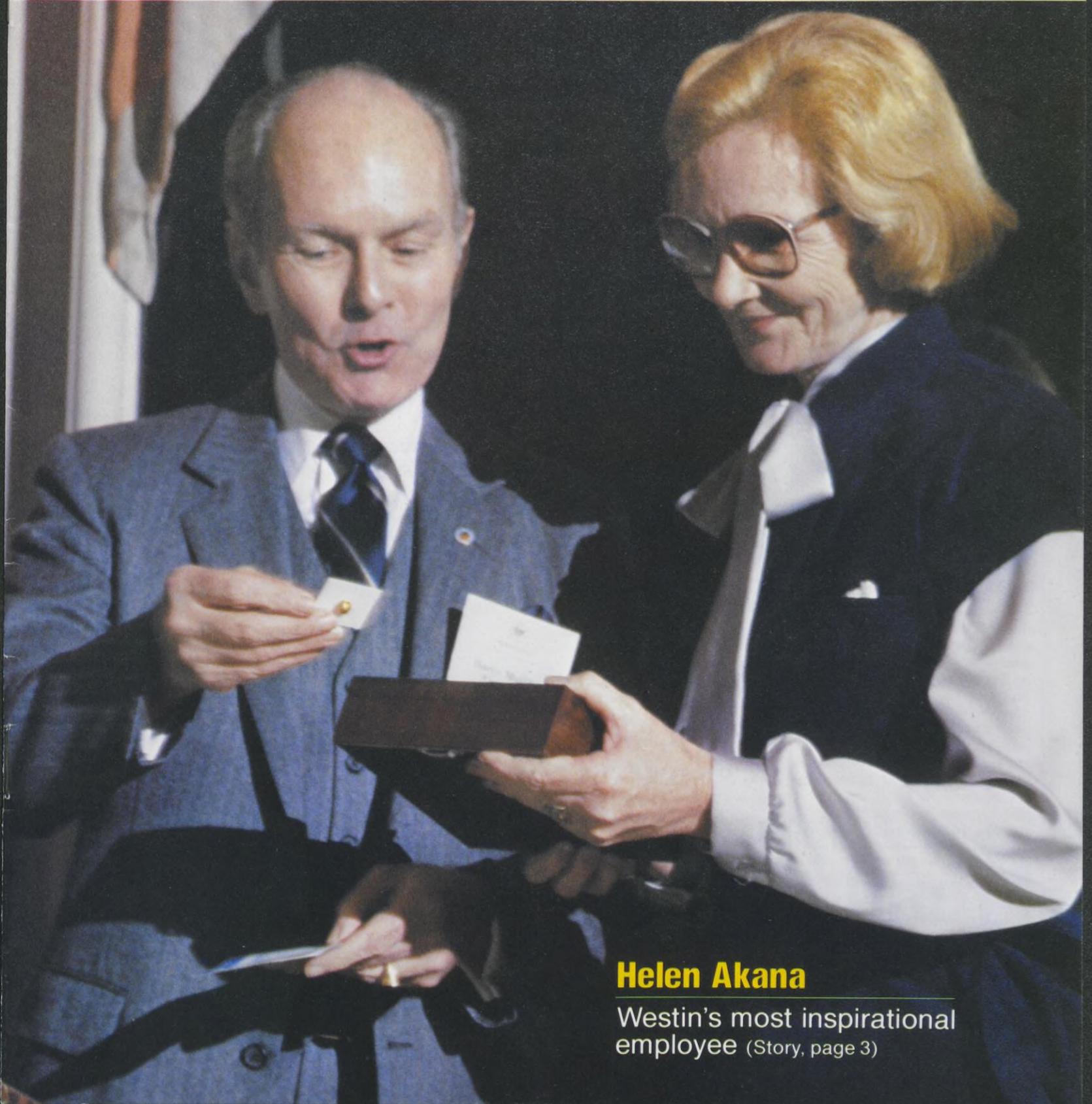




WESTIN HOTELS

FEBRUARY, 1982

Front!



Helen Akana

Westin's most inspirational
employee (Story, page 3)



Harry Mullikin
Chairman and
Chief Executive Officer



C. R. Lindquist
President

COVER: For Helen Akana, seamstress at The Westin Wailea, it was a moment to be long remembered, as Westin Chairman Harry Mullikin presented her with her Thurston-Dupar Inspirational Award plaque and special service pin.

The occasion was the annual awards luncheon held in conjunction with the 1982 Management Conference at the Bellevue Stratford in early January.

Front!

A monthly publication by and for employees of **Westin Hotels**

Gabe Fonseca,
Internal Publications Manager

Linda Plumb,
Publications Editor
The Westin Building
Seattle, WA 98121

Printed in U.S.A.

Thanks to you, we did it again

We're pleased — and certainly, very proud — to have been selected once again by TRAVEL/HOLIDAY magazine's readers as the number one hotel company both for our domestic and overseas properties.

Some of you may recall the results of TRAVEL/HOLIDAY's previous poll, taken in 1980, which also gave us the highest preference rating.

As with that earlier poll, the magazine's travel-wise readers were asked to evaluate the quality of service of individual companies based upon their recent travel experiences.

For U.S. hotels, 97 percent of the responses reported their Westin Hotels experiences as Excellent or Good. In rating overseas hotels, Westin still held the lead with some 95 percent of the responses rating Westin as Excellent or Good.

We can't help but relate what these traveler-readers are telling us to the theme of Westin's current advertising campaign, Westin Hotels "First-Class, Worldwide."

And even more to the point, to the theme of the employee promotion program that focuses on the "First-Class, Worldwide" quality of Westin's people — because it is thanks to you that travelers continue to prefer us.

Last month, at the 1982 Management Conference, we had the pleasure of recognizing some particularly outstanding Westin people, who personify those first-class qualities.

Among them, Helen Akana of The Westin Wailea, this year's most deserving recipient of the company-wide Thurston-Dupar Inspirational Award.

John Schneider, senior vice president and secretary, whose many contributions to Westin won him the Carlson-Himmelman Achievement Award.

And to the staff and Managing Director Lee Jenks of The Westin Bonaventure, Los Angeles for an outstanding teamwork effort that earned them the Westin Safety Award for 1981.

In anybody's poll — they are all first-class!

Harry Mullikin

Bob Lindquist

HELEN AKANA

Her fellow housekeeping department members were first to recognize her for her caring, compassionate and very giving qualities.

Early in 1980, they had nominated her for Employee of the Month recognition.

At the end of that year, she was nominated for Employee of the Year honors.

She won the popular vote on both occasions.

Then, in 1981 when the hotel's Thurston-Dupar Inspirational Award nominating committee met for the confidential selection of their hotel's candidate for this most prestigious Westin employee recognition, her name just naturally popped up again.

In her, the committee felt they had a winner.

They did.

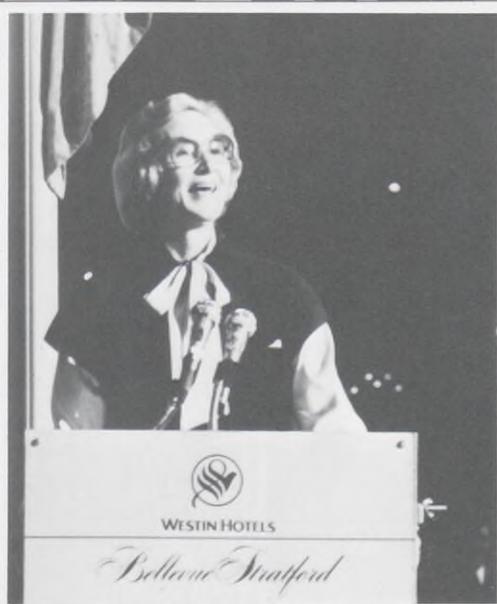
Their choice was confirmed by the Westin Corporate Offices judging committee whose challenge it was to select the one individual from all Westin candidates who best personified those qualities that the company-wide Thurston-Dupar Inspirational Award winner should possess.

Thus it was that Helen Akana, seamstress at The Westin Wailea, found herself attending the Awards Luncheon at the Bellevue Stratford during the Management Conference in early January.

As is the practice, Akana was kept totally unaware of her nomination. She had been sent to the Philadelphia hotel on some elaborate pretext and "just by chance" had been invited to the luncheon.

It wasn't until her name was announced did she realize the real reason for her presence. Though the announcement left her almost immobile from shock and surprise, the standing ovation that followed, carried her to the podium where Chairman Harry Mullikin congratulated her and presented her with award honors.

Mullikin noted that to earn Westin's highest employee award and repeated recognition from her own hotel family members speaks for itself. The obvious message being that the individual must possess some very-special-person qualities. Indeed, inspirational qualities.



Following the presentation, Akana charms her audience with a few gracious words of appreciation for her award honor.

In her they had a winner

Clearly, Helen Akana does.

Akana's supervisor, Director of Housekeeping Victor Cardona, speaks of some of these:

"Ever since she's been with the hotel — about four years now — she's done consistently outstanding work. She's always willing to help others in any area whenever she can, and she has the initiative to try new ideas and assist in solving problems without being asked.

"But she's not what you'd call an aggressive person," Cardona continued. "Actually Helen is very quiet, almost reserved. And very modest. Yet she comes across as a very warm, kindly and understanding person the moment you meet her. In fact, people in the department always seem to come to her when they want advice or have problems."

He smiled, adding, "She's almost like a mother."

Akana's "mothering" might just come naturally. Though now widowed, she has raised eight children with one child still at home.

Her community family — its young people in particular — have also benefitted from Akana's people-caring motherliness.

As The Westin Wailea's Award Selection Committee phrased it, "She feels that all in

need deserve caring; it matters not that she knows them."

She was one of the founders and is actively involved in the Maui chapter of Teen Challenge. The organization provides care and assistance to youngsters with drug or alcohol problems or whose parents suffer from these addictions. And for the past several summers, she has also taken in and cared for children from unhappy homes.

Through her church she participates in a program for visiting the sick and regularly donates food and clothing to the less fortunate. Recently, she rented a small cottage she owns to a family steeped in financial and family problems, charging them only minimum rental. The children of the family spoke no English and Akana took it upon herself to teach them.

At the Westin Wailea, Akana's wizardry with needle and thread is matched by her ingenuity.

Among her many cost-saving and/or enhancement applications are draw-string bags for hair dryers both to protect them and to make them more attractive for presentation to guests, hot pad mitts for the culinary staff fashioned from discarded table pads; and covers for rollaway beds and other pieces of equipment recycled from discarded sheets.

Food server uniforms have also received the Akana touch with the addition of extra pockets and decorative cummerbunds to facilitate the carrying of food checks, pens, etc.

And, while her job does not require direct guest contact, Akana is quick to respond to a guest's request to mend a hem or to do any other emergency stitch and sew task.

In addition to her personal Thurston-Dupar Inspirational Award plaque and service pin disc, Akana received an all expense paid two-week vacation (beyond her regular vacation) to any Westin hotel in the United States, Canada or Mexico plus a check for \$500.

Her name has since been added to the permanent Thurston-Dupar Inspirational Award plaque displayed in Westin's Executive Offices in Seattle.

1982 Management Conference



Peter Smith, general manager of The Westin Hotel, Toronto, leads one of a number of conference discussion groups.

Quality of product/service is response to 'tough year ahead'

"In terms of doing business, 1981 has to go on the books as one of the toughest and most frustrating years any of us has ever experienced."

This appraisal of last year's worldwide business climate led off Chairman Harry Mullikin's opening session remarks at the 1982 Management Conference held at the Bellevue Stratford, January 10-14.

Closer to home, Mullikin noted that while Westin's business net earnings for 1981 did exceed 1980's, it did not meet the year's profit plan. He noted, though, "We came very, very close."

Looking ahead, Mullikin predicted that 1982 "is going to be a tough year — in many ways tougher than 1981."

In view of that probability, Mullikin's appeal to his audience was not mere "belt-tightening," however. As he put it, "Your job during 1982 through your marketing efforts will be . . . having your product and services in greater demand than the competition's."

He emphasized that point by noting that the company's

number one objective for 1982 will be "quality of product."

"Without our quality, we would be just another hotel company," he said. "Our challenge, your challenge in the future, is not only to maintain, but to improve on that quality. And not only the physical facilities we operate, but improvement in quality of personnel and service."

In President C. R. Lindquist's remarks to the group, it was also product/service quality that received major emphasis.

At one point Lindquist asked

the managers "... to accelerate your efforts to set new standards (of quality) for your operations; standards that can be clearly communicated to our guests in terms of what they seek most — value received for dollar spent."

The impressive roster of outside travel and business executives addressing the group included: Richard J. Ferris, chairman and chief executive officer of United Airlines who was keynote speaker at the conference-scheduled "Philadelphia Civic Luncheon."

Conference headliner session was with Dr. William Ouchi of the UCLA Graduate School of Management and author of "Theory Z — How American Business Can Meet the Japanese Challenge."

In general sessions and discussion groups, Ouchi worked with attendees in defining management philosophy perspectives as they relate to the "expectations" of employees, guests, owners/shareholders and the various "publics" with which managers deal.

Other conference highlights included updates and activity presentations by corporate division members; the introduction of Westin's "First-Class, Worldwide" advertising and employee involvement program; and the traditional Thurston-Dupar Awards Luncheon and the Carlson-Himmelman Achievement Award dinner (see related stories on this and preceding page).

Attending the three-day annual conference were more than 150 Westin executives from the company's 55 hotels and resorts in 13 countries, and from the corporate offices.



Conference headliner, Dr. William Ouchi, expounds on his "Theory Z" concept.

Carlson-Himmelman award goes to John Schneider



To Carlson-Himmelman Achievement Award winner John Schneider (left), Harry Mullikin's congratulations.

"Being a lawyer, I'm not usually at a loss for words."

But lawyer and company Senior Vice President and Secretary John Schneider apparently was, as Chairman Harry Mullikin announced at the Management Conference's opening night dinner that Schneider was the company's Carlson-Himmelman Achievement Award winner for 1981.

Schneider was not at a *total* loss for words, however, and in appreciation of the honor, noted, "Recognizing the achievements of past winners of this award I'm very pleased to join that group."

The Carlson-Himmelman Achievement Award is

presented as recognition of particular achievement and service to the company.

Schneider has been with Westin since 1975. As senior vice president and secretary, he has direct responsibility for the company's legal division.

Previous years' award recipients include Denis Forristal, general manager, The Westin Bayshore; C. R. Lindquist, president; Joe Mogush, senior vice president; Dan McClaskey, group vice president; and Dave Paulon, general manager, Shangri-La, Hong Kong.

Award winners receive a month's trip to visit the great hotels around the world.

Safety Award win is double triumph

The Westin Bonaventure, Los Angeles' win of the 1981 Westin Safety Award represented a two-count triumph for the hotel.

First, because its safety record for 1981, in terms of injuries per 100 employees, was almost half the average of all other Westin hotels participating in the safety program.

Secondly, and even more impressive, was the complete turn-about for the hotel from two years ago when its record ranked among the poorest in the company.

In presenting the award plaque to The Westin Bonaventure's Managing Director Lee Jenks during Management Conference award ceremonies, Westin Hotels Risk Manager Erwin Mallernee noted that through the continuing and dedicated effort of the hotel's management and its supervisory people to control losses, "... safety has become a way of life at The Westin Bonaventure."

In addition to the traveling plaque, a cash award of \$1,000 was also presented to the hotel's employee council.

Westin will diversify; new subsidiary in charge

The groundwork has now been laid for Westin's business diversification.

Chairman Harry Mullikin announced in mid-January that a new Westin Hotels subsidiary, Westin Enterprises Company, has been formed specifically to implement a Westin diversification program.

Heading the new subsidiary are its president, John Calvert — Westin Hotels' executive vice president — and vice president, Duane Knapp, new to Westin.

Where does Westin plan to diversify?

According to Calvert, "The company wants to take advantage of two of its greatest assets — its dedication to quality and its orientation to service. Our first diversification venture will be heavily oriented to these strengths."

Says Knapp, "It's up to me to pull together the market research and other details, then put together business packages for the company." That activity can take several months to complete depending on the specific venture involved.

Westin Enterprises' diversifi-

cation efforts, according to Knapp, are designed to accomplish three basic objectives:

- First, to contribute to Westin's growth. "Westin's primary goal will always be the addition of first class hotels," Knapp explains, "however, we anticipate that the diversification activities will add a new dimension to our expansion plans."

- Second, to complement and supplement Westin Hotels' earnings. "An aim of our diversification plans," Knapp says, "is to get into businesses whose earnings are consistent despite fluctuations of the economy."

- And third, to offer Westin employees additional opportunities for personal development in related markets or businesses.

"We want to be able to use the talents we have within Westin in these new business ventures," Calvert says. "And that's why Westin is looking primarily at quality, service-oriented industries."



Duane Knapp joins Westin Enterprises

Duane Knapp, new to Westin, has been named vice president of Westin Enterprises, the new subsidiary formed to carry out the Company's diversification program.

Knapp joined the corporate headquarters staff in January, working with John Calvert, Westin Hotels executive vice president and president of Westin Enterprises.

A newcomer to Seattle, Knapp comes from Kansas City where he was vice president of a privately-held conglomerate.

Previous to that post, Knapp worked in banking and as a financial consultant. He has a BBA in economics and business and an MBA in finance, and has also taught business and finance classes at several universities.

"Duane's broad experience in corporate development, diversification and banking provides Westin with the expertise it needs to meet our objectives — and in a manner consistent with our commitment to quality and dedication to service," Harry Mullikin said in announcing Knapp's appointment.

First-class magazine for our first-class hotels



We know Westin hotels are first-class.

And now we have yet one more way to get that message to guests.

It's Westin's *First-Class, Worldwide* guest room magazine. The first issue of the East/West Network-published monthly magazine was placed in all U.S., including Hawaii, hotel guest rooms (about 14,000 of them) in January.

The in-room publication, basically, is an adaptation of *Mainliner* magazine that East/West publishes for United Airlines.

Each month *First-Class, Worldwide* will include a special four-page editorial

section devoted exclusively to Westin Hotels, including a message from Chairman Harry Mullikin.

The January issue also featured the first in a series of articles on Westin executive chefs. Mauna Kea Beach Hotel's Kim Dietrich was spotlighted in that issue. The Arizona Biltmore's Siegbert Wendler is the featured chef in the February issue, and Vince Alberici of the Bellevue Stratford is interviewed for the March issue of *First-Class, Worldwide*. The April issue will feature Vlastimil Lebeda, executive chef at The Westin Hotel, Chicago.

WESTIN PEOPLE

Helping to make a fairy-tale come true

CALGARY — A concierge makes guests feel welcome and takes care of their special needs.

At The Westin Hotel, Calgary, concierge Evelyn Zajac, does all that. And more.

Recently, she and others of the hotel's staff went quite a bit above and beyond the call of duty to take care of two guests' very special need.

Zajac tells the fairy-tale-like story this way . . .

"A gentleman hotel guest from Italy came to me for travel arrangements for him and his Italian lady friend to Banff, Lake Louise and Jasper; he wanted a rental car and also a room at a Jasper lodge.

"Well, the car was easy, but I knew booking them into the lodge was no small feat that time of year. But I was lucky and got them in," Zajac explains.

"He then asked me about dining along the way and I suggested a picnic lunch from the hotel and picnicking in the mountains. It would be



beautiful — and romantic."

He agreed. After all, this was a special vacation — and a special lady. The two had been childhood sweethearts, before geographic distance had separated them. After many years, they had met again in Italy two years ago.

Zajac continues, "The moment the couple returned from their trip, the man came to my desk, kissed my hand and said the trip had been wonderful. So wonderful, in fact, that he and his friend had decided to get married — right away! He wanted to know if I could help.

"A concierge is supposed to be able to handle anything, but a wedding at noon the next day?" a momentarily overwhelmed Zajac asked herself.

But she quickly set to work lining up all the wedding ingredients — a justice of the peace, a bridal suite, flowers, music, witnesses, champagne and other wedding necessities.

"Getting a justice of the peace on four hours notice was not easy. But harder still was getting the suite — it was booked until the next day," Zajac recalls.

But once again, luck was on Zajac's side. The suite guests checked out early.

Then there was the champagne to see to, and buying and wrapping a wedding gift. Linda Hartley, personnel secretary, helped Zajac with some of these details.

Finally, the ceremony was ready to begin. With one hitch — the justice of the peace hadn't yet arrived to do the hitching. Then, a few minutes late, he rushed in offering his apologies; he had had a hard time finding a parking place.

And upon concluding the

vows, he had to rush out again. But only for a couple of minutes — to feed the parking meter.

"Everyone had a good laugh at that," Zajac recalls.

Best man for the impromptu wedding was front office manager, Tony Cary-Barnard, and Zajac herself acted as Matron of Honor. "Pianist" was a hotel jewelry shop employee (also an old friend of the bride) who played a one-finger version of "Here Comes the Bride."

And to remember the special occasion, director of security, Bernadine Christian, snapped a few Polaroids.

"It all went off beautifully. It was a big success, thanks to help from the chef, and people in room service, housekeeping, front office and others," Zajac says.

Women's lib lives

JOHANNESBURG — Women's lib is definitely alive and well at the Carlton. As demonstrated in this photo, the female management contingent is no small number. In fact, women comprise about one-third of the total management and key staff members of the hotel.

Says General Manager Pat Burton, "We'll consider transfers from you men out there — but please don't all write at once!"



The Westin Ilikai honors its finest

HONOLULU — Pick out The Westin Ilikai employees who are wearing leis, and you have picked out some very special people.

Twelve of the 13 pictured here are all employees of the month for 1981 and all were honored at a special luncheon in December — an annual tradition at the hotel.

At the luncheon, each department head told the audience why his or her monthly winner employee should be recognized as 1981 Employee of the Year.

"The decision was a difficult one," said Denicia Huang, director of personnel. "Each employee not only has had an outstanding work performance record, but they've all exhibited positive attitudes and the 'Aloha Spirit' in their jobs."

At the employee Christmas party, the decision was announced. Damiana Vierra of Housekeeping was named 1981 Employee of the Year. She has been with the hotel for 17½ years.

The honored employees (wearing leis) are photographed here with hotel management personnel. (front row, from left): Doris Oshiro, Yvonne Cablay, Charlann Nakanishi, Gary Oakland, Blossom Choy, Yuki Nishikimoto, Leila Agapay, Damiana Vierra; (middle row): Kevin Mashima; (back row): John Rodrigues (1980 Employee of the Year), Walter Chun, Roy Perez and Virgilio Villamor.



The President visited; the First Lady admired

CINCINNATI — "It was probably the biggest event to happen at the hotel since we've been open," says Laurie Johnson, assistant director of personnel at the Westin Hotel, Cincinnati.

The event was a visit by U.S. President and Mrs. Reagan for an Ohio Republican fund-raiser.

Here, Terry Rehage, convention services, and John Bruns, executive assistant

manager, greet President Reagan upon his arrival.

Although the presidential visit was brief (less than an hour), it apparently was enough time for Mrs. Reagan to notice and admire the flower arrangements prepared by the hotel's florist.

She admired them so much, in fact, that she took them back to the White House with her.

Nothing like making a good first impression with the First Lady.



Security director honored by police chiefs

EDMONTON — Late last summer, the Canadian Association of Chiefs of Police held their 76th annual conference at The Westin Hotel, Edmonton.

And at the opening ceremonies, Darwin Pearson, chief officer of the hotel's Security Department, was inducted into the association. That represented quite an honor for Pearson, since only two or three non-police chiefs across Canada are inducted into the association each year.

Pearson (left) is congratulated by Edmonton police chief and association director Robert Lunney.





Bartender a bit of a celebrity himself, now

COSTA MESA — In his 25 years of bartending, he's served a few celebrities — like Bob Hope and Ingrid Bergman.

Now, he's a bit of a celebrity himself.

Lyle Gordon, a bartender at The Westin South Coast Plaza, was recently featured in a profile piece in a California beverage journal.

Gordon says he got his start bartending when he decided he no longer wanted to work as a machinist at Hughes Aircraft. "I was drawn to bartending because I could wear clean clothes and work in pleasant surroundings."

In the article, the career bartender also comments about drinking trends. "Wines,"

he says, "are taking over, and there are also more calls for sweet drinks." And still the favorite after dinner drink is the Grasshopper — 1 oz. Creme de Menthe, 1 oz. Creme de Cooca, mixed in a blender with ice and served in a cocktail glass.

A member of the Bartenders' Guild for 20 years, Gordon says people are always asking him if he's going to be a bartender all his life. "I tell them, 'I've got two cars in the garage, a big back yard, and friends all over the world. What else do I need?'"

CPAs aplenty

HOUSTON — The Westin Oaks has accounting experts aplenty. First, controller Jaakko Talvitie took and passed his CPA exam, and more recently, assistant controller Jitu Shah followed in his footsteps.

Shah was quite serious about earning his CPA status, taking two weeks off to study for it. And the effort paid off; he passed all parts of the exam the first time around.



Compliments to the concierge

PORTLAND — He's served such VIP guests as Ella Fitzgerald, Bette Davis, Katharine Hepburn and Count Basie. And he's efficiently handled the hubbub surrounding visits by presidents and rock stars.

But it's not just the celebrities that get special attention. The Westin Benson concierge Jim Gimarelli makes sure that every guest's needs are met.

And for his exemplary service and caring attitude, *Signature*, a travel magazine published by the Diner's Club, selected Gimarelli as concierge of the month in its November 1981 issue.



Waiter to the rescue

MONTREAL — Antonio Suarez has been a food server for 10 years at The Westin Bonaventure's Le Castillon. That pretty much makes him a veteran in the business.

And recently Suarez proved just what a veteran he is when he calmly and quickly saved the life of a choking victim by using the Heimlich maneuver.

Commented General Manager Jorg Lippuner, "We are thankful that Antonio's knowledge of what to do in this situation, coupled with his level-headedness, prevented a tragedy."

Suarez was awarded the Chairman's Award of Merit for his life-saving action.



They're telling the world —

Scandinavia is something special



Fantastic food. Incredible scenery. Genuinely friendly folk. It's no wonder the countries of Scandinavia are scoring high marks as a popular travel destination. And especially so for northern Europeans.

Perhaps the most popular of Scandinavia's city destinations is Denmark's capital city of Copenhagen. Or so asserts Dorthie Thing, sales manager and director of public relations for the Hotel Scandinavia there.

"People all over the world associate Copenhagen with the fairy tales of Hans Christian Andersen," explains Thing. "They've seen pictures of the statue of the Little Mermaid in the harbor, and many have heard of the delightful Tivoli Gardens. They come expecting a touch of magic — and they find it."

Bjorn Solberg, director of sales for the Hotel Scandinavia, Oslo, admits to the attractions of Copenhagen and to its popularity. But he also hastens to point out that Oslo and its surroundings has its own special magic though it might be "a little different."

"Norway is a blend of ancient tradition and modern lifestyle all contained in a setting of breathtaking natural beauty," Solberg says.

"Guests of the hotel," he adds, "can experience this special enchantment by looking out the window to a modern city skyline with a medieval fortress in the foreground and an awe-inspiring fjord

view beyond."

Though the two may argue the points of their particular area differences, they are of one mind in promoting the attractions of theirs and each other's hotels as two of the finest in Scandinavia.

In common, and in contrast to their historic communities, both hotels are totally contemporary in concept. The furnishing of both are showcases of the comfortable yet elegantly classic design style recognized throughout the world as Scandinavian Modern.

The professionalism of each hotel's largely multi-lingual staff and the range of guest services are in the best tradition of Westin's hotels around the world. And like Westin hotels worldwide, efforts to provide special "point of difference" guest services is a continuing challenge.

However, Thing recalls one special guest service idea attempted at the Hotel Scandinavia, Copenhagen, that, while it seemed like a great idea at the time, didn't quite work out.

In this bicycle-riding city, the hotel's management thought it would be nice to have bicycles made available to guests who wished to explore the city under their own pedal-power.

"Guests loved the idea," said Thing, "but it turned out to be a loser. Literally."

She explained. "There were some guests who tended to bicycle until they got tired. Then they'd just leave the bikes and take a cab back to the hotel.

"They come expecting a touch of magic . . ."

Dorthie Thing,
Hotel Scandinavia,
Copenhagen.



"We were constantly sending out employees to round up these abandoned bikes. The trouble was that some guests weren't quite sure as to the exact spot they left them. So we finally had to give up on that service."

While the European business and pleasure traveler is "sold" on Scandinavia and the two hotels, both properties aggressively pursue efforts to broaden their business base by telling the world that

Scandinavia is something special.

The United States is a particularly attractive market and is one regularly visited by both sales executives to promote sales.

"Business is welcomed all year round, but especially in July and August," says Solberg.

"Guests can experience this special enchantment by looking out their hotel window."

Bjorn Solberg,
Hotel Scandinavia, Oslo.



"In many European countries," he explained, "August is traditionally a vacation month. Since few conferences or business meetings are scheduled in August, business travel — a large part of our business for most of the rest of the year — falls way off."

To fill in, both hotels rely heavily on special promotions to attract vacationers and other travelers as well as local market business.

One particularly successful promotion is the Oslo hotel's Folklore Festival.

"The whole hotel takes part in this annual event," says Solberg. "Employees wear traditional costumes, special Norwegian dishes are featured, and folkdance troupes entertain guests."

Focus of the event is a ballroom decorated with huge panels of rosemalling, a stylized flower painting folk art form.

Guests walk into the rosemalling "treasure chest" buffet to select delicacies from heavily laden tables that amply demonstrate "there's more to Norwegian cuisine than pickled herring."

Nor is pickled herring the lone attraction at the Copenhagen hotel's equally popular Seafood Festival which is also featured in August (though presented at other times during the year, as well).

Fine food and friendly people. Fairy tales and folklore. And two of Europe's finest first-class hotels. As Solberg and Thing tell it, Scandinavia as a destination offers a very special treat for world travelers any time of year — and especially in July and August.

PHOTONEWS

We've moved . . .

LOS ANGELES - The Los Angeles Regional Sales Office staff packed up their belongings in September and moved into new Century City offices.

The office is now located just a block and a half from the Century Plaza. Very handy for entertaining clients or for showing off a first-class Westin Hotel operation.

The sales crew celebrated their move by hosting four open houses, and had their photo snapped at one of them. From left: Lannis Feifer, sales manager; Glenn Brooks, sales manager; Robin Hooks, director of sales; Sandy Mackie, sales secretary; Jean Sampson, market research; and Mark Keppel, sales manager.



Pow wow packs punch for Westin Hotels

PHILADELPHIA — "Probably the greatest travel industry trade show in the world." That was the general consensus among the 18 Westin Hotels sales personnel who staffed the Westin exhibit at the 1981 Discover America International Pow Wow in Philadelphia recently.

In three days of intensive

selling, the group accomplished more than 200 20-minute pre-scheduled interviews with travel producers who attended from all over the world.

The Westin sales staff — that included Jim Weiss (right), manager/travel industry sales — was particularly pleased with their success in finalizing Guaranteed Corporate Rate agreements with two major western European operators.

Westin wins three out of 12 top PR awards

HONOLULU — Westin took three first-place awards in the American Hotel & Motel Association's 13th annual Gold Key Public Relations competition.

To The Westin Hotel, Seattle, a first for their program designed to improve communications between management and the hotel's 500 employees during a disruptive period when the hotel started its \$60 million expansion project.

The Corporate Public Relations Department was

awarded first for their entry that detailed efforts on getting the word out to several audiences on the corporate name change early last year.

And the Michigan Inn, formerly a Westin hotel, won a first-place award for a Mother's Day brunch promotion that not only boosted business, but created a lot of community good will as well.

Only 12 first-place awards were given in this year's event in which hotels throughout the U.S. and several other countries competed.

Showing off their award plaques are Sue Brush, director of public relations at The Westin Hotel, Seattle, and Ken Kitchin, public relations manager for the corporate offices.



FIRST-CLASS FAMILY FEATURES

Home crime prevention



from CLIFF WINKFIELD,
Corporate Security Director

Here are some suggestions to help you reduce your risk of becoming a crime victim statistic.

When you're away from home:

- Lock all doors and windows.
- Make arrangements with your neighbors to watch each other's homes and to report any suspicious or unusual activities to the police.
- Have deliveries suspended, or better yet, have someone pick up your newspaper and mail; thieves sometimes have access to

"suspended delivery" information.

- Leave a house key with a trusted neighbor or friend and notify the local police of your away-from-home schedule.
- Make arrangements with someone to mow your lawn/shovel snow, etc., and arrange to have interior and exterior lights turned off and on (or use timers).
- Don't widely discuss your vacation plans at work or in public places.

"Fortifying" your home:

- Burglars look for an easy, quick and not-so-visible entry. They will go through a door quicker than a window, and will usually pick a back door or patio door. To reduce the risk of these entries, trim foliage from windows and doors and provide good exterior lighting.
- Exterior doors should be solid — at least 1¾" thick, and all should have dead bolt locks.
- Install good secure locks

DON'T YOU HATE IT WHEN...



You pick up a phone call to hear a secretary say, "Hold the line, Mr. Smith is calling," and you just wait there until Mr. Smith gets around to coming on the line?
The implication is that your caller is too important to hold the phone. But you're not. Insulting.
Wouldn't it have been nicer if the secretary had said something like, "Mr. Smith was hoping to reach you. Would it be convenient for you to talk with him now?" That's first-class.

on all windows and sliding glass doors.

Mark your valuables:

- To make personal belongings less attractive to a burglar and more identifiable to you, use a scribe or engraver to mark them with your driver's license number. Then make a list of the items you've marked (also their serial numbers).

If a burglar is caught with

marked items, police can easily identify and return them. It also makes for easier arrest and conviction.

Also, many police departments have special stickers you can place on outside doors/windows that tell a burglar you've marked all your belongings.

Same-name quiz

Among Westin's hotels are a number of food, beverage and entertainment outlets which are duplicated in name if not necessarily in concept.

Some of these are listed below along with the name of one of the hotels in which that outlet is located. Your challenge is to name another Westin hotel with the same-name facility.

1. Look for the Palm Court at The Plaza in New York and on the opposite coast at _____
2. The Lion Bar is at The Westin Oaks and there is another up north at _____
3. For disco dancing it's Annabelle's at The Westin Ilikai, or Annabelle's on the mainland at _____
4. Or dance the night away at The Lost Horizon either at The Westin Wailea or, across the Pacific, at the _____
5. Cocktails at the Barristers in the U.S. places you at the Williams Plaza, and in Canada you're at _____

(Answers are on page 12.)



Photo quiz



"A waterfall in the hotel's lobby?"
"Yep, with a large reflecting pool at its base. Rocks and greenery. Even trees."
"You must be a resort hotel."
"Well, we call ourselves that because we do offer all sorts of recreational facilities, but actually we're a downtown luxury hotel."
"Hmmm. Sounds like the best of both worlds."
"The very best — we're _____ in _____."
(Find the answer on page 12.)

Travel/Holiday awards and recommends —

Travel/Holiday magazine's Guide to Fine Dining in North American Restaurants is out — its 30th annual — and a number of Westin's restaurants are earning either the top award or recommended ratings.

Winning top awards were two Hawaiian properties; Raffles at The Westin Wailea, and a clean sweep for all the Mauna Kea Beach restaurants.

Also winning top dining honors: Yamato's at the Century Plaza and Fouquet's de Paris at the Camino Real, Mexico City.

Making *T/H's* recommended list: Beaudry's at The Westin Bonaventure, Los Angeles; Le Castillon at The Westin Bonaventure, Montreal; the London Grill at The Westin Benson, and Trader Vic's at The Westin Hotel, Seattle.

Recommended reading —

United Airlines Chairman Dick Ferris is one of 10 U.S. corporation heads profiled in a new book, *The Chief Executive Officers*. The book features individuals who head 10 major corporations that have a marked influence on American life.

The "family" angle on Ferris, of course, is his Westin Hotels background — nine years with the company that included management of three hotels before joining United in 1971 — all chronicled in the book.

Published by Harper & Row, the book is available for \$13.50 in bookstores nationwide. Employees can obtain autographed copies from the author for \$12 (includes handling and postage). Write Robert Shook, 3140 East Broad Street, Columbus, Ohio 43209. To ensure the special price, state that you work for Westin.



Yea, Westin! — While the UofW Huskies were the out-front scorers in this year's Rose Bowl game, actually both teams scored heavily as far as their accommodations were concerned.

Home for the Iowa Hawkeyes and lots of the hometown fans during their L.A. stay was the Century Plaza.

And the Washington Husky team and several friends were housed 'cross town at The Westin Bonaventure.

Way to go!

SAME-NAME QUIZ ANSWERS: 1) The Westin, Seattle 2) The Westin, Chicago 3) The Westin Galleria 4) Philippine Plaza 5) The Westin, Toronto
PHOTO QUIZ ANSWER: The Westin Crown Center in Kansas City

Great lengths — Westin's first-class style often means going to great lengths to accommodate or locate guests.

In one recent instance, that "length" was 750 miles. Bob Chamberlin, director of marketing for The Westin Chosun hotels in Korea, tells the story:

"The Westin Chosun, Seoul had booked a group of 20 people from the U.S. into the hotel on November 3 for five nights. A few days before their arrival, the hotel learned the group would be checking in one day early.

"Largely, because that day happened to be a Japanese holiday, there was not a room to be had in Seoul or anywhere near the city.

"Since the group's flight would be stopping in Japan, with approval from the group's leader, I made arrangements with the Narita Prince Hotel in Japan for the group to layover that night. Then I booked a morning flight from Tokyo to Seoul for the 3rd.

"It all worked out and the group was very pleased with the action we had taken."

All in a day's work? Perhaps. But that incident must have set

a record for accommodating or locating guests — from one country to another and a distance of approximately 750 miles. (Guinness, are you listening?)



Enter the doggie bottle —

Doggie bags have been standard restaurant equipment for years now. But man does not live by half-eaten T-bones or birthday cakes alone.

What about those half-consumed bottles of burgundy?

Now — no problem. Recently introduced by some on-top-of-it supplier: the doggie bottle with its airtight reusable cork. Also available from the same supplier, a drawstring canvas bag so that the wine-drinking customer can tote the dregs of his or her Chateau Lafite '75 home in style. Order up!

ON THE MOVE

Shannon Alter, from cabaret manager, The Westin Bonaventure, L.A., to front office manager, The Westin South Coast Plaza.

Ian Campbell, from executive sous chef, The Westin, Calgary, to executive chef, The Westin, Edmonton.

Jay Davidson, from management trainee/accounting, Williams Plaza, to accounting manager, The Westin, Chicago.

Wilfrido Dera, from laundry manager, Philippine Plaza, to laundry manager, The Westin Hotel, Seattle.

Carole Ford, from assistant director of convention services, The Westin, Renaissance Center Detroit, to director of convention services, Bellevue Stratford.

Steve Harper, from general manager, Michigan Inn, to general manager, The Westin, Vail.

Michael Horrocks, from executive assistant to the GM, The Mayflower, to controller, The Westin, Chicago.

Joan LeFevre, from project coordinator, The Westin Bonaventure, L.A., to assistant controller, The Westin Ilikai.

John Marker, from director of convention services, The Westin Crown Center, to director of convention services, The Westin Hotel, Seattle.

Janice Pence, from assistant manager/front office, Michigan Inn, to assistant manager/front office, The Westin Wailea.

Arnold Rutzer, from assistant director of catering, The Westin, Renaissance Center Detroit, to director of catering, The Westin, Calgary.

McKenna Simmons, from assistant manager/front office, The Mayflower, to manager/front office, The Westin, Cincinnati.

Felix Sturmer, from executive chef, The Westin, Edmonton, to executive sous chef, The Westin Crown Center.

David Wit, from front office manager, The Westin, Chicago, to administrative assistant, The Westin, O'Hare.