

OF THE STARS

PROFILES

by Percy Villa



We all like knowing and meeting nice people—So today's 'Profile' you'll meet and perhaps know better Howard Goodwin, who is Vice President of Sales of the Flamingo Hotel and the soon-to-be-constructed International Hotel.

My first impression after meeting Goodwin was that I have known him for a good many years.

He is a 6-footer, weighs 200, has dark hair and blue eyes. He sports a good smile and enjoys talking. He has a responsible position in our community, both present and future.

Howard directs the vast sales complex for the Flamingo, the first of the Las Vegas' glittering entertainment and gaming palaces, and the International, which will rate as one of the world's finest when completed in the summer of 1969. Goodwin will be directly responsible for some 2,300 rooms. (Flamingo has 800 and the International will open at 1,500 with expansion planned to 3,000).

Handsome Howard is 41, and is regarded as one of the west's most talented sales executives and certainly one of the youngest men in the business to hold such a responsible position.

He was appointed to his present position last month, following the purchase of the Flamingo Hotel by Kirk Kerkorian, who is also building the International. Ironically, Goodwin began his Las Vegas sales career at the Flamingo Hotel in 1961, as Sales Manager. He also served as Assistant Director of Sales for the Sahara Hotel for three years.

He is a native of Hot Sp-



HOWARD

rings, Arkansas, (he still has a trace of Arkansas drawl).

He claims to have plenty of faults, but they are hard to pin down because, like himself, they are contradictory and dynamic. Some say he talks too much, but he also keeps quiet too much. He is

too intolerant of weakness, but he is also much too tolerant of weakness.

Howard graduated from the University of Arkansas and served with the U.S. Navy for four years during World War II. His background includes service with the FBI as a Special Agent.

He is married to the attractive former Patricia Rockhouse of Pittsburgh. They live at 3501 Maryland Parkway.

Goodwin's hobby is golf. He claims to be the best 18 handicapper in Las Vegas.

We interviewed Howard last Saturday at his office and that was the day he quit smoking (wonder if or how often he has cheated??)

His favorite food is black-eyed peas, spoon-bread and grits.

He is punctual and remembers the appointment.

He searches for integrity and sincerity in friends ("I don't care whether they're successful or famous or what their profession is. That's not the important quality of a friend.")

Howard worked in some capacity in almost every department of the hotel business. 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 never seeks out trouble. He is well liked by all who get to know him.

Besides a few games of golf a week, he has no hobby. ("Actually, I guess I collect people. I'm fascinated with them all. I've never met two people exactly alike.")

He is loyal. Has known the same people for years and years. "I have a strange antenna," he says. "I seldom tune-in to wrong people."

Goodwin has a good legal mind and always reads the fine print in all contracts.

He likes his coffee black. He can cook when necessary.

He admires women who are both intelligent and beautiful. ("That's the magic combination.")

His secret ambition is to some day have all those employed at the Flamingo Hotel call him by his first name. (Howard).

He works hard, although he seldom gives the impression he is working.

It was nice meeting with Howard Goodwin, who certainly knows "HOW".

He's "GOOD" at everything he attempts, and work or play, he's out to "WIN."

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