



WESTIN HOTELS

MARCH 1985

FRONT



Westin's
National Team
scores at
Winterlude

(Story, page 3)

NEWSFRONT

Moving on Moving up

Christopher Baum, director of sales Westin Sales Office, Houston and the Westin Marketing Task Force to associate market manager, United Airlines, Chicago.

Maris Brenner, director of sales, The Westin South Coast Plaza to director of marketing, Mauna Kea Beach (Hawaii Sales Office, Los Angeles).

COVER: Representing the only "national team" to compete in the Perrier ice-skating race during Ottawa's Winterlude Festival in January, were the four Westin employees pictured on the cover. The team (from left): Fraser Thompson, banquet bartender, The Westin Hotel, Edmonton; Jack Savoie, pastry shop baker, The Westin Hotel, Ottawa; Steve Swan, assistant purchasing agent, The Westin Hotel, Calgary; Andrew Schyner, banquet service attendant, The Westin Hotel, Winnipeg. The Westin team won their heat on the first day of the two-day race, but were outscored in the second day finals. (See story on page 3 for more details)

FRONT

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

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Marc Hellbach, executive chef, The Westin Chosun, Seoul to executive chef, Shangri-La, Hong Kong.

Paul Martin, senior assistant manager, The Westin Hotel, Toronto to senior assistant manager The Westin Hotel, Calgary.

Linda Rosenberg, national sales manager, The Westin Hotel, Seattle to director of sales, The Westin South Coast Plaza.

Keith Schaffner, F&B director, The Westin Hotel, Cincinnati to F&B director, The Westin Hotel, Renaissance Center Detroit.

Albert Zumsteg, building superintendent, The Westin Hotel, Copley Place Boston to building superintendent, The Westin St. Francis.

Fouquet's chef wins Mexico's 'Merito' award

Nello Decamp, executive chef of the Fouquet's de Paris restaurant at the Camino Real, Mexico City, was this year's winner of the "Merito de HOCASA" award.

The annual award, patterned after Westin's Thurston-Dupar Inspirational Award, recognizes outstanding Hoteles Camino Real employees for their contributions to the hotel, fellow employees and their community.

Decamp was particularly recognized for his professionalism and efforts that have made

Top Safety Award goes to The Westin Crown Center

For its best overall record in safety performance for the year, The Westin Crown Center, Kansas City was selected to receive the Westin Safety Award of Excellence for 1984.

That recognition earned the hotel possession of the Safety Traveling Award Plaque (which was held by last year's winner, The Westin Hotel, Cincinnati) and a check for \$1,000 that went to the hotel's safety committee.

The award plaque and check were presented to Tom Cortabitarte, general manager of the hotel, by Erwin Mallernee, risk manager for Westin Hotels, during the Management Conference awards

ceremonies in Mexico City.

Mallernee also announced the hotel winners in the two runner-up categories.

Winners of the Westin Safety Award of Distinction, in order of ranking, were The Westin Peachtree Plaza; The Westin Hotel, Galleria Dallas, and The Plaza.

Winners of the third place Westin Safety Achievement Award, in order, were The Westin Hotel, Cincinnati; The Westin Hotel, Edmonton; The Westin Oaks, Houston; The Westin Benson and The Westin South Coast Plaza.

The Westin Safety Award program, introduced in 1976, was designed to stimulate greater hotel safety awareness, reduce employee accidents and injuries, and to encourage employees to contribute toward a safer environment for themselves and hotel guests.



Executive chef, Nello Decamp is presented the "Merito" award plaque from Alejandro Alvarez Guerrero, HOCASA president/director general. Looking on is Roman Zapata, general manager Camino Real, Mexico City.

Fouquet's de Paris the finest French restaurant in Mexico and a leader in the promotion of French cuisine excellence in the country.

A native of Bordeaux, France, Decamp served as chef in some of Mexico City's finest restau-

rants before joining the Camino Real staff in 1974.

Presentation of the Merito de HOCASA award was made during the Awards Luncheon ceremonies as part of the 1985 Management Conference held at the Camino Real, Mexico City, in early January.

NEWSFRONT



Taking a cue from their pink uniforms as worn in Hartwells, this employee foursome added a few details (pink tails, whiskers, top hats, etc.) to create these top prize-winning pink panther outfits. From left: Cheryl Balecock, Jacqueline Gilles, Christine Bourdage and Ruth Joly.

Hotel's skaters, 'panthers' star in Winterlude

Winterlude, Ottawa's ten-day-long winter festival, is one of North America's top tourist event attractions. Over 300,000 people come to celebrate and skate on the Rideau Canal, a seven-mile stretch billed as the world's longest natural skating rink.

A highlight of this annual event is the Perrier Race. Relay teams from the city's hotels and restaurants skate a course through a table maze while balancing a tray on one hand upon which is perched a 40-ounce bottle of Perrier water. Scoring is based on course times as well as the amount of liquid remaining in the bottles at race completion.

Among the 60 plus teams entering this year's event were

five four-member teams from The Westin Hotel, Ottawa. Both Hartwells lounge and Daly's restaurant entered men's and women's teams and Les Saisons, the hotel's fine dining room, entered a mixed men/women team. Additionally, five Les Saisons employees entered the singles skating event.

A unique entry in the Race was the Westin National Team (see cover) which was represented by one member each of the four Westin hotels in Calgary, Edmonton, Winnipeg and Ottawa.

All teams and singles from The Westin Hotel, Ottawa as well as the Westin National Team placed during the first day event. In the second day finals, The Westin Hotel made a good showing in second placements for one of its relay teams (Les Saisons), for single female skater (Fiona Reid of Hartwells), and for single male skater (Andre Cherette, Les Saisons).

The hotel's big win however, was in the "best costume" category. This for a female foursome (pictured) from Hartwells whose pink panther outfits got the judges' votes for the number one spot.

New law affects comp room plan

A new U.S. Federal law — the Deficit Reduction Act of 1984 — has affected some changes in Westin's Employee Complimentary Room Plan.

Plan revisions have been made to bring Westin's practice in compliance with the various restrictions imposed by the tax act so that this benefit could continue to be provided to employees on a non-taxable basis.

Employees will still continue to take advantage of the Plan, as per individual qualifications and such restrictions as presented in employee handbooks, on a space available basis. Hotels, however, can no longer block rooms strictly for employee complimentary use. The new law is very specific in that if a hotel turns away a paying guest in order to give a free room, then it would be out of law compliance and the value of that room would become taxable.

Additionally, a reduction of food and beverage discounts to the employee from 25 percent to 20 percent is also a result of that law. To remain on a tax-free basis, the law has determined that a qualified employee discount is limited to 20 percent. (This discount restriction also applies to Quarter Century Club members who previously enjoyed a 50 percent F&B discount.)

All other qualifications and restrictions as previously spelled out for Westin's Complimentary Room Plan remain unaffected.

For administrative simplification and that the Plan be uniform throughout the company, this revised practice applies to all Westin hotels, even those outside the U.S., that offer this employee comp room benefit.

Over the past year, ten Westin hotels have signed on a new super sales assistant.

However, it doesn't make sales calls, answer the telephone or even take coffee breaks — and it works 24 hours a day. Its job is to provide the services of its remarkable computer "brain" to assist the hotel's sales staff in making better sales decisions.

Its name is Delphi, or, as it is more formally known, the Delphi Hotel Sales Management System. The Delphi name was derived from the Delphic oracle of Greek mythology who had this special talent for foretelling the future. This modern-day Delphi also possesses that talent. At least for peering into a hotel's sales planning future. But more than that, Delphi provides the "road map" guidance into that future.

The Delphi system is designed to work off IBM-34 or IBM-36 main frame computers. Its hardware is basic CRT terminals and printers. But the heart and soul of Delphi is its software — the floppy diskette where all the information that designs the "road map" into the future is fed into the main computer.

"After a hotel installs the hardware, the first step in the care and feeding of Delphi is the feeding," says Diane Farkas, Westin's manager of Delphi Sales Systems.

"Everything goes into it," Farkas says, "from the hotel's makeup of number and types of rooms to rate structures by season. Projections such as the hotel's traditional peak and valley periods. Rates for group rooms to food and beverage revenues. All the necessary data that would encompass the hotel's Delphi marketing plan five-year projections. It's all fed into the system.

"Also inputted are all sales bookings, including tentatives, that are on record as of the time of installation.

"Because of this marketing plan input," Farkas explains, "any sales person at any time can determine what their group sales effort should be — both in rooms to be sold and estimated rates to be charged — for any period of time over the next five years. These guidelines give sales people assistance in planning his or her

Diane Farkas instructs Joe Marinelli (center), sales manager, and Frank Gill, director of sales operations, on Delphi system usage during a sales staff training session at The Westin Hotel, Renaissance Center Detroit.

DELPHI

guides sales staff
into the future

daily sales direction and in guiding them in their negotiations with their various accounts."

Daily, each sales person inputs his or her sales booking activity into the system. Thereafter, each piece of business can be easily monitored or changed by the booking maintenance person by simply calling that information up on the CRT screen. Among Delphi's key pluses is that it eliminates most of the paperwork necessary to the old manual system thus greatly lessening chances of human error. Sales people are assigned a personal system code accessible only to that individual and to the department head.

The department head — director of sales or marketing — can call up each department member's sales responsibilities and determine where special efforts should be made for a particular need period during the five-year plan extension. That information, of course, is also invaluable to the individual sales person, parti-

cularly as the system maintains benchmark guides all along the way as to what an individual's sales business should be at any given time.

One of Delphi's most valuable functions is to assist sales people in booking business for maximum profitability in meeting their hotel's marketing plan objectives. For instance, the system may indicate a high occupancy period for some future point. To the sales person this may signal a need to try and upsell a client interested in booking for that particular period or to negotiate with, say, a more rate conscious client to book during a "soft" period rather than the high occupancy period.

Says Farkas, "Delphi is so much more than an automated booking system. It's even more than a guide to future sales direction. When put to maximum use by a hotel's sales department, Delphi can help that department achieve maximum profitability by allowing people to be more creative in their sales efforts. And, very importantly, it lets management know at all times what the future holds with sufficient lead time to implement new programs or strategies to affect better results."

Farkas' enthusiasm for Delphi is not based on any previous computer experience orientation.

Her background is in marketing, and she appraises the Delphi system as an invaluable marketing tool for achieving marketing goals.

"I must admit," she smiles, "that I was a little awed by the system at the beginning, but once I got into it I soon found out what 'user friendly' meant. It's fun to work with, and its actual and potential capabilities are very exciting. It really is a super sales assistant."



PHOTO NEWS

Apprentices cook out

LOS ANGELES—Three culinary apprentices of The Westin Bonaventure recently had the opportunity to demonstrate their talents outside the hotel when they were selected to cook a breakfast for some 150 downtown Los Angeles businessmen at a local high school, cafeteria. The school, the Downtown Business Magnet High School is an institution dedicated solely to business career instruction for young people, and is strongly supported by the local business community.

In appreciation for that support, the school offered the breakfast function and the hotel volunteered the services of ap-



prentices Jeff Shapiro, Reina Aguila and Danh Kom to prepare the meal. The trio came through with flying colors and their efforts were rewarded with a round of standing ap-

plause from the breakfast guests. Pictured at right is Jeff Shapiro, who helped plan and organize the breakfast, and Danh Kom.



Twice recognized

VAIL—Two years ago, Bruce Beier, luggage attendant at The Westin Hotel, Vail, was named the hotel's "Employee of the Year." Last December, Beier was named "Bellman of the Year" by the Colorado/Wyoming Hotel and Motel Association.

In both instances, similar qualifications for these outstanding recognitions applied. Essentially they had to do with Beier's overall excellence in job performance and consistency of efforts above and beyond regular duties, his assumption of a leadership role in the hotel and hotel employee activities, and in his many contributions to his community, from originating a "toys for needy children" holiday project to supporting the Denver Children's Hospital fund with proceeds from the aluminum cans he collects at the hotel. Well liked by his fellow employees, Beier has earned their admiration for his consistently positive attitude in guest relations.

Ready to offer his congratulations to Beier following presentation of his "Bellman of the Year" award plaque is Jack Skinner (left), general manager of The Westin Hotel, Vail.



Celebrity signs in

SEATTLE—Six-year-old Kristen Ellis, the March of Dimes National Poster Child, "signs in" at The Westin, Seattle's front desk during her recent hotel visit while in town on a promotional tour. Looking on are Eric Chong (left), front office supervisor and Myles Shibata, senior assistant manager.

PHOTO NEWS



Disability is no handicap

KANSAS CITY—At their recent annual meeting, the Kansas City Jewish Vocational Services Board recognized The Westin Crown Center for its outstanding record in employing persons with disabilities by presenting it with its annual JVS Award. Accepting the award plaque from Jewish Vocational Services Board president, Mel Mallin, is Laurie Luongo (right), the hotel's director of personnel. Commenting on the hotel's hiring philosophy, Luongo noted, "We don't discriminate against color, religion or disability. We hire people who can do a good job and even try to tailor the job to the person." The hotel hired some 32 people during 1984 who were identified as disabled persons.



Tea for two

SALT LAKE CITY—Two members of England's Royal Guards were recent guests of The Westin Hotel Utah during the performance of the London Philharmonic Orchestra at Salt Lake City's Symphony Hall. The pair, drummer Gallagher (left) and

Sgt. Richardson (right), and both attached to Her Majesty Queen Elizabeth's household guards, were invited to partake of an old English tradition — tea service in the hotel's lobby. Attending were servers Kathleen Black (left) and Christine Mau (right). Looking on is Phyllis Steorts, director of public relations.

Dining and 'dancing'

NEW YORK—In whatever manner the various Trader Vic's restaurants celebrated the chain's recent 50th anniversary, probably none created a splashier splash than did the one at The Plaza. Giving the occasion a show biz flair, the restaurant hosted a gala party saluting both its anniversary and the opening of the acclaimed Broadway play "Dancing in the End Zone." Attending were not only the play's stars but many of Broadway's brightest luminaries, including these two grande dames of the theater, Helen Hayes (center) and Mildred Natwick, pictured here with Max Hom, Trader Vic's manager. (Photo by Cathy Blaiwas-Photographer)



WESTIN PEOPLE

Wine steward ranks among top twelve

“Well, we do have an opening for a wine steward. How would you like to give it a try?”

When that proposal was made to Madeline Triffon during her interview for a position with The Westin Hotel, Renaissance Center Detroit just prior to its opening in 1977, she readily accepted.

Though she had never handled such a position before, she did know a little about wines and besides, the job sounded like fun.

After a few-month period of on-the-job training under the guidance of a loaned wine steward from another Westin hotel, Triffon was on her own. Her workplace, the hotel's posh La Fontaine restaurant.

“The room caters to a pretty sophisticated clientele,” says Triffon, “and we get a lot of guests who enjoy wines and look to me to suggest just the appropriate wine to complement their meal.

“Fortunately, the hotel stocks a good, varied wine cellar of largely domestic and European wines and I've been encouraged to do a lot of wine tasting. A lot of room guests are very knowledgeable about wines and I've also done a lot of reading and study on my own on the subject. Put all this together and it wasn't long before I began to develop confidence and an expertise.”

That expertise has recently paid off in a very satisfying way for Triffon.



At blind wine tasting, Triffon sniffs a wine's bouquet for possible identification clue.

Some month's ago, the hotel's former food and beverage director, Uwe Christiansen (who has since transferred to The Westin Bonaventure, Los Angeles), encouraged Triffon to enter a national sommelier (wine steward) competition. The event was sponsored by Food and Wines From France, Inc. and was their first to be held in the United States. (That organization had been sponsoring annual competitions in Europe for a number of years.)

Nearly 450 sommeliers from around the country responded to the initial elimination step in the competition which consisted of a written examination. After successfully completing the test, Triffon was one of 250 candidates to compete in step two. These candidates were invited to prove their technical and practical knowledge of French wines as participants in the semi-final competitions that were conducted in eleven U.S. regional cities including Detroit.

Triffon came up as the winning candidate from her regional city and was invited to com-

pete in the finals at the Waldorf Astoria in New York. Twelve candidates competed — one from the eleven city/regions except for New York which had two candidates. Of the twelve, Triffon was the only female.

The competition finals consisted of a blind wine tasting

for wine identification, a written examination and a verbal examination at which each candidate was given a menu and asked to suggest the compatible wines for each course and reasons for their choices.

Part of this event took place during a banquet at the Waldorf at which wine wholesalers, restaurateurs and wine writers were in attendance.

Triffon's performance in the competition rated her a highly respectable fourth place.

“It was big thrill to compete and I felt especially honored to be the only woman among the finalists,” said Triffon. “I was also very pleased to take the fourth place, but I'd like to try it again next year. Now that I have the experience of this first contest to my credit, I just might do better next time.”

Then, breaking into a smile, she added, “One of the nice things about being a sommelier is that the nature of the job is similar to the nature of wine. You improve with age!”

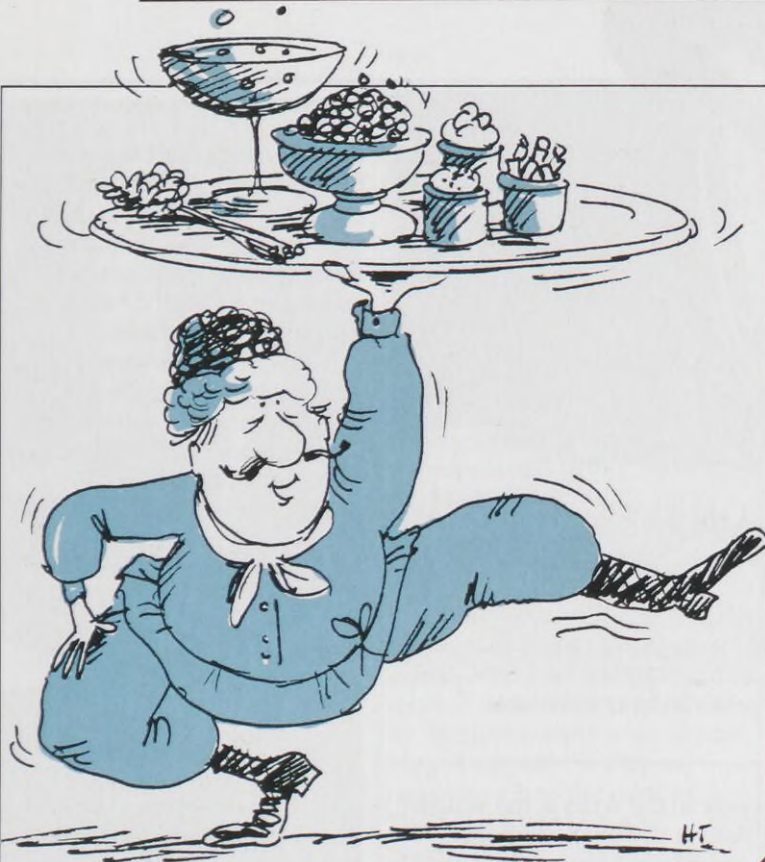
The 100,000 nights



ATLANTA—Nancy Spears (center), national sales manager for The Westin Peachtree Plaza, takes the spotlight for her outstanding achievement in booking 100,000 room nights during 1984. That's the equivalent of filling every room of the 1,100 room hotel every night for three months. To commemorate her achievement, Spears was presented with a congratulatory cake and a “100,000 Club” T-shirt at a hotel sales staff meeting by Dave Marsh (left), director of marketing and Ray Sylvester (right), the hotel's resident manager.

FRONT DESK

Notes
and
news
briefs



Caviar by the ounce and champagne by the glass...

That's the high-life formula that's drawing high-living crowds to San Francisco's "Grand Champagne Bar," the Compass Rose at The Westin St. Francis. While champagne-by-the-glass service has been a long-standing attraction, the caviar concept is a more recent addition. Served from the special Caviar Cart, guests are offered a choice of Beluga, Osetra and Sevruga as well as American salmon, sturgeon and Golden caviars. A cossack-costumed caviar server prepares the traditional blinis and garnishes of eggs, onions, parsley and sour cream from the cart at tableside. For the perfect champagne complement, the room's menu lists leading French and California bubblys as well as other sparkling wines.

And for the high-life in Seattle — in the dining excellence category — it's highest at the Palm Court.

The elegant and classy dining room at The Westin Hotel recently added another classy distinction to its long list of fine dining accolades. This from the International Institute for Dining Excellence who selected the room as a recipient of one of its 1985 Ambassador 25 Restaurant Awards. The Institute, comprised of leading food and beverage writers, solicited nominations for the award through *The New York Times*, *Chicago Tribune* and *USA Today*. From over 2,000 nominations received from around the country, the Palm Court was one of the 250 finalists to receive this distinguished honor. The Award is presented to establishments typifying the highest standards of dining excellence.

Corporate Meetings & Incentives Magazine said it.

"It's the service that separates the good hotels from the great ones." This as an introduction to a feature article in their January, 1985 issue reporting on the "The 10 Best Hotels for Excellence in Meeting Service." Among that "10 Best" was The Westin Crown Center, Kansas City. The judges were the publication's readers who participated in CM&I's nationwide poll. And, as meeting arrangers, were well qualified in their selection opinions.

Confessions of a name dropper.

In our "Westin Hotels 1984 Highlights" feature appearing in *FRONT's* January issue, we inadvertently left out a hotel management appointment in the May recap. This was David Ling who was appointed general manager of The Westin Hotel, Williams Center Tulsa. Our apologies.

Westin Trivia

So you're a whiz at trivial pursuit and TV quiz shows have you shouting the answers the moment the questions are asked by the show's hosts. Well, the following should be a piece of cake. It's a trivia quiz about our own Westin hotels. Listed are some bays and harbors that can be seen from the guest rooms of certain hotels. All you have to do is name the hotel with the particular water view. Answers are on this page.

- | | |
|-----------------|----------------------|
| 1. Acapulco Bay | 5. Manila Bay |
| 2. Banderas Bay | 6. Manzanillo Bay |
| 3. Cole Harbor | 7. San Francisco Bay |
| 4. Elliott Bay | 8. Victoria Harbor |

WESTIN TRIVIA ANSWERS: 1. Las Brisas; 2. Camino Real, Puerto Vallarta; 3. The Westin Baysboro; 4. The Westin Hotel, Seattle; 5. Philippine Plaza; 6. Las Hadas; 7. The Westin St. Francis; 8. Shangri-La, Hong Kong