

Homefront

February 1981



WESTIN HOTELS

From Western to Westin — it didn't happen overnight

One day we were Western International Hotels. The next day we were Westin Hotels. While it may have seemed so, plans to announce the name change didn't happen overnight.

For several corporate offices, there was a literal fever of activity that took place immediately following the decision by the UAL, Inc. and Western International boards in mid-December to adopt the new Westin Hotels name.

And that fever burned steadily (sometimes, peaking to a near-boil) over the next two weeks or so.

Story details and a myriad of promotional and communications materials needed to be produced before we could announce our new name to employees — and to the world — on January 5.

For those directly involved in producing these materials, those two hectic weeks will not soon fade from memory. Adrenal glands were super-activated; creativity cells were working overtime; lamp oils were burned into the late evening hours; and printing presses around the area were cranked at top speeds.

Ron LaRue, director of advertising and public relations, was assigned responsibility for the company-wide implementation of the new corporate identity program. He set the plan in motion by calling together a communications strategy meeting of advertising, public relations, and corporate communications personnel who would be responsible for specific areas of the initial phase of the name change.

Public Relations manager, Ken Kitchin, chaired this meeting where the overall action plan was discussed and assignments made. (Already, Ron and advertising manager, Barbara Sand, had been working with the corporate advertising agency, Cole & Weber, on an advertising program proposal.)

Public Relations was to write the news releases, then coordinate the

dissemination of these stories to local, national and international media. Press kits had to be put together and materials printed and stuffed into them for distribution to the hotels, and eventually, 500 media representatives in eight cities worldwide. And a special eight-page Marketing Newsletter had to be produced and ready for distribution January 5.

The Advertising Department was responsible for putting together information kits to be passed out the first day of the Management Conference at the Century Plaza, after Harry Mullikin made the name-

cards given to all employees, and the temporary president's office stationery.

In Corporate Communications, fingers were flying over typewriter keys and frantic meetings were called with design consultants, typesetters, and printers, as the department revised FRONT! and HOME-FRONT to incorporate the late-breaking name-change news.

There were also letters to be written to officers and owner /partners. The executive office staff helped by compiling mailing lists and coordinating the typing and mail-

ing. And there was the Management Newsletter to be produced and mailed, and Westrons and Telexes to be sent. An article was also drafted for hotel editors to use in their employee publications.

All had to be finished, at the latest, by Friday, January 2, so the news would break to employees and the general public on the following Monday morning.

Sales Department personnel were also busy at the last minute, making a rash of phone calls to the Regional Sales Offi-



"But you don't understand! We need the job yesterday!"

ces and Central Reservations centers so that they would have the name-change details as soon as it was released.

Change-over day, January 5. Even before Harry Mullikin announced the name change to Management Conference attendees, the Communications staff was trekking from Westin corporate office to corporate office, hand-delivering Management Newsletters and copies of FRONT!

ces and Central Reservations centers so that they would have the name-change details as soon as it was released.

Change-over day, January 5. Even before Harry Mullikin announced the name change to Management Conference attendees, the Communications staff was trekking from Westin corporate office to corporate office, hand-delivering Management Newsletters and copies of FRONT!

(continued next page)

Westin wins energy award

Westin Hotels is an energy-saver.

In a mailgram from the White House addressed to Harry Mullikin, Westin Hotels was notified in January that it "had been selected to be one of the recipients of the President's Award for Energy Efficiency."

The recognition cited special corporate office energy conservation efforts, among them, the energy savings systems in the new headquarters building, and also a special insert on automobile fuel conservation which was disseminated to corporate employees through HOMEFRONT. Westin Hotels corporate offices also actively encourages employees to ride the bus, offering partially subsidized Metro monthly passes and ticket books.

From Western to Westin

(continued from page 1)

At the same time, the announcement was made to our external audiences in Seattle through newspaper and mass media stories, all coordinated by Public Relations.

And also simultaneously, company and agency public relations people were literally going door-to-door in New York, Chicago and Toronto with press kits announcing the new name. Kits were also mailed to London, Mexico City and Tokyo and then hand-delivered to key media contacts in those cities. A press conference for key Los Angeles media was also scheduled that Monday afternoon so Harry Mullikin could announce the news in that city.

Although most of the frenetic activity peaked on Monday morning, the project was not complete. Posters, paycheck stuffers and buttons still had to be produced for distribution to the hotels and corporate offices.

And, perhaps the biggest job of all, completely new corporate identity guidelines needed to be drawn up — an on-going job which Ron LaRue and his staff are now coordinating with Landor Associates, the design firm which researched our new corporate identity.

So, even though phase one of the hectic pace is past, staff members in these departments still break out in a fevered sweat whenever they think back on those 15 or so frantic days.

Employee referral turns into \$500 for Janette Baker



Accounting clerk Janette Baker (left) lassos Rosanne Manning with the cord from her adding machine. Janette was responsible for "roping" Rosanne for the job that opened up in WS&S several months ago.

Janette Baker and Rosanne Manning used to be roommates. Now they're practically officemates.

Janette, accounting clerk in Westin Service & Supply, told her friend Rosanne about a job opening for interior design source coordinator at WS&S some months ago. With a degree in textile design, Rosanne was interested and beat a fast track to the Personnel Department. She was hired.

And 60 days later, Janette was the happy holder of a \$500 check from the Westin Personnel Department, her reward, or "finder's fee," for recommending the new hire.

Janette is the first person to receive \$500 from Personnel in this relatively new employee referral program. To earn \$500 for yourself just refer someone to Personnel for a posted job position. If they are hired, and after the new employee has worked 60 days, you are \$500 richer.

PR earns first place award

The Westin Hotels Public Relations department clocked in a hefty number of hours organizing and implementing their European media campaign staged earlier in 1980.

And the time investment has paid off—doubly.

Not only is Westin Hotels getting story space in many European travel agent publications, but the American Hotel & Motel Association deemed the Westin press campaign as the best among the nation's hotel company entries in the Media Relations category for their Gold Key public relations competition for 1980.

As part of the company's campaign to capture a share of the travel agent and traveler market in Europe (primarily England, Germany and France), Ken Kitchin, public relations manager, hand-delivered press kits (French and German translations included) to various editors throughout these target countries.

Michele Holter, assistant to the PR manager, remembers well the hours spent getting the project (and Ken) off on the jet to Europe, and especially the hours spent coordinating the translations of the press kits.



Michele Holter and Ken Kitchin look through one of the German publications which carries an article about Westin Hotels.

"Proofreading a foreign language is very interesting," Michele explains, "especially when you don't speak, read or write a word of it. Inches-long German words make it a real challenge."

Assembling the kits was another challenge. "Keeping all the right languages together was not easy—all page 2's looked alike to me," Michele recalls.

COMING SOON!
FIRST TIME IN SEATTLE!



WESTIN HOTELS

Now, SEE IT AS IT ACTUALLY
HAPPENED... AT THE
1981 MANAGEMENT CONFERENCE
"WESTIN HOTELS IS BORN"

The presentation to the Company's managers on our new corporate identity, which occurred January 5 in Los Angeles, was videotaped.

The videotapes are now available for viewing, and are being sent to all Westin hotels so that all our employees will have the chance to see the full presentation.

All Westin Hotels and Westin Service & Supply corporate offices staff here in Seattle will be able to attend either of two general showings of the tape on Wednesday, February 18.

All employees should attend this special presentation, if possible. Each session will include the 40-minute videotape, and a 20-minute question/discussion period.

Showings are scheduled as follows:

WEDNESDAY, FEBRUARY 18

2 and 3:30 p.m.

WASHINGTON PLAZA,

BAINBRIDGE ROOM

Each session will be able to accommodate 150 people. The two showings have been arranged so that employees have the option of attending either one, during normal work hours, while still providing usual coverage of their departments, offices and phones.

FOR FURTHER INFORMATION, CONTACT CORPORATE COMMUNICATIONS, COMM, EXT. 8910

Westin wins energy award

Westin Energy Services, Inc. has been awarded the 1998 Energy Award by the American Petroleum Institute (API) for its outstanding performance in the energy services industry.



The award recognizes Westin's commitment to safety, quality, and environmental stewardship. Westin's services include energy audits, energy management systems, and energy conservation programs. The award is presented annually to the top performing energy services companies in the United States.

Westin's success is a result of its dedication to providing exceptional service to its customers and its commitment to continuous improvement.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Employee referral turns into \$500 for Janette Baker

Janette Baker, a Westin employee, has received a \$500 reward for referring a new employee to the company.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Baker's referral was the result of her ongoing commitment to the company's success and her dedication to providing exceptional service to its customers.

The reward is a testament to Baker's leadership and her commitment to the company's values.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Westin's commitment to safety, quality, and environmental stewardship is the foundation of its success.

Westin's award-winning performance is a testament to its leadership in the energy services industry.

Sneak preview of new corporate offices



Curiosity is mounting. What will our new corporate offices look like inside?

Now that the plans have been approved and subcontractors selected, we have some answers. Here's a sneak preview...

As you walk off the elevator onto a typical floor you will enter the elevator lobby area, an approximately 10 x 48-foot corridor, serving as the entry or reception area onto each floor. On some floors (4, 5, and 14) plans call for placement of the reception desk in this area. On the remaining floors, that desk will be located just beyond the lobby, at the edge of the main work area.

While colors throughout the offices are in the beige-brown range, accent colors of rust and copper are used in the carpeting and some wall coverings of the elevator lobbies.

The artwork decorating these lobbies, as well as other public areas, will include hotel photos, poster art, and original silkscreens and prints.

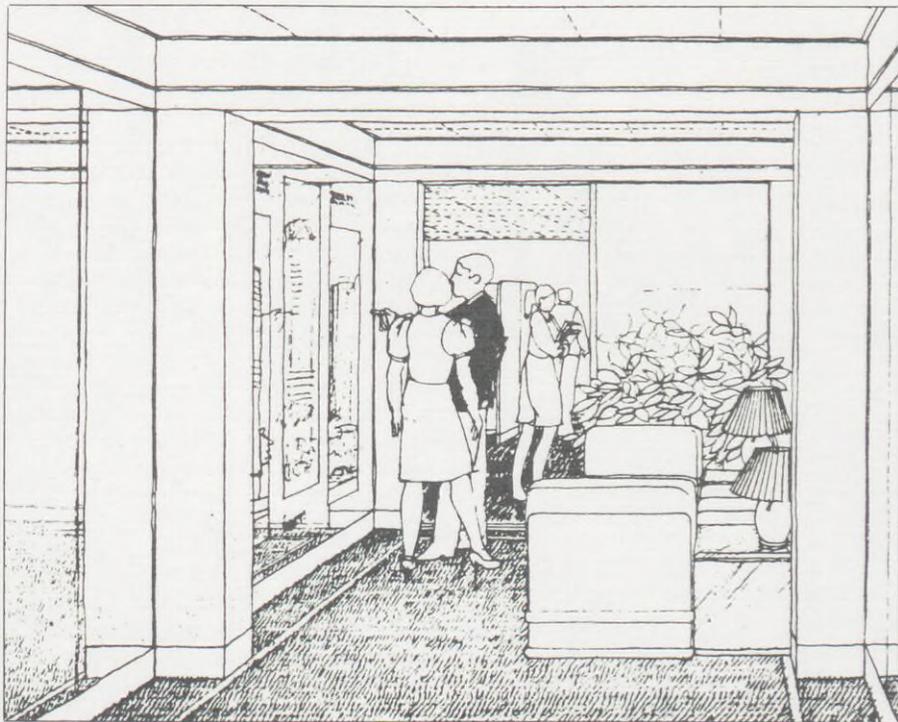
Walking through the elevator lobby into the workspace, you'll see colors lighten into the beige tones with beige/off-white pinstripe carpeting. The "open office landscape" partitions, in most cases, will be of a neutral putty-colored laminate material, but in those areas where cloth-covered partitions are used, colors will range from beige to several shades of brown.

And you will see plants throughout the offices.

About 75-80 percent of the presently-used furniture will make the move to the new building, but much of it will be refinished and re-upholstered. The rest of the furniture will be new, and is described generally as "more contemporary."

The office layouts vary from floor to floor, but Margaret Cruse of The Callison Partnership, designers of the office space, describes the general design philosophy as a "combination of private offices, semi-private spaces with partitioning, and open desk areas."

She goes on to explain, "Access to windows has been a consideration when laying out all employees' spaces, but office spaces also have been arranged to accommodate effective communications and to improve work flow."



This is the view you'll see as you look down the elevator lobby corridor. Off to the right and left (not shown in the illustration) are the banks of elevators — two on each side. Straight ahead and to the left is the photo/art display, to the right is guest seating, and beyond this, the main floor work area.

Copy machines will be located on every floor, plus a central copy facility on the fourth floor with an operator available to run reports, etc. for all departments (copier-users, rejoice). The copy areas, as well as all other areas which are subject to higher levels of noise, will have special fabric-covered acoustic panels to help absorb the noise.

Lunchrooms seating approximately 15 people will be located on floors 5, 9, and 13. These lunchrooms will feature refrigerators, sinks, counters, storage and minimal vending—possibly a pop machine.

The sixth floor has a lunchroom (not a cafeteria) that seats approximately 125, and a lounge for 10. The lunchroom facility will have a dishwasher, two-burner cook-top, microwave oven, vending machines and refrigerators. The remaining floors will have a coffee maker and sink for coffee preparation only.

At least one conference room, seating 10-12 people, is provided on each floor. A large conference room for 25 is located on the 13th floor. There are also several smaller conference rooms available on selected floors, and two conference rooms in

the executive offices on the 15th floor. The board room on the 15th floor is equipped for rear screen projection.

And that's it for this sneak-preview peak. We'll fill you in with more details as the plans — and the building — take shape.

Mark your calendar

February 13-18: Marketing Conference, Century Plaza.

February 16: Washington's Birthday holiday. Seattle corporate offices closed.

February 17 or 18: Management Institute of the NW seminar, "Decision Making—Improving the Odds." Dr. Richard L. Van Horn. Call Reed Sehon, 3157, for info.

February 28: target opening for Cincinnati Plaza.

COMING UP:

March 10 or 11: Management Institute of the NW seminar, "Negotiation: the Art of Successful Persuasion." Dr. Earl Brooks. Call Reed Sehon, 3157, for info.

Profile brief

Payroll's Pauline Wilder and Paula Kreiser

Pauline (left)
and Paula
head the pay-
roll team.



There are hardly two days more dear to our hearts — or rather, pocketbooks—than the 5th and the 20th of each month.

Those two dates mark the arrival in our hot little hands of the dearly-beloved paycheck, the precious piece of paper that gives our hours of labor over the typewriter or behind the desk tangible meaning.

And it's thanks to a hard-working crew of nine over in Financial Services that we each are handed that special envelope twice each month — right on time, without fail.

The crew of seven payroll clerks is headed by Payroll Manager Pauline Wilder and Payroll Supervisor Paula Kreiser, who are ultimately responsible for seeing to it that everyone does get their paycheck, and that it is correct and on time.

All management and salaried positions throughout the company are paid through the corporate payroll department.

Pauline has taken over the basic job function that Dee Marchant performed for about 10 years. (Dee has moved on to manage the Employee Administration System, but still oversees the entire payroll department function). Pauline arrived at the corporate offices early in 1980 from the Los Angeles Bonaventure.

Paula began working as a payroll clerk here just over a year ago and was promoted to her present position as payroll supervisor this past summer.

Just how, exactly, does this department of nine manage to get 3,500 to 4,000 paychecks processed each pay period? Through very careful scheduling—and sticking to strict deadlines.

"We have very specific deadlines and no leeway," Pauline says. "Dead-

lines are determined a year in advance and we have to meet them. We can't say 'If we don't get it done today we can finish it tomorrow', because we can't finish it tomorrow. We just don't have that option; our deadlines are too rigid."

The cycle starts each pay period with input from the hotels and corporate offices. The hotels submit forms which tell payroll just how much each employee should be paid. The corporate offices submit time-cards or timesheets and payroll does the rest of the computing.

In both cases, the payroll clerks check and doublecheck the input and then post the pay hours to a journal. Next, the computer gobbles up all the pertinent information, and, *voilà*, 36 hours later, a paycheck.

At present, the Seattle-First bank computers are used for processing all Westin Hotels paychecks. But plans call for in-house computer processing in the near future. A time frame for the switch-over has not yet been set, however.

The department spends a total of about seven days processing paychecks for out-of-state properties. For corporate offices and local properties, the turn-around time is about four days. The two time-frames overlap, so about the time they've completed the work for one pay period, the next pay period's input is arriving.

The cycle begins again.
And we get a paycheck—again.

Moving in— Moving on

(New corporate office hires and transfers into, within and out of the corporate offices.)

WELCOME TO...

Laurel Bender, computer operator, corporate EDP.

Susan Byszieski, secretary, Credit.

Helen Carvallo, secretary, D&C.

Larry Dustin, from general manager, Williams Plaza, to project director, D&C.

Kathy Hallock, data entry operator, corporate EDP.

Jennifer Kenline, secretary, Group Benefits.

Phil Mervin, from controller, Williams Plaza, to auditor, Internal Audit.

Richard Proctor, project manager, D&C.

Candy Reed, assistant to the director of advertising and public relations.

Christa Zahn, draftsman for Food Facilities, WS&S.

...AND MOVING ON

Lori Hasegawa, permanently assigned to Mike McNally's design team, WS&S.

Mike McNally, from interior designer to senior interior designer, WS&S.

Lu Schildmeyer, from draftsman, to interior designer on Ray Weyert's design team, WS&S.

This space reserved for classifieds

Your answer to our question "Should we run classified ads in HOMEFRONT?" was a unanimous "Yes." So, clean out your basement, garage or attic and send in those ads.

To get things started, we're offering a super-duper deal to all takers — we'll run your ad for FREE.

Send your ads to HOMEFRONT Editor, COMM, or call ext. 8910.

Correspondents

HOMEFRONT correspondent for the Credit Department is Carol Ford. You can reach Carol with any HOMEFRONT news items at extension 5136. (Those not in the Credit Department should contact the correspondent in your department or division listed below.)



Credit	Carol Ford
Design & Construction	Charlotte Mirick
Development	Ramona Erickson
Insurance	Jean Robeson
Financial Services	John Olafson
Food & Beverage	Marion Kopp
Marketing	Marsha Larson
O-12	Margie Watkins
Personnel	Nancy Barthlow
Real Estate	Merla Moody
Rooms	Dee Zellers
WS&S	Nancy Newman

HOMEFRONT is a monthly publication for the employees of Westin Hotels corporate offices and Westin Service & Supply and is produced by the Corporate Communications department.
Gabe Fonseca, internal publications manager
Linda Plumb, publications editor