

PROFILES

by Percy Villa



The first impression when you meet SOL W. GELTMAN, Vice President and Director Of Hotel Bonanza, is that you've known him or his kind for many years. Like a long lost friend or brother and when we finished our chat with Sol-I said to myself; "h's one person that I was glad to have met and he'll do well in this won-

derful city of our's". Sol has been in our city for about 6 months but has loved it for many years. He was born in Yanow, Poland and came to this country when only a youngster.

He has been in the hotel business for more than 25 years. He was once managing director of El San Juan Hotel. Later he joined the post of senior executive with Ashley-Famous, a national talent agency. He was in complete charge of the headquarters at the new J.C. Penny building on the Avenue of the Americas in N.Y.C.



Geltman has spent most of his life in New York City, Florida and Puerto Rico. He was quoted recently: ("I already say that Las Vegas is the best city of them all") (thank you Forrest Duke). He is 6 feet tall, 90 per

cent gray hair and weighs a trim 184 pounds. He attended the University of Miami and is 46 years old.

His hobby is water skiing and flying.

Geltman, who has been in the hotel and restaurant business for 26 years, is a graduate of the Culinary Institute of America and presently serves on it's Board of Directors.

He has also distinguished himself as executive food and beverage director of the Fountainblue and Eden Roc of Miami Beach, Florida, where he built and formulated all food, beverage and entertainment policies.

In his office is an autographed, framed picture of our mutual friend, Vice Presided Hubert H. Humphrey.

Sol and his attractive wife Helen live in a beautiful home at Seminole Circle with

their twin daughters, Mara and Marcy. (how lucky can one guy get, twins and beautiful).

He is punctual, if he remembers the appointment.

He never seeks out trouble. He is well liked by all who get to know him.

He doesn't consider himself gregarious, but he is. He can keep a booth of people occupied and interested in what he has to say.

He frequently misplaces objects, such as keys, pocketbook, etc. However, as he puts it, "They misplace me."

He listens to advice about himself and his business. Then he makes his own final decision.

He keeps the working atmosphere in the office amusing. His humor runs from the broad to the ironic and the subtle.

He is indifferent about clothes. Slacks and sport shirt is his favorite combination. Colors don't mat-

ter. He wears a white shirt and its only when has to. ("I don't like the fuss of getting all dressed up") He

He is an apt pupil at anything that intrigues him. He likes people most who can contribute something to his knowledge.

He is exceptionally proud of his Hotel Bonanza. "It'll surprise those who visit it and will be the talk of the country from the day it opens."

He is a no snap - judgment guy. His favorite answer is: "Let's wait and see."

Sol is a person of great drive. ("Ten years ago if I had reached this plateau I would have been satisfied. Now I've got to go on...")

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