Managers Meeting

A Brief Report of Events

On December 4-5-6, Executives and Managers of all Hilton Hotels held a meeting at The Stevens, with the hope that when they left Chicago it would be with a broader understanding of what faces the Corporation in the future, and what must be done about that future now.

We present to you these photographs of a few of the principal speakers and quotations from their speeches in order that you may become better acquainted with your management.

In the front row of the photograph above you will notice several Palmer House Executives... left to right: Vernon Brundin, Resident Manager; Harold Tounhis, Chief Engineer; Fred Joyce, Publicity Director; Durrirs Crane, Director of Food and Beverage; Robert Mansfield, Director of Rooms Division.

ROBERT P. WILLIFORD
Vice President
Hilton Hotels Corporation

Let's learn how to keep abreast of the times. Don't wait for some higher power to "think" out your problems... you think first... let your thoughts be known... let's all think out loud. We'll make mistakes... but let's turn every mistake into a gain... let's not be afraid to seek advice from each other. Let's pool our thoughts... as we do our other resources... let our thinking power be as great as our size.

J. B. HERDON, JR.
Vice President and Treasurer
Hilton Hotels Corporation

Hotels respond to scientific management just as well as any other corporate business. The hotel business is a big business and the Monthly Report is its bible.

S. M. MURDOCH
Assistant to Manager in Charge of Food and Beverages, The Stevens

In any hotel the purchasing of food should be assigned to a person who possesses a knowledge of the types of food which he is required to buy daily. He must have a knowledge of the markets and the dependability of the various dealers. Most important, is that this person have a conception of the purposes or uses to which the raw products are to be put.

RICHARD COLLISON
General Sales Manager
Hilton Hotels Corporation

Salesmen in all solicitations first attempt to attract attention to their goods... a clean hotel made so by its cleaners, its maids, its housemen, immediately attracts the notice of any buyer of hotel rooms. Therefore, the highly polished brass on the front doors, the work of the diligent lobby men are all contributions by the staff which are as essential as alertness, as a friendly attitude of the room clerks in selling rooms.

You can arouse interest easily by the manner in which the door of the taxi cab is opened by the doorman, by the politeness of the elevator operator, of the courteous conduct of a bellman. The prompt handling of a telephone call is a phase of arousing interest that is as important as the showing of a convention secretary through our public space.

MEREDITH ALBERT
Director of Music and Entertainment
Hilton Hotels Corporation

Music and entertainment are vital parts of the hotel dining rooms, which in turn are important parts of a successful, progressive hotel. One enhances the value of the other, and it all adds up to good business, if properly done. "Business" goes where they get the most for their money and the aim of the Music and Entertainment Department is to make music and entertainment in the Hilton Hotel the best in the country.

SERGE OBOLINSKY
Vice President
Hilton Hotels Corporation

In the hotel business good public relations are essential. They can bring you many customers or they can bring a great loss of business. Your public relations are carried out by every employee who comes in contact with your customers. You all know it well... we call it "the Hilton Spirit." It starts with a friendly doorman, then the bellmen, the reception clerk, elevator operators, waiters, assistant managers, etc. These employees are the public relations ambassadors of your hotel and you know better than I the importance of a good indoctrination in friendliness and politeness.

P. W. JONES
Director of Industrial Relations
Hilton Hotels Corporation

The hotel industry is composed of many things... service, rooms, food and beverages, entertainment, maintenance, ideas; but most important, it is composed of people... a vast, fraternity of hundreds of thousands of men and women employees. The great majority of this family is made up of persons who manage, give service, or participate in routine jobs... all designed to provide the ultimate in guest satisfaction.

Merriel Abbert

J. B. Herdon, Jr.
Serge Obolinsky
Robert P. Williford
Richard Collison
P. W. Jones
S. M. Murdoch