variety of other facilities including a salt water swimming lagoon, tennis courts, scuba diving, a barber and beauty shop will be available.

Nearby tourist attractions are many. Among them are the great Mayan ruins of Uxmal, Chichen-Itza and Tulum.

In his announcement of the new property, Mr. Himmelman commented, "We are delighted to collaborate with the Mexican government in the development of this new resort destination and are optimistic about the role the Camino Real Cancun will enjoy as the 16th member of our family of hotels in Mexico."

The Cancun Camino Real will be owned by the Banco Nacional de Mexico and managed by Western International Hotels.

COMINGS AND GOING

In-Hotel

ANCHORAGE-WESTWARD

Brad Streeter to purchasing receiving clerk
John Nethercutt to banquet manager
Jim Zawacki to assistant General Store manager
Charles Perkins to Top of the World sous chef
Dennis Stormer to head dishwasher
Ana Guerra to pantry girl

HOTEL BONAVENTURE

Spiros Diamantidis to front office night manager
Richard Dubuc to room service manager
Abel Ghayati to Le Portage manager
Joseph Huber to director of restaurants
Jean Letourneau to senior assistant manager
Pauline Leville to reservations supervisor
Guy Luzy to front office assistant manager
Waldemar Marbach to F & B controller
Leah Marshall to assistant housekeeper
Kasper Murer to room service assistant manager
Jorg Neuenhaus to front office manager
Dieter Piekert to Le Portage assistant manager

Hans Raess to pastry chef
Albino Santos to floor steward
Madeleine Parteyan to personnel clerk
Linda Robertson to front office assistant manager

MIYAKO

Koji Hara to sales manager

HOUSTON OAKS

Susan Oakley to secretary to the executive assistant manager
Sandy Kirkemo to executive office receptionist

ANTLERS PLAZA

Greg Hannon to banquet assistant manager
Jim Yates to front office manager
Mark Leffman to duty assistant manager

HOTEL ST. FRANCIS

Mike Cotton to front office assistant manager

WIH Marketing Division

William Dugovich to public relations manager

Transfers

Paul Meszaros to sales manager at the Olympic
Alan Donnan Holmes to the Olympic as controller
Fred Mawer to executive assistant manager at the Washington Plaza
Terry Neils to controller at the Crown Center Hotel

Rene Gounel to the Hotel Bonaventure as executive assistant manager
Peter Egner to F & B director at the Olympic

New

Michael Smithwick as sales manager at the Century Plaza
Pat Korn as public relations manager at the Olympic
Bruno Wuest as sous chef at the Hotel Bonaventure

Three management assignments announced

Three new assignments in management positions were announced by WIH executive offices in early March.

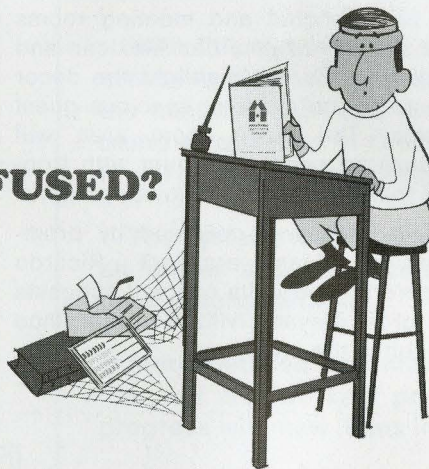
They were **Bill Tutt** to general manager of the Hotel Toronto; **Kim Chappell** to general manager of the South Coast Plaza in California; and **Raymond Sylvester** to executive assistant manager at the Mayflower.

Tutt joined the WIH family in 1966 at the Continental Plaza where he held the position as front office manager and director of food and beverage. In 1969, he was transferred to the Hotel Georgia as executive assistant manager. Then, prior to its opening, he was moved to Kansas City as executive assistant manager of the Crown Center Hotel. From December 1972 until his most recent promotion, he served as resident manager for that hotel. Tutt graduated from Cornell University with a B/S degree in hotel administration.

Kim Chappell joined Western International at the Sir Francis Drake hotel in San Francisco in mid-1965. Four years later he was transferred to the Cosmopolitan in the position of executive assistant. In June 1971 he was named executive assistant at the Hotel Benson, and the following year was appointed to his most recently held position as executive assistant manager at the Mayflower. Chappell is also a graduate of Cornell University with a B/S degree in hotel and restaurant management.

Ray Sylvester attended Seattle University and Gonzaga University in Spokane, prior to joining the Olympic Hotel in 1965. At the Olympic he held various positions culminating in the position of senior assistant manager. In November, 1973, Sylvester was transferred to the Mayflower as that hotel's senior assistant manager.

CONFUSED?



Confused by all the new, modern advances in the hospitality industry?

Many aspiring people, like Marvin above, have just learned about the Hotel-Motel Accounting courses (and the many others) offered by the Educational Institute. Why don't you write for more information?

The Educational Institute can help bring you up-to-date.



WRITE . . .

Educational Institute
American Hotel & Motel Association
77 Kellogg Center
East Lansing, Michigan 48823

OR CONTACT . . .

Your supervisor or personnel office for information on AH&MA career development courses at your hotel or in your area.

DIAL "800-"

New WIH reservations system on the way

It's as simple as this . . .

By September 1 this year, anyone, anywhere in the continental United States will be able to simply dial a single, toll-free number and make a room reservation at any Western International hotel!

As of that date WIH will have completed the conversion of its present regional reservations office system to a centralized "800" number system. All reservations traffic will then be handled from a single central office located in Omaha, Nebraska. (This "800" system is presently being used by a number of national and international businesses including many hotel organizations.)

Gradual conversion to this new system will begin as of June 1 on a regional basis. As the conversion takes place, the present regional reservations offices will be phased out.

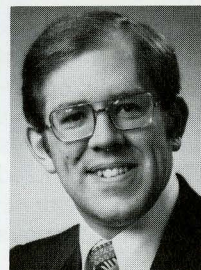
WIH General Sales Manager **Bill Newman** states that every effort will be made to relocate regional reservations personnel either within WIH or in similar capacities with "our partners in travel", United Air Lines.

As of April 1, WIH members **Dick Whaley** and **Marsha Herron** were relocated in the Omaha office to work on a training manual, set up operations procedures and begin screening and hiring reservations personnel. Installation of all necessary terminal and telephone equipment, etc., also began.

Anticipating the benefits of the new system, WIH President **Harry Mullikin** noted, "The one-number system will offer guests a quicker, more convenient means of securing confirmed reservations at any of our 55 hotels in 13 different countries".

The assigned reservations phone number — to be prefixed by "800" — will be generally released by September 1 and heavily promoted throughout the United States.

Whaley, Herron to Omaha office



Dick Whaley



Marsha Herron

Richard Whaley has been appointed to direct the operations of Western International's reservations center now being established in Omaha, Nebraska.

Assisting Whaley in the management of the office will be **Marsha Herron**, formerly the assistant reservations manager at the Seattle central reservations office.

Whaley, who has most recently served as executive assistant manager at the Washington Plaza, began his hotel career at the Olympic in 1966 starting as night room clerk. Three years later, after subsequent promotions and including his participation in an interdepartmental training program, Whaley attained the position of hotel assistant manager.

In 1970 he was transferred to the Continental Plaza as project director of that hotel's new addition. He returned to the Olympic in 1972 as senior assistant manager and was named executive assistant manager at the Washington Plaza in February, 1973.

Ms. Herron's WIH career began as a reservationist with the Seattle central office in 1967. Later she served as secretary in the Rooms Division and assisted in implementing Hoteletron reservations training programs. She returned to the reservations center in 1971 and some months later was named assistant reservations supervisor.

Regional managers meeting focuses on one-number system

In early March, the regional sales managers from the United States and Canada met for one of their infrequent get-togethers at the Washington Plaza in Seattle.

Tops on their agenda was the soon to be launched one-number reservations system (see story page 5).

Not only would these managers need to know about the mechanics of the new system, but it is their operations that are primarily affected as far as their reservations personnel were concerned. The centralized system will eliminate the present reservation operations in the various regional offices.

It was vital, therefore, that the managers fully realize their responsibilities for doing everything they can in relocating staff members elsewhere.

In attendance at the two-day meeting were regional managers **Willis Camp**, Chicago; **Roger Smith**, Washington, D.C.; **John Steinbach**, Detroit; **Sherm Elliott**, Los Angeles; **Mal Seymourian**, New York; **Paula Knight**, San Francisco; and **Sandy Irwin** of the Toronto office.

Pertinent sales function topics, an overview of various reporting standards and procedures, and a presentation on the marketing and sales promotion activities of our Mexico properties highlighted the agenda.

Bill Newman, WIH general sales manager, acted as meeting chairman.

United NEWS

Our PARTNERS IN TRAVEL

ONWARD AND UPWARD — In his "state of the corporation" opening remarks during the third annual President's Management Conference held at the Mayflower Hotel in January, UAL President **Edward E. Carlson** pointed to a confident "onward and upward" 1974 for our airline sister-company. This, in spite of fuel shortages, scheduling complexities and general economic uncertainties.

He noted that, "United Air Lines is building a company that is cost management sensitive, aggressive in the marketplace, quality oriented, safety minded and profit motivated as a permanent way of corporate life".

United Air Lines' pattern for success was illustrated by the company's profits last year (1973) of \$48 million as compared to a loss of \$40 million in 1970.

UAL TV — United now has its own private television network. Called "Project Video", the still experimental program has been installed in employee areas at O'Hare field in Chicago. By simply pushing a button, employees can "tune in" on news events and information programs designed to keep them abreast of what's happening at United. According to United's Director of Public Relations **Jim Kennedy**, if response to the O'Hare operation is successful, plans are to extend the network to other airport facility stations.

iNnBAsKeT

GAS-LINE — From **Paul Andrews**, Olympic garage foreman, comes this it-happened-to-me incident during the worst of the gasoline shortage. He reports:

"A car pulls up to the pumps and the driver asks to have his tank filled because he has to make an urgent trip to Portland, Oregon. Said his favorite uncle had died and he just had to get down there. I told him I was very sorry, but the best I could do was give him the allotted three dollars worth. I offered my sympathy, then casually asked when had his uncle died. Seeing that his story wasn't going to work, he gave me a big grin and said, 'Oh, about two years ago'."

* * *

POETIC PRAISE — A recent guest at the Mayflower was so delighted with his stay, that he was moved to express his appreciation in the form of this poem which he composed and sent to the hotel:

HAIL TO THE MAYFLOWER

*Oh, who would not stay at The
Mayflower?
Oh, who would forget the great past?
Washington's a city of history,
The Mayflower's the first and the last,
It's served all the high and the mighty,
Yet turns not its back on the low.
You want to see D.C. my children?
To The Mayflower then you must go.
A President, a Senator, average man,
They all make this good place their
home.
They'll treat you the same as the great
ones,
While you're there you'll not feel alone.
So come now, my friend, won't you
try it?
And stay where great history was born,
State Rooms and Ballrooms and
Parlors,
All the graciousness that culture can
adorn.
They're prepared to feast all without
match,
When you fall to sleep in their stillness,
You'll not bother to turn on the latch.
So, friend, won't you heed me and try
them.
They're the best that money can buy.
Be set in your ways - rest of your days,
The Mayflower's the best you can try.*

'BEAM, BUCKET AND BRANCH'...

A "Beam, Bucket and Branch" ceremony celebrated the topping off of the 28-story addition to the Continental Plaza in mid-February.

Title for the ceremony refers to the final beam placed, the final bucket of cement used, and the traditional live tree branch signifying the builder's obligation for his disturbance of the earth's surface.

Following comments by WIH Vice-president Dwight Call and

Continental Plaza General Manager Peter Martin, a "topping off luncheon" for hotel members and invited guests was held in the hotel's Governors Suite.

The Continental Plaza's tower addition is scheduled to open in mid-August, doubling the present hotel size for a total of 747 guest rooms.

Appropriately, the popular Chicago hotel is promoting its expansion with the motto: "**Twice As Much of a Good Thing**".



Penny and Bill Hulett with portion of the Great Wall of China in background

Mayflower manager's China visit established a tourism 'first'

It's not very likely that WIH or any other foreign hotel company will be operating a hotel in Mainland China. At least not in the foreseeable future.

This is the opinion expressed by Bill Hulett, general manager of the Mayflower Hotel upon his recent return from China as that country's first genuine American "tourist" in 25 years.

Says Hulett, "The Chinese are not interested in any capitalist endeavors in that country." He adds, "Nor for a number of reasons, primarily because of lack of facilities, are they interested in tourism for the sake of tourism."

Bill Hulett's China visit, in company with his wife Penny, and two other Washington, D.C. couples, resulted as a gesture of appreciation from some recent Mayflower guests.

These guests were the liaison mission of the Peoples' Republic of China who had stayed at the Mayflower for 8½ months last year prior to establishing permanent quarters in the Nation's capital.

The group so enjoyed their most hospitable stay at the Mayflower that

when Hulett and the two hotel owners — D. F. Antonelli and Ulysses Auguer — requested a visa from them to visit China, it was granted within a record ten days!

The six-member group entered China via Hong Kong on January 30 and accompanied by an interpreter-guide began their historic 17-day tour. Travelling by train, bus and a Boeing 707, they visited the major cities of Canton, Shanghai, Soochow and the capital city of Peking.

'Excellent Hosts'

"They were excellent hosts," Hulett commented. "Our guides and others made every effort to answer our questions and to grant our sightseeing requests."

Sightseeing, highlighted by a close-up view of the "Great Wall", included visits to agricultural communes, a number of factories and arts and crafts plants, schools, and shops.

Naturally, hotels and the hotel industry were of great interest to the group.



WIH Chairman L. P. Himmelman introduces Hulett to Seattle press conference attendees.

(Continued on page 8)

China visit

From his personal observations, Hulett rated the hotels in which the party stayed as, "clean and comfortable, but lacking in frills". There was very little paneling, for instance, and except for area rugs in some rooms, no carpeting. Evidently, there is a real shortage of hotels and most of those in existence were quite old.

In the lobbies of each hotel was a glass-fronted cabinet which served as the "lost and found" department. Contents consisted of such knick knacks left behind by guests as combs, ballpoint pens, hats or even a half book of matches.

'Honesty' noted

What impressed the American visitors most throughout their stay was the "incredible honesty of the people".

"There appears to be very little crime," Hulett commented, "none of our hotel rooms had locks and it seemed perfectly safe to leave your money and valuables in your room when you left."

He tells the story about playing gin rummy in his room one evening and in the process tossed away the joker cards. Next morning, as the group was ready to enplane for their next destination, they were contacted by hotel personnel who had driven all the way to the airport just to return the cards!

What the group found least appealing from their point of view, was the evident lack of personal freedom and opportunity for individual enterprise. Everything, including most forms of transportation (there are no privately owned cars) is owned or controlled by the State.

Although language barriers prevented conversational exchange, everywhere the group went they were greeted by friendly and curious crowds. For many Chinese the travelers were the first, or among the very few, "Westerners" they had ever seen.

CELEBRITY VISITS



VANCOUVER — Waitress Elke Boecking of the BAYSHORE INN's Terrace Grill maintains a steady coffee hand even in the presence of stars! The "star" Grill room guests are (left) Leonard Nemo of television's "Star Trek" and Australian entertainment star Rolf Harris. Both were recent guests of the Bayshore Inn while appearing on a Vancouver Variety Club Telethon.



MONTREAL — Rusty Staub (right) of the New York Mets baseball club checks into the HOTEL BONAVENTURE to visit the Sport Show held at the hotel and gets a welcome handshake from Doorman Roger Landry.



PITTSBURGH — Anyone for tennis? "Coy" comedienne Phyllis Diller, a recent guest at the CARLTON HOUSE HOTEL, tries to engage F & B Manager Jim France (left) and General Manager Stan Soroka for a friendly threesome tennis match. The popular entertainer has challenged Bobby Riggs to an upcoming tennis match.

New Appointments for Hoteles Camino Real S.A.

Two executive appointments for Hoteles Camino Real S. A. (formerly WIH de Mexico) were announced by Chairman L. P. Himmelman.

Named as vice president of marketing is **Ulrich Schwartz**, and **C. Dino Vondjidis** has been named manager of operations.

In his previous capacity, Schwartz has served as vice president and general sales manager for Western International Hotels in Mexico. The 36-year-old vice president is a native of Hamburg, Germany and a graduate of Heidelberg Hotel School. During his twenty year experience in the hospitality industry, he has held a variety of hotel positions in many parts of the world including Paris, London, the Canary Islands, Panama and Jamaica. He joined WIH in Mexico in 1968 as executive assistant manager for the Hotel Alameda.

Vondjidis, 38, is a native of Alexandria, Egypt, and attended the Lausanne Hotel Management School in Switzerland. Following several years of hotel service in Europe, Vondjidis emigrated to Canada in 1966 and joined the staff of the Hotel Bonaventure in Montreal. Just prior to his most recent appointment he was the executive assistant manager for that hotel.

In his new position, Vondjidis will report to **Hector Perez**, vice president-operations for Hoteles Camino Real, and will devote a substantial part of his time to the development of the Camino Real Cancun now under construction in Mexico's Yucatan Peninsula.



Ulrich Schwartz



Dino Vondjidis

Carlton host for royal wedding reception

It was a royal wedding — and for Johannesburg — the “wedding of the year”.

It happened in late January when Mr. Vusi Tshabalala married Princess Dialisile, daughter of King Sobhusa of Swaziland.

The two-day ceremony climaxed with a wedding reception in the Johannesburg Ballroom of the Carlton Hotel at which some 1,400 guests toasted the royal couple.

Swazi “warriors” in all their finery virtually took over the hotel lobby, as they brandished their shields and spears and roared their cries of welcome to the wedding reception guests.

The marriage rites began the day previous with traditional dancing and other ceremonies that lasted all day. Festivities continued on through the next day, and that evening the bride and groom arrived at the Carlton by horse-drawn carriage for the reception.



The royal wedding couple

A report from the Carlton indicated that almost as many “onlookers” as guests could be counted among the milling crowd that filled the lobby areas prior to the reception festivities.

SINGAPORE — (Below) Employees of the SHANGRI-LA hotel watch intently as a professional instructor demonstrates the “Holger Neilsen” method of artificial respiration on the deck of a “junk” at the hotel’s Lost Horizon discotheque. Employees of various departments attended a 15-week, one evening a week, First Aid course with instruction on emergency measures for wounds and bleeding, suffocation, shock, fractures, poisoning, burns and scalds.



FRONT BACK TALK

As space permits, this column asks employees from various properties for answers or comments on questions of general interest.

This month's question is directed to our restaurant waitresses.

QUESTION: Since your job requires that you be almost constantly on your feet, what are your foot relief "secrets", both on the job and after your shift?

JANICE JONES — Houston Oaks

"... having two pair of work shoes and always changing at break time. Then as soon as my shift is over and I'm in my car on the way home, off come my shoes and I don't put them back on until the next morning. I love going barefoot!"

JANE SMITH — Continental Plaza

"When I arrive home after nine hours on my feet and see how red and sore they are, I soak them while mixing 2 oz. of vodka, a quarter of a lime, some Mr. and Mrs. T. *But don't rub your feet with this solution — drink it!* It really helps to ease the swelling and pain".

LEE RANKIN — Antlers Plaza

"Walk with grace and dignity on the job — and really swing afterwards! Seriously, use good shoes and support hose on the job, then try rest and correct exercise afterwards".

MARGARET DALE — Space Needle

"I use a foot lotion every morning before work. After work I soak them in hot Clorox water and sit down after and prop my legs on a foot stool. No varicose veins either at my age of 54!"

DAISY KELLY — Washington Plaza

"See your podiatrist every six months at least. Change shoes twice a shift. Wear support hose and a five-hole

lace shoe to work. Use foot powder in shoes. Soak your feet in nice warm epsom salt water after shift."

DIANA MOMANDA — Hotel St. Francis

"After taking one good look at my feet, you would sure know that my beauty secrets for the feet aren't many! I do prop my feet up whenever possible. If a corn or bunion does appear, I use proper care in treatment of them. I do try to wear good shoes that only feel good to my feet and go barefooted whenever possible."

DEE EVANS — Cosmopolitan

"Take off shoes and stand on rug Put your two feet close up tight Swing them to the left then swing them to the right.

Slide around the floor kind of nice and light

Spread your loving toes way out in space

Shake your legs with style and grace

Soak in foot solution for one hour

Now you're ready for next day's pace!"

LIZ DEAN — Anchorage-Westward

"Good shoes. Tender, loving care of your feet. A good shot of brandy to curl your toes."

FRONT! FLASH BACKS

News highlights of our company's history as excerpted from the back issues of Front! magazine.

25 YEARS AGO (1949)

An item in the January issue of Front! discussing why room rates were so high gave this explanation:

"Of course, room rates have risen. The room that cost \$2.50 before the war (World War II) now rents for around \$3.50. Others have risen proportionately. This is an increase of about 40 per cent."

The article supported this argument with this further economic facts of life explanation, "In comparison with other cost rises, however, this isn't bad. The general cost of living is 74.3 per cent above prewar. Food alone is 114 per cent higher. Clothing costs 85 per cent more."

Taken in the context of our times — and stretching these figures with another "0" or so — apparently things haven't changed much over the past 25 years!

15 YEARS AGO (1959)

In early 1959, Richard Nixon, then Vice President of the United States, was a guest of the Hotel Benson while on a visit to Portland. Impressed with his stay, Nixon wrote the general manager upon his return to Washington complimenting him on "his special brand of hospitality" and on the fine Benson staff.

5 YEARS AGO (1969)

A most memorable occasion occurred the evening of August 13 when the Century Plaza Hotel presented a State Dinner hosted by President Nixon and honoring the Apollo II astronauts after their historic moon flight. (And to refresh your memory, those three heroes were — Neil Armstrong, Michael Aldrin and Edwin "Buzz" Collins.)

Answers to QUIZ

- | | |
|----------------|--------------|
| 1. Display | 5. Adjoining |
| 2. Hospitality | Rooms |
| 3. Hospitality | 6. Deluxe |
| Suite | 7. Medium |
| 4. Connecting | 8. Standard |
| Rooms | |

"HONOR MAIDS" — Houston Oaks

The Houston Oaks Hotel takes great pride in presenting this select group of housekeeping department staffers. They have all qualified as members of the hotel's "Honor Maid" program. Honor Maids are chosen once a month by a housekeeping committee comprised of the floor supervisor, senior supervisor and the assistant housekeeper.

Selection is based upon cleanliness of candidates rooms, their attention to details and room supplies, regular attendance, general appearance, and have a record of non-complaint from guests.

To attain Honor Maid status, a candidate must be diligent and responsible enough not to require constant supervisory attention. Once they become Honor Maids, members need to report only to the senior supervisor and their floors are visited and spot-checked only by housekeeping management.



Recently accredited Honor Maids are pictured above with Houston Oaks Director of housekeeping Briar Walker (upper left) are (top row): Pam Getewood, Marguerite Williams, Rosie Lee Madison, Theda Roberson; (middle row): Bernice Key, Margaret Thomas, Santos De Luna, Jean Smith; (front row): Jeannie Brasher, Diane Washington, Dorothy Harris.

Honor Maids not pictured were Emma Babers, Gloria Addison and Carolyn Helaire.

Catering Staff — Bayshore Inn

A "Rising To The Challenge To Meet The Unexpected" Award should go to the Bayshore Inn's catering department. Their professional response to a potential crisis during a recent hotel function demonstrates once again what people-make-the-difference is all about. The following letter from a grateful function guest explains it all.

"Dear Sir:

On Friday evening last, Mr. Alexander DiCimbriani hosted a dinner in honour of my retirement and to show his respect to the Vancouver Police Force.

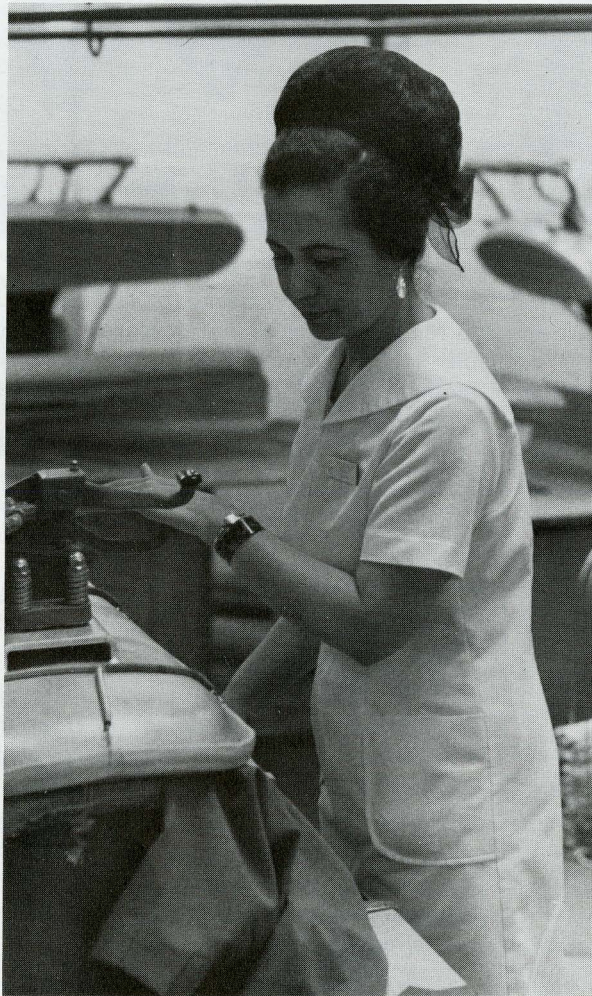
A good many guests failed to acknowledge their invitation, and as a result a large number of unexpected guests arrived. I was most impressed, as indeed were many others, with the manner in which your catering staff quickly took hold of a difficult situation and handled it in a most professional manner.

Mr. DiCimbriani was most anxious that the evening be a success, as indeed I was, and I would like to express to you my appreciation for the services rendered by all members of your staff."

The letter was signed by Mr. J. R. Fisk, Chief Constable of the Vancouver Police Department.

As a footnote . . . the party confirmed that 550 persons would be attending the dinner and 673 people actually showed up!

OUR PEOPLE... in this 'People Business'



ANOVALE SUITONU — valet presser

(On the job visits with the WIH people
of our
"People Business" industry.)

**Whomp! Hissssss.
Whomp! Hissssss.**

Quickly, deftly, the Olympic Hotel press operator variously positioned the trousers on the padded surface of the steam press. At the same time, her right foot busily maneuvered the press lid pedal.

Within seconds, the wrinkled pair of trousers had once again regained its original, smartly groomed appearance.

Then, before carefully placing it on a hanger, Presser **Anovale Suitonu** held up the garment for her critical inspection and approval.

During her four years as head presser with the hotel's valet department, Anovale has developed a pretty critical eye — and touch — for doing the best possible job on all her finish work. With her it's a matter of personal pride.

The charmingly gracious Samoan born woman takes a genuine interest in her job. She not only enjoys her position of responsibility, but finds her work genuinely interesting in its variety and challenge.

In addition to the presswork on hotel guest garments, Anovale does the dry-clean and laundry finish work on employee uniforms, bedspreads, draperies and, on occasion, entertainers' costumes.

Costumes and "fancy clothes" items particularly fascinate her because of the special care and concentration needed in turning out results meeting her perfection standards.

Occasionally, she admits, the right approach to doing a very complicated garment may stump her for the moment. In such instances, she will take a turn on the shirt press unit for a short period as a head-clearing change-of-pace break. Then when she returns to her press work, she usually finds it's with the solution to her "problem".

Started in Laundry

Anovale began her career at the Olympic in 1962, first working the laundry section handling flatwork (bedspreads, sheets, etc.). A year later she

was promoted to a shirt ironing unit operator.

She had had some previous laundry experience working in a quartermaster laundry while her husband was in the military service. In 1965, her husband was transferred to California. Upon the family's return to Seattle in 1969, Anovale once again found re-employment with the Olympic's laundry department.

For a while she held the position as department messenger, picking up and delivering hotel guest laundry and drycleaning orders. In her spare moments, she assisted the valet presser learning that operation.

She worked out so well, that a year later when the presser retired, Anovale was asked to take over the position. Though not quite sure she could handle the responsibility, she agreed to give it a try. Now, she happily admits, she was glad she made the "try out" decision. Equally as pleased are her department head supervisors, the laundry's management team of **Harry and Vi Price**.

Conscientious Attitude

The Prices not only credit her for the quality of her work, but are quick to point up her conscientious attitude.

Anovale puts it this way, "In my own understanding, I want to get everything out on the day I have it, if I can possibly do it". Even though some jobs may come in at the last minute, she finds it very upsetting to have to leave anything over for the next day.

Mornings are usually her busiest periods and usually those during the first part of the week. The reason — the department is closed during the weekend. By Monday morning, among her other jobs, there is the inevitable pile of hotel employee uniforms awaiting her.

Guest requests take precedence, Anovale explains, and the bulk of these are placed in the morning. Of top precedence, of course, are guest "rush" orders. A simple pressing job can be returned to a hotel guest within a half hour or less. A "rush" dry-clean and press can be completed in less than two hours.

Says Anovale, "I've really got to be on my toes in the mornings. Even the normal guest orders should all be taken care of by 11:30 or by noon at the latest."

Both Anovale and her husband are active members of the local Samoan Club. The Club, formed of American Samoans now living in the Seattle area, is social to a great extent but also provides for scholarships for Samoan youngsters and contributes financially to community causes.

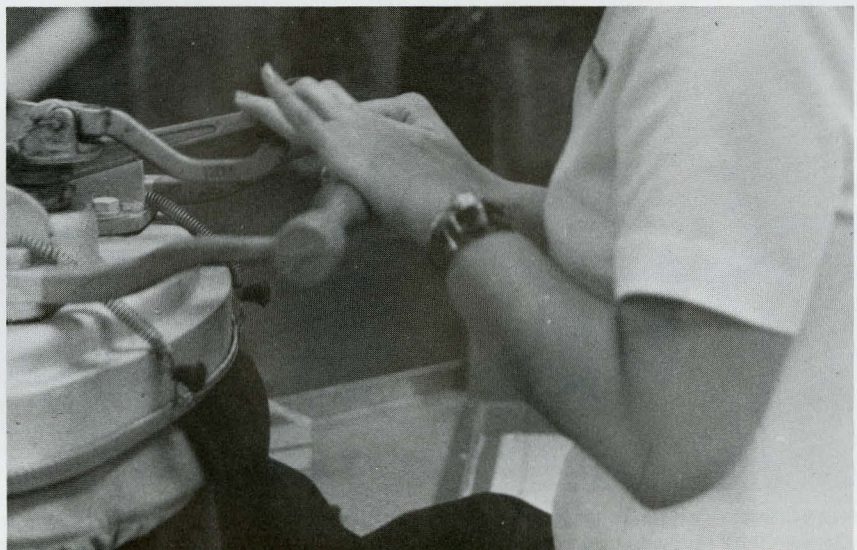
On the job, Anovale is the department's representative to the Olympic's employee council group (ECHO), and is now serving her second term in that capacity.

Though Anovale maintains a responsible, no-nonsense attitude towards her job, in her relations with others she projects a warm, friendly and delightfully enthusiastic personality. Her "one talent" she says, is dancing . . . specifically the dances of her native Samoa, Tahiti and Polynesia. On occasion, she and members of "my Samoan dance troupe" have entertained at hotel employee social functions.

As to her career ambitions, Anovale is quite content with her hotel valet department position. She would just like to continue to do the "best job possible" in servicing hotel guests and her fellow uniform-wearing hotel employees.



A finished garment is carefully placed on a hanger.



A developed "touch"—for doing the best job possible.



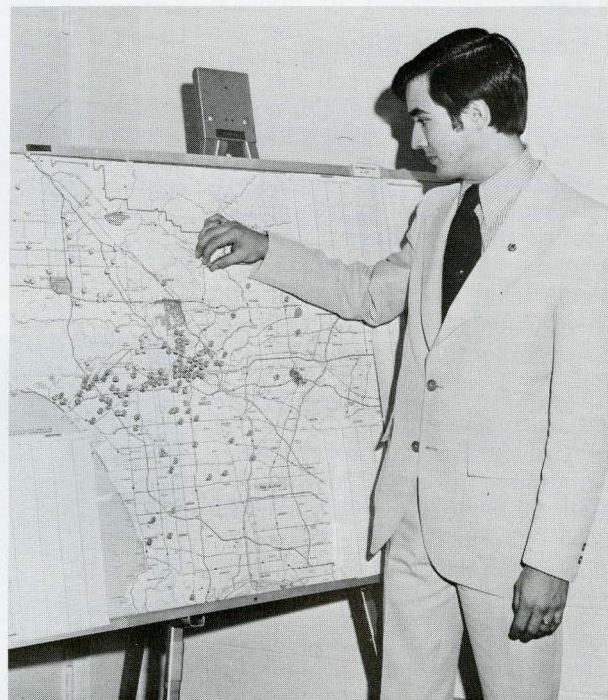
WASHINGTON, D.C. — Bernard Scherbaum, (left) director of catering for the MAYFLOWER Hotel received high honor from the internationally famed gastronomic society, the Chaîne des Rotisseurs. Scherbaum was recently installed as an officer — “Vice Conseiller Culinaire” — into that organization. Doing the “knighting” honors (right) Mr. S. Hanson, president of the group’s United States Chapters.



DENVER — The recently refurbished Matador Bar at the COSMOPOLITAN is once again welcoming guests to this popular rendezvous. Toasting the “new look” success of the room are Ruth Ortenblat front office cashier and Merrill Bergin Matador Bar manager.



SAN FRANCISCO — Music to put on weight by? Pianist Frank Denke (left) received a delectable surprise during re-opening ceremonies of the newly refurbished Terrace Room at the HOTEL ST. FRANCIS. Award winning Hotel Pastry Chef Otto Eckstein presented Denke with a piano confection of marzipan and chocolate he had created for the occasion.



LOS ANGELES — In the sprawling Los Angeles area, 40 to 50 mile job commutes are not uncommon — and with the gas shortage, “getting there” has become a major problem. To supply one answer, the CENTURY PLAZA has worked out an employee car pool program largely through the efforts of Eric Brooks and Ena-Maria Lemke of the Profit Improvement Department. A large map was posted in the employee cafeteria that showed the home addresses and listed the working hours of employees who could be contacted for car pool arrangements. Above, Eric Brooks pinpoints a new employee address on the map.



VANCOUVER, B.C. — Among the hundreds of small-fry who took part in the BAYSHORE INN'S Easter Egg Hunt last year were Seattle guest youngsters, Cori and Christine Brown. Their daddy, Donald Brown, is supervisor of guest services at the Washington Plaza.



WIH ACCOUNTING CENTER — "Spring has sprung, the audit's done" reads the message on the cake presented by auditors of Peat, Marwick, Mitchell & Co. to the WIH Accounting Center at completion of the annual audit. WIH Controller Bill Ellis sneaks a taste of frosting, while Bob Wood, WIH assistant treasurer (seated right) and Peat, Marwick auditors Andy Allen, Ren Jorgensen and Joe Heintz await the verdict.

Front! Correspondents

Here they are. Contact your correspondent with your news items or other contributions for Front!

ANCHORAGE-WESTWARD	Linda Besse
ANTLERS PLAZA	Marilyn Crawford
BAYSHORE INN	Barbara Danuke
BENSON	Nelvia Turner
BONAVENTURE	Leona Dureau
CALGARY INN	Christine Shaw
CAMINO REAL-SAN SALVADOR	Ana Elena Stemer
CARLTON HOUSE	Susan Nicholson
CARLTON	Leanne Hayward
CENTURY PLAZA	Blake Chatfield
CROWN CENTER	Carlyn Grant
CONTINENTAL PLAZA	Audri Adams
COSMOPOLITAN	Janey Fisher
HOUSTON OAKS	Becky Bratton
THE MAYFLOWER	Susan Levine
THE MIDAMAR	Clement Au
MIYAKO S.F.	Kristina Templeman
OLYMPIC	Pat Korn
PRINCE HOTELS	Y. Sekiya
ST. FRANCIS	Dianne Christenson
SHANGRI-LA	Gwendia Loong
SPACE NEEDLE RESTAURANT	Sandy Rogers
WASHINGTON PLAZA	Sandy McMurray
WINNIPEG INN	Maggie Clarke
HOTEL CAMINO REAL, S.A.	Carolina Mijares
WIH de Guatemala	Mary Lina Ruiz-Ciani
WIH Executive Office	Dorothy Stauffer
WESTERN SERVICE	Rose Shaffer
WIH Credit and Acctg.	Ken Williams

Front!

FOCUSES ON...

Don McCutcheon, WIH Management Consultant

His voice is deep, clearly distinct, well modulated — a clue to his background of more than two decades of radio broadcasting experience.

For many WIH people it is recognized as the voice that introduces and moderates the taped "House of Friendship" series.

For others, it is the familiar voice heard in personal presentation at countless management and employee meetings and conferences.

It is the voice of Don McCutcheon, founder/partner of the management consultant firm of Lund, McCutcheon and Jacobson, Inc. and an intimate and highly regarded "friend of the WIH family".

His "friend of the family" relationship began in Portland in 1959 shortly after he left the broadcasting business and had opened his consulting firm.

At that time, WIH Senior Vice President C. R. Lindquist, then manager of Portland's Multnomah Hotel, approached McCutcheon to conduct a survey among manufacturer's representative customers who had been

using the hotel's rooms to display their samples. The object — to find out if the Multnomah was truly meeting their needs and in what ways could they be better served.

The survey findings proved not only helpful to the hotel but invaluable to other Western hotel operations as well.

A year later, Western's corporate offices contacted McCutcheon to conduct a survey among some 3500 guests known to frequent our hotel properties throughout the Northwest. Purpose of the survey was to determine guest attitudes — what they liked or didn't like about our hotels.

Findings from this study resulted in the first of several subsequent front office seminars. Don was assigned to work with corporate management people in developing the seminar format and also to participate in its presentation.

(Interestingly, that first seminar utilized a "train the trainer" format similar to the WIH Marketing Training Course which was initiated last Fall).

About this time WIH began estab-

lishing its corporate operating division structure. To the previously established food and beverage division was added the guest services division (now Rooms), the business development division (now marketing) and others.

Subsequently, each division launched a program of annual training seminars for selected groups of its members. These sessions were a pioneering concept for the hotel industry and WIH relied heavily on Don's professional consultation assistance and earlier experiences in this effort.

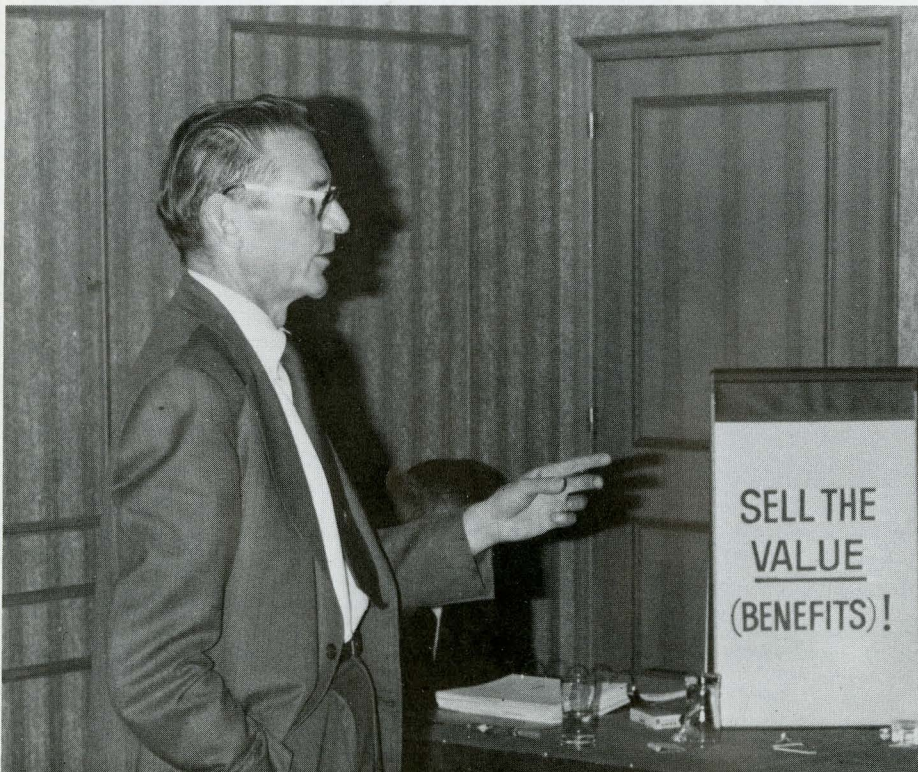
Invited to attend division committee meeting sessions, Consultant McCutcheon works with these groups in developing and organizing seminars and personally participates in them as a session leader or moderator.

Commenting on this activity, he says, "I thoroughly enjoy my involvement in committee meetings because of the opportunity for an insight into what really makes this fascinating hotel business tick".

While the Portland firm continues to handle guest survey projects, they are mostly as individual hotel requests. Most of his time is now taken up with division operations and in numerous special assignments from developing job descriptions and setting up sales systems and procedures, to the above-mentioned "House of Friendship" tape productions.

Today, there are five WIH operating divisions — food and beverage, marketing, accounting, rooms and personnel — utilizing his services and requiring from 65 to 70 per cent of his total working time.

Don couldn't be happier with what he calls, "my most rewarding account". As he enthuses, "People making the difference is no hollow phrase . . . it's evident in the enthusiasm, great attitude of pride and the tremendous amount of team play and spirit that goes on among WIH people. I'm sure, as evidenced by surveys for instance, that it reflects right back on the guests. Everybody strives for greater professionalism wanting to learn more and do better than they did yesterday. It's an exciting company to be associated with."



Don McCutcheon . . . "a familiar voice—and participant—at countless management and employee meetings and conferences."