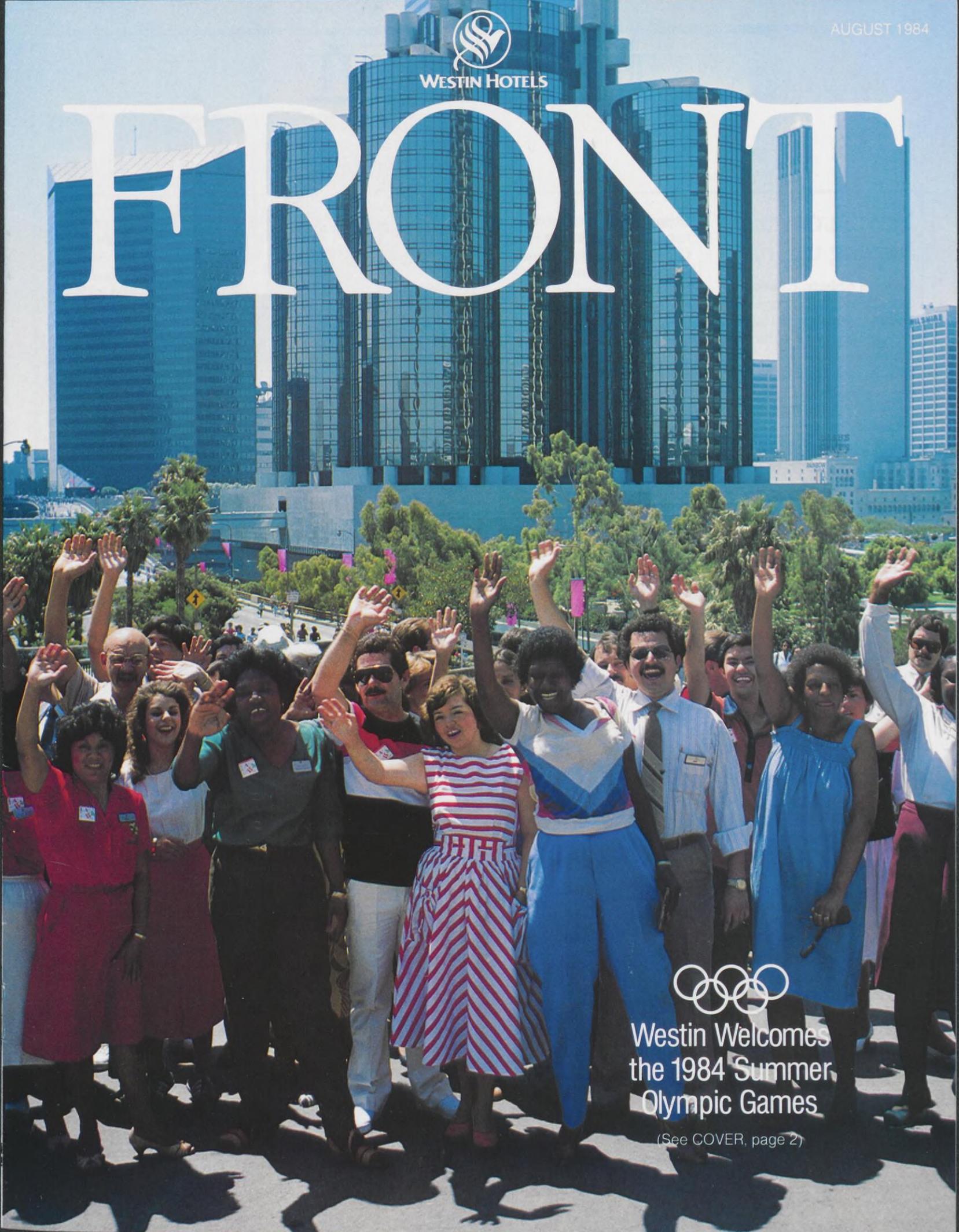




WESTIN HOTELS

AUGUST 1984

FRONT



Westin Welcomes
the 1984 Summer
Olympic Games

(See COVER, page 2)

NEWSFRONT

Moving on Moving up

Charles Abbott, convention services assistant manager, The Westin Hotel, Copley Place Boston, to front office manager, The Westin Hotel, Seattle.

Don Berger, director of sales, The Westin Benson to director of convention services, William Penn Hotel.

Kevin Blackbeard, director of catering, The Westin Benson to director of catering, The Westin Hotel, Tabor Center Denver.

COVER: Staff of The Westin Bonaventure (pictured) were among the thousands of Los Angeles citizens who gathered near the hotel for official civic ceremonies welcoming the 1984 Summer Olympic Games to Los Angeles. Also participating in the gala event, which occurred the day before the participating athletes from around the world were scheduled to arrive, included film celebrities, city officials, Olympic representatives and sports figures.

And on the Friday evening before the official opening of the Olympics, The Westin Bonaventure made news as host for the first official Los Angeles Olympics Organizing Committee Olympics function—an international press party held at the hotel's pool deck which was attended by some 5,000 media people from around the world as well as local officials and dignitaries. That function was catered by the hotel's F&B staff.

FRONT

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

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Greg Borter, director of restaurants, The Westin Hotel, Chicago to director of restaurants, William Penn Hotel.

Serge Delage, executive chef, The Westin Hotel, Vail to executive chef, The Westin Hotel, Tabor Center Denver.

Michel Geday, executive assistant manager, The Westin Bonaventure, Montreal, to F&B director, Shangri-La, Hong Kong.

Daniel Hachey, assistant manager front office, The Westin Hotel, Calgary, to front office manager, The Westin Bayshore.

Gary Lind, senior assistant manager, The Westin Hotel, Chicago to F&B director, The Westin La Paloma, Tucson.

Walter Newbury, building superintendent, The Westin Hotel, Seattle to project engineer, Corporate Design and Construction.

Andre Rolli, F&B director, The Westin Chosun Beach, Pusan to F&B director, The Westin Chosun, Seoul.

Kathy Vachon, national sales manager, The Westin Hotel, Renaissance center Detroit to director of sales, The Westin Benson.

Anton Walker, sous chef, The Westin Bayshore to executive sous chef, The Westin Oaks, Houston.

Lon Woitte, beverage manager, The Westin Oaks, Houston, to executive steward, William Penn Hotel.



Hotels offer refuge for non- smokers

To puff, or not to puff. That's no longer the question. At least with some ten Westin hotels who let guests make their own preference in choosing either smoking or non-smoking floors.

This newest guest service concept is now being offered by The Westin Hotel, Seattle; The Westin Hotel, Williams Center Tulsa; The Westin Hotel, O'Hare; The Westin Galleria, Houston; The Westin Hotel, Galleria Dallas; The Westin Hotel, Calgary; The Westin Hotel, Edmonton; The Westin Hotel, Winnipeg; The Westin Hotel, Ottawa and The Westin Hotel, Toronto.

In their conversions to non-smoking floors, each of these hotels has made a thorough effort to provide floor occupants with as pure air environment as possible. This begins with a thorough cleaning of drapes, bedspreads, carpets and walls to rid the rooms and hallways of any lingering smoke odors.

Only non-smoking room attendants are assigned to these floors. There are no ashtrays and some of the hotels post hallway signs or place tent cards in the non-smoking floor rooms as reminders.

Upon check-in, guests of these hotels are asked their preference of either a smoking or non-smoking room. Guests planning to entertain in their rooms are encouraged to stay in regular rooms to protect against the possibility of visitors who smoke.

How have non-puffers responded to this special service?

Says Doug Hales, former executive assistant at The Westin Hotel, Galleria Dallas, "When we put our first non-smoking floor into operation late last year, we were skeptical as to its draw. But it proved an instant winner. They were among the first rooms to be booked. In fact, last March we added a second floor and we now have about 48-50 non-smoking rooms. Both floors continue to do well."

Hales added, "And we're experiencing an unexpected side benefit — lower maintenance. We're not getting the cigarette burn damage on rugs or furniture that we get in other rooms. And the rooms do have a fresher, cleaner odor."

Liam Lambert, executive assistant at The Westin Hotel, Ottawa, was equally enthusiastic about the response at his hotel. "We started off with two floors," Lambert reports, "and we're now seriously thinking of adding two more. These rooms are usually the first to go and we get lots of appreciative comment from the people who use them."

Non-smoking floors at all Westin hotels that offer them have maintained an occupancy rate of between 80-90 percent. Apparently, for many non-smokers, these rooms are the welcome refuge needed after a day's assault from the fume and odor offenses of the largely smokers' environment that one is likely to encounter elsewhere.

NEWSFRONT



Cater-out sets a Westin record?

Keith Schaffner, F&B director for The Westin Hotel, Cincinnati, figured it represented the largest cater-out function ever undertaken by a Westin hotel in the U.S.

It may have been a modest estimate. The largest by any Westin hotel anywhere might have been more accurate.

The event, for the Digital Equipment Computer Users Society (DECUS) meeting at the Cincinnati Convention Center in early June, was attended by over 4,000 delegates. It lasted six days with most of the meals catered by the hotel staff. That represented 22,700 lunches, 15,000 continental breakfasts, plus ten coffee breaks.

All of the food was prepared and cooked by The Westin's normal culinary staff and transferred to the Convention Center by truck. A 20' truck, a 15' van and a station wagon were used for this purpose. In addition, two 20' refrigerated trucks were utilized at the Convention Center dock all week.

In order to assemble the necessary equipment to handle the DECUS function, equipment was borrowed from seven different operations including three sister hotels —The Westin Hotel, Chicago; The Westin Hotel, O'Hare and The Westin Hotel Renaissance Center, Detroit.

The dining area at the Convention Center was set up with 203 round tables with a total seating capacity for 2,000. "We had to turn the room 2.2 times each day for lunch between 11:30 and 2:00 pm," Schaffner noted. To service the group, ten side stations were set up, as were four beverage stations and ten double-sided buffet lines.

The amount of food prepared for the event was a marvel in itself. Included, for instance, were 8,000 pieces of southern fried chicken, 2,000 lbs. of roast pork loin, 1,000 lbs. of rice, 225 cases of honeydew melon, 250 cases of fresh pineapple, 23,000 pieces of cake and pastry, 13,000 croissants,

13,000 danish, 160 gallons of Cincinnati chili and 1,200 gallons of coffee.

The Convention Center dishwasher was kept busy scrubbing 13,500 pieces of flatware and 18,000 pieces of china every day.

Even staffing for the cater-out was a major undertaking. Over 100 temporary employees were hired and specially trained for the event to assist the permanent staff.

Looking back at the success of the cater-out, Schaffner commented, "It all went off like clock-work thanks to everyone involved. The entire group had a 'whatever it takes' attitude. That's what made this function the success it was for us."

And Judy Arsenault, meeting planner for DECUS, led a round of applause for the hotel staff at the meeting's conclusion that began with this commendation, "Without a doubt, this is the finest DECUS food function we have ever experienced."

Seattle hosts mid-year operations meeting

Managing directors and general managers of most Westin hotels along with corporate officers and HOCASA (Mexico) management people met for a three-day operations session at The Westin Hotel, Seattle on July 10-13.

Billed as a mid-year operations meeting, sessions focused on a company-wide operations update and the exchange of information and ideas among the attendees. Presentations by members of the corporate Marketing, Personnel and Technical Services division highlighted the general session format.

Attendees were requested to make brief "idea" presentations relative to an activity at their hotel or as picked up from a competitor or similar source, that could be applicable to Westin's operations. These "idea sessions" were interspersed throughout the program.

Meeting moderators were Dwight Call, president of Westin Hotels and Chris Marker, executive vice president/operations.

Management changes

These changes in hotel management positions were announced in July.

Pat Burton, general manager of The Carlton, Johannesburg has been named general manager of The Westin Hotel, Galleria Dallas.

Ulrich Wall, general manager of The Westin Hotel, Winnipeg has been named general manager of The Carlton, Johannesburg.

Doug Hales, executive assistant manager at The Westin Hotel, Galleria Dallas has been appointed general manager of The Westin Hotel, Winnipeg.

Larry Scheerer, manager-operations with The Westin Hotel, O'Hare has been named executive assistant manager of The Westin Bellevue Stratford.

Peter Quattrone, manager-administration with The Westin Hotel, O'Hare has been named executive assistant manager at The Westin Hotel, Cincinnati.

Jay Wildgen, senior assistant manager at The Westin Hotel, Seattle has been appointed executive assistant manager for The Westin Hotel, Galleria Dallas.

Tony Cherone, F&B director at The Westin Oaks, Houston has been appointed executive assistant manager at that hotel.

Bill Lucas, executive assistant manager, The Westin Oaks, Houston is now the executive assistant manager of The Westin Hotel, Tabor Center Denver.

Women (and men) your blood is needed

(EDITOR'S NOTE: The following is a reprint of an article by Margaret M. Heckler, Secretary U.S. Department of Health and Human Services. It was directed to a woman audience, but its basic message—the urgent and ongoing need for blood donations—applies to both men and women.)

Clearly, participation by *all* eligible blood donors should be the goal of every blood drive. But this year — for many reasons — I want to urge women *especially* to roll up their sleeves and hold out their arms when appeals for blood are made.

Need is great

Though the number of women donors has grown in the past 10 years, women still comprise only 42 percent of total blood donors. Yet 57 percent of hospital patients receiving blood are women. As more and more women join men in the workforce, isn't it incumbent upon us to equal or surpass the generous response of men to company calls for blood donations?

Also, when women give blood, they particularly help other women. Not only do women generally require more blood transfusions than men, they also are at risk for a number of female-specific diseases and



any organizations conduct blood drives in the workplace to encourage employees to participate and to make it easy for them to do so. These drives are literally life lines for the 3.3 million Americans who need blood transfusions each year.

conditions whose successful treatment depends on blood transfusions.

Women with breast cancer, for example, often require large quantities of blood over an extended period of time. Women with hip fractures — and 80 percent of hip fractures occur in women — also may need massive transfusions of blood while undergoing surgery to repair the fracture or replace the hip joint. Additionally, women who suffer complications during childbirth almost always require blood transfusions.

The fact is that anyone could need blood at any time, and nearly all of us will sometime. Over 95 percent of Americans with an average life span will need blood or one of the products derived from blood. Fortunately, medical technology now makes it

possible for a single blood donation to help more than one patient. Nearly every donation is divided into red cell, platelets, plasma, and a variety of specialized products, thus serving various medical needs.

Give without fear

Giving blood is absolutely safe and virtually painless. A sterile needle is used for each donor and is thrown away after a single use. There is no

way a donor can contract an infectious disease by giving a pint of blood.

The body quickly replaces a blood donation—volume within 24 hours, and the red cells that carry oxygen within a few weeks. Nobody misses the slight blood loss, because the body naturally replaces red cells every couple of months anyway.

Now that giving blood is so safe, so easy, so painless, women — with their high use of blood transfusions — should be the first to respond to pleas for blood donations.

Women who are *18 years of age or over, not pregnant, and without a history of diagnosed hepatitis are eligible to give blood.*

If you are within this eligible group, won't you answer your company's next call for blood donations and encourage your coworkers to do the same?

PHOTO NEWS



There's a mermaid in my chowder

BOSTON—A favorite event of Boston's annual Fourth of July Harborfest celebration is the Chowderfest where the town's leading restaurants compete for the best chowder recipe in a public judging. This year, with more than 3,000 tasters voting, The Westin Hotel, Copley Place's Turner Fisheries Bar & Restaurant concoction was chosen as Boston's best. "Chowdermaster" Matthew Rogala, the hotel's executive sous chef and winning recipe creator, modestly noted, "It's always a very popular item at Turner's, so I wasn't too surprised."

Attracting visitors to the booth was a real live "mermaid" who perched on a table and smiled and waved at the crowds. This was Patricia Illescas, management trainee, dressed to the gills in a blue sequined mermaid suit pictured here with soup and sauce cook, Michael Cook.

'Night of 1,000 stars'

JOHANNESBURG—One of the more anticipated events of The Carlton's employee social club activities is the annual "Night of 1,000 Stars" variety show. The series of acts are prepared and performed by staff members for staff members with "Carlton Oscars" and other prizes awarded as judged by a panel of local show biz celebrities.

This year's winning act was the Futi Fukuza group who sang a selection of ethnic African songs accompanied by a traditional drum beat. The group (from right): David Morebudi, luggage attendant; Greg Jacobson, front office manager; Ronal Luthuli and Zepania Khumabo, luggage attendants; Gerald Geyer, assistant restaurant manager.



Row for charity

HONG KONG—For the third consecutive year, a Shangri-La employee team competed in the "Row for Charity" Inter-Hotel Championship Races held in conjunction with Hong Kong's annual Dragon Boat Festival. The plucky crew rowed the hard row to come within a few strokes for the first place spot. The hotel competi-

tion was preliminary to the main Dragon Boat Races, an international regatta in which some 97 teams, including 14 overseas teams, competed. The colorful sporting event was held in June along the East Tsimshatsui waters fronting the Shangri-La hotel.



PHOTO NEWS



Dining 'al fresco' at Fresco

LOS ANGELES—Fresco means fresh and it's also the name of a fresh, new fresh-air cafe located on the fourth level Pool Deck of The Westin Bonaventure, Los Angeles. Shielded under brightly colored umbrellas, guests can order continental cold dishes and beverages any time from 11 a.m. to 6 p.m. Mornings, Fresco features a Sunrise Continental Breakfast beginning at 6:30 a.m. The popular outdoor cafe with its panoramic downtown view is the brainchild of the hotel's managing director, Lee Jenks, who wanted to be the first to bring California al fresco dining to the downtown area.



Kudos for 'Conference Excellence'

CHICAGO—Annually, McRand, Inc., one of the leading conference management and incentive award firms in the U.S., presents its McRand Award for Conference Excellence to winners resulting from nominations submitted by meeting managers and planners from more than 100 U.S. corporations. McRand staff researches the hundreds of nominations received to select the 14 finalists on the basis of 25 specific performance components.

At award ceremonies in Chicago, the 14 winners of the 1984 awards were announced which included The Westin Crown Center, Kansas City, and the Arizona Biltmore. Accepting the award trophy for the Arizona Biltmore is Mike Deighton (left), the hotel's executive assistant manager, pictured with McRand president, Michael McClure.

Zucchini's salutes world's fair

DALLAS—You might not mistake it for a cafe in the Latin Quarter, but the flavor, and flavors, of New Orleans were very unmistakable. It was Zucchini's at The Westin Hotel, Galleria Dallas salute to the 1984 Louisiana World Exposition. During the three-week event, the restaurant offered a special menu that featured such Louisiana cuisine specialties as chicken jambalaya, seafood creole and crab, cod and okra gumbo. Hostesses in regional costumes of the deep South and jazz and cajun music helped promote the festive atmosphere. As a diner bonus, guests were encouraged to participate in a drawing for a trip for two to the Exposition. Pictured are costumed hostesses, Kelly Nevins (left) and Barbara Sanders.



PHOTO NEWS



Scramble 9,000

ATLANTA—It might not have set a record, but it wasn't your usual breakfast order either. During a recent Association of Operating Room Nurses' Convention held in Atlanta, the kitchen staff was called upon to prepare an early morning breakfast for the more than 3,000 attendees. Among other

items, the menus consisted of 6,500 strips of bacon, 4,000 muffins and 4,000 biscuits, 100 gallons of grits and 9,000 eggs, scrambled. Assigned to "get cracking" on the eggs were breakfast cooks (from left) Donald Robinson and Scott Monell shown here demonstrating their two-at-a-time (and more) technique.



Olympic memories

ORANGE COUNTY—In the wee hours of one morning late in July, the famous Olympic

torch made its way toward The Westin South Coast Plaza. As the hour grew near, the enthusiasm from the nearly 2,000 spectators was overwhelming. But for one hotel employee the moment was even more exciting.

Sandra Fussey, front office night manager, waited patiently as her mother, Jean Merrick, received the torch in front of the hotel. Sandra then ran along with her mom some of the distance as hotel employees cheered them on.

The event, a special honor for both Sandra and her mother as they played their roles in this bit of history, was one they say they will remember for many years to come. From left, Merrick's husband, torchbearer Merrick and daughter Sandra.



The return of the cable cars

SAN FRANCISCO—The largest crowd in Union Square history since the return of General Douglas MacArthur gathered with an unprecedented number of press and media people in front of The Westin St. Francis on June 21 to welcome back San Francisco's fabled cable cars.

The entire cable car line was rebuilt at a cost of nearly \$60 million — most of which was raised privately by the Committee To Save The Cable Cars headed by the hotel's managing director, Bob Wilhelm (left). With Wilhelm are staff members of The Westin St. Francis and United Airlines. Westin and United made a joint financial contribution to the cable car cause, once again making the two companies partners in travel—this time cable car style.

FRONT DESK

NOTES
AND
NEWS
BRIEFS



O.K. you trivia fans...
What Westin Hotel hosted the world's largest Trivial Pursuit party? If you answered The Westin Hotel, Renaissance Center Detroit, you've earned your bonus points. It happened a couple of months or so ago at the hotel's Renaissance Ballroom. The party, a marathon Trivial Pursuit Tournament, was promoted as a fund-raiser for the Detroit Children's Aid Society and was co-sponsored by a local radio station. Contestants paid a \$30 donation to compete for prizes that included a trip to Hawaii and Trivial Pursuit games supplied by the makers of this hottest fun fad game going. Not so trivial — the more than \$6,000 raised from the day-long event.

Now try this one. What Westin Hotel concocted the world's largest peanut brittle? Give up? It was The Westin Peachtree Plaza, as part of a month-long exhibit at the hotel saluting National Peanut Month. The gigantic peanut-brittleholic's dream, formed in the shape of the state of Georgia, measured a sizable 4x5 feet. It weighed 310 pounds and was filled with 110 pounds of peanuts. Creator was Khoi Nuyen, the hotel's pastry chef.

Judging by the popular response, it was a concept whose time had not only come but was long past due.

It's the recently opened Music Room at the Shangri-La, Hong Kong, a comfortably elegant dance lounge with a difference — sound control. That is, the sound system has been so designed that the dance music for those seated in the various levels surrounding the dance floor is soft enough that a conversation can be carried on in normal tones. The more exciting volume is focused where a lot of people feel it belongs — on the dance floor. For the mature, sophisticated clientele, to whom the room has its greatest appeal, this concept offers the best of both worlds. That is, as-the-mood hits choices of relaxing and socializing in audible comfort and/or enjoying the occasional dance to amplified dance floor sound — all in the same room.



Add one more gold star to Ted Lialios' employee file.

Lialios, director of catering for The Westin, Chicago, made news earlier this year as the company-wide winner of the 1983 Thurston-Dupar Inspirational Award. Now those leadership qualities that helped him earn that prestigious employee award worked again in his favor. His fellow professionals recently elected him to the post of president of the Catering Executives Club of America.

U.S. citizens, are you registered to vote? With the U.S. Presidential elections around the corner, it is time to make sure you are registered to vote. In order to become a registered voter, you must be a U.S. citizen (by birth or naturalization) and you must be eighteen years of age on or before election day. Remember also, whenever you change your address, you should change your voter registration. Check your state's requirements for local voter registration particulars, then once you've registered, follow through with the most important part . . . voting.

Travelers and

vacationers alert. Dollar Rent-A-Car is now offering Westin employees discounted rates on car rentals whether for personal or work-related use. Called "Gold Key" rates, Dollar's offer includes free unlimited mileage and actual daily rates for the United States and Canada. The current daily rates (which are subject to change) are: Economy - \$28; Compact - \$29; Intermediate - \$31; Standard - \$33; and Premium - \$35. Exceptions: In New York and New Jersey metropolitan areas (including JFK, La Guardia and Newark airports) and Alaska, add \$4 per day to these rates. Outside the U.S. and Canada, Dollar offers a 20 percent discount on their daily rates.

All that's needed to take advantage of Dollar's Gold Key rate program is to show proper

identification — an I.D. card or sticker issued by Dollar. Their I.D. cards (for wallet insertion) or the stickers (for attachment to the back of a Visa, American Express or other major credit card) are available from Fran Wada in the corporate Marketing Division in Seattle. Westin employees interested in the Gold Key program can contact Fran via inter-office mail addressed to the corporate offices in Seattle (MKT 13). Be sure you specify whether you prefer the credit card sticker or the I.D. card.

