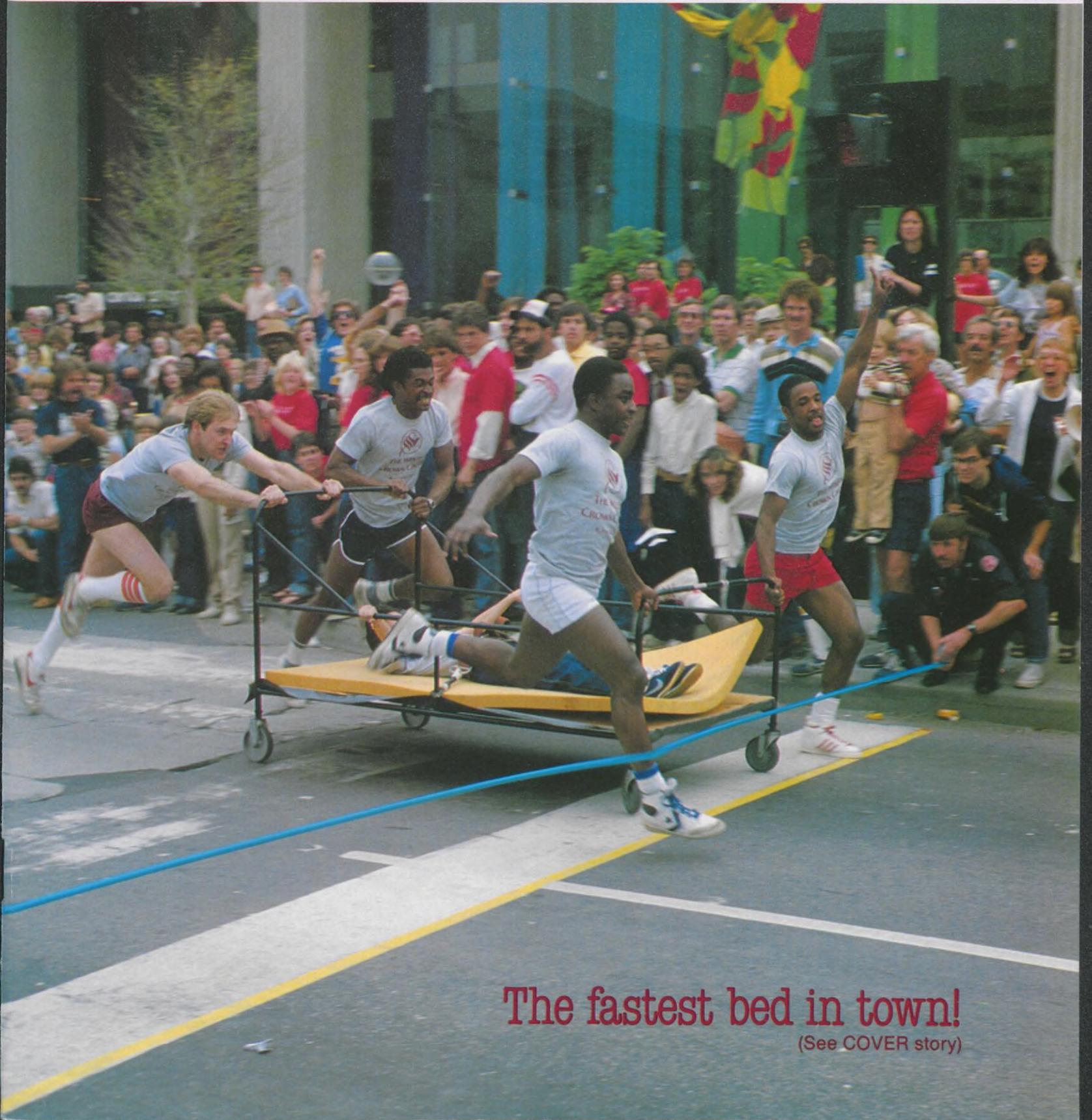




WESTIN HOTELS

JULY, 1982

Front!



The fastest bed in town!

(See COVER story)

Moving on Moving up

Kim Frederikson, from sous chef, Hotel Scandinavia, Copenhagen to sous chef, The Westin Peachtree Plaza.

Diana Ptasnik, from assistant reservations manager, The Westin St. Francis to reservations manager, Bellevue Stratford.

Brandon Russell, from senior assistant manager, The Westin Chosun, to senior assistant manager, Mauna Kea Beach.

George Savio, from director of food & beverage, Las Brisas, to executive assistant manager, Camino Real, Cancun.

COVER: The Westin Crown Center's entry in the Kansas City Muscular Dystrophy Bed Race is pictured just as it streaked across the finish line to claim the first place honors in this year's competition.

Hotel staff pushers of "the fastest bed in town" are (clockwise from left): Frank Wolcheski, Dwayne Vaden, Ricky Foster and Gerren Moore. Hanging on for dear life while in a prone position throughout the wild ride, is bed-rider, Veronica Lopez.

A pre-race pajama party, held at the hotel's main ballroom on the evening before the event, featured a pajama costume contest and a display of the 20 or so bed entries in competition for the "Best Decorated Bed" event. The Westin Crown Center came in a close second to the winning Hallmark entry.

All proceeds from bed entry fees and the pre-race party festivities were donated to the local Muscular Dystrophy Foundation chapter.

Front!

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

Gabe Fonseca,
Publications Editor
The Westin Building
Seattle, WA 98121

Printed in U.S.A.



A presentation on carpet care by an outside authority highlighted one of the Conference sessions designed for housekeeping director attendees.

Rooms Conference establishes "a solid base for direction"

From the "Brunch 'n' Briefing" get-together for the first-time attendees to the final luncheon, delegates to this year's Rooms Conference found themselves immersed in one of the busiest and most demanding programs in the Conference's history.

The four-day event, held at The Westin Hotel, Renaissance Center Detroit in mid-May, was attended by some 90 representatives — largely directors of housekeeping and senior assistant managers — from throughout Westin.

The agenda offered some "traditionals." Among them, "Town Hall Today!", a Q. and A. session moderated by Westin Hotels Chairman Harry Mulklikin, and the "Exhibit Hall" of equipment, product and guest service systems presented by supplier exhibitors.

One of the more significant and all-involving sessions was that launching the Division "Quality Levels — Expectations and Reality" program. In dis-

cussion team groups, attendees assessed hotel products and services from the viewpoint of guest expectations.

David Ling, director of the Rooms Division and Conference chairman, noted that from the discussion-team exercise will come a new approach to up-grading all aspects of guest programs. He further noted that this new program was the first phase in an on-going effort to assess hotel operating procedures and standards in the perspective of guest expectations.

Prominent outside speakers highlighted other sessions. Among them was Herb Cohen, author of the best-seller *You Can Negotiate Anything*, who chaired a day-long workshop in negotiations techniques. Dr.

William Boast of Syn Com, Ltd., a consulting organization, focused on the anticipation and management of change in his presentation entitled "Managing Change in a World Where There is One Constant — Change!"

"A first glance at the analysis of the Conference critiques completed by the participants indicated our Detroit session addressed the subjects of greatest interest to the delegates," said Ling following the Conference's conclusion. "We now have an even more solid base for direction within all our hotel operations and to start programming for our 1983 meeting."

Caption winner #2

A "Herring Wallbanger" toast to Jeff Richardson, bartender with the Westin Hotel, Cincinnati for his winning line in the second First-Class Caption contest.

Richardson's winner had one cocktail server saying to the other at what appeared to be a convention of penguins, "You tell the bartender we need 200 herring wallbangers!"

He is now eligible for the top \$1,000 prize to be awarded the one winner from among the company-wide winners of each of the five cartoon caption contests scheduled this year for Westin Hotels' employees.

Play it again, Sam

How do you describe the great spirited arrangement of our Westin song, "Being the Best," to your friends or the folks at home?

Simple. You play it for 'em on your home record player.

Included with this issue of Front! is your personal recording of "Being the Best" with that great arrangement and sound just as you've heard it at your hotel or office.

Take it home and give the family a listen.

WESTSEL-A giant step ahead for sales

Says Brown, "WESTSEL is designed to increase profitability

Special ad campaign insert

...color in one of the airline in-
...white in the Wall Street Journal
...of you might have heard them as
...adian networks.

...ping, ear-catching messages of
...aign that promotes our First-
...Westin Man" and the "Westin

...enjoyment, the elements of the
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...form in the center of the



Credits credited for success

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...And members of the Finan-
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...from audit and risk evaluation
...to financial analysis ratios.

...“Our theme, ‘A Step Ahead!’
...was more than just a theme,”
...noted Bill D. Ellis, vice presi-
...dent and controller and Con-
...ference chairman.

...“Our total focus was on gear-
...ing fiscal management respon-
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...lenges facing the hotels, and
...our industry, in the critical
...years ahead. We had a great
...deal of information to share
...and we were very pleased that
...we were able to involve so
...many key Westin people and
...industry representatives in the
...sessions. It had to be one of
...the busiest and most produc-
...tive conferences in years.

...“Because of the highly pro-
...fessional quality and quantity
...of information packed into
...those four days,” Ellis added, “I
...think all attendees would have
...to agree that those 16 credit-
...hours were well earned!”

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Instant access to detailed account information, as in this example, is only one of the many invaluable services that WESTSEL, Westin's computerized group lead system, will be providing to benefit the company's sales efforts, according to Chuck Brown, Westin manager/sales development.

Brown is not only responsible for implementing the system, but is also largely responsible for its development.

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Plans are for a complete installation in all Westin hotels and offices throughout continental North America by late 1983. At a later time the system would be extended throughout all of Westin's world.

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That focus began with an opening-day discussion on the controller's role in managing change, a presentation by William Maynard of the Effectiveness Institute.

Current and projected developments in professional hotel accounting were topics of presentation by speakers from the accounting firms of Laventhal and Horwath and of the Peat, Marwick, Mitchell Company.

Hotel controllers played a

WESTSEL-A giant step ahead for sales

The time is late 1983.

At the Westin St. Francis, sales department occupancy research reveals some "holes" for the month of April.

A staff member punches a few computer buttons and the immediate response appearing on the CRT screen shows some two dozen association accounts — local, regional and national — that historically meet on the West Coast during April.

Another button or two is punched and the data gets more specific.

Now appearing on the screen is such vital information as the preferred dates and the number of rooms usually booked by each account, average number of meeting days, past meeting space requirements, etc.

Within a matter of minutes, a selected up-to-the-minute print-out of target leads — likely prospects to fill the April "holes" — has been compiled.

Shortly thereafter, the regional sales offices within whose areas of operation a particular account may be headquartered, have received all data on that account and are requested to make sales call contact.

The hotel's own sales staff makes plans to hit the road to contact the locally listed accounts. The blitz begins. Gradually, the gaps in the St. Francis' April calendar fill.

Instant access to detailed account information, as in this example, is only one of the many invaluable services that WESTSEL, Westin's computerized group lead system, will be providing to benefit the company's sales efforts, according to Chuck Brown, Westin manager/sales development.

Brown is not only responsible for implementing the system, but is also largely responsible for its development.

Says Brown, "WESTSEL is designed to increase profitability while maximizing the efficient use of time — it will not only revolutionize our company's sales efforts, but put us way to the forefront of the industry."

The WESTSEL system's initial data base, drawing from the sales and information reports (S&Is) and operating sales accounts of all Westin sales offices and hotels, will exceed 85,000 accounts when it goes on line, Brown notes. It will comprise four basic account types — corporate, association, tour and travel and marketing headquarters accounts.



Chuck Brown

However, before the installation of this new electronic-age "miracle" and before sales staffers can start pushing buttons, there is a lot of software and application design needed to be worked out over the next several months.

Planned for later this year is a 90-day pilot program involving an installation connecting the New York Regional Sales Office and The Westin Bonaventure, Los Angeles.

Plans are for a complete installation in all Westin hotels and offices throughout continental North America by late 1983. At a later time the system would be extended throughout all of Westin's world.

Special ad campaign insert

Maybe you've seen them in full-color in one of the airline in-flight magazines. Or in black and white in the Wall Street Journal or Canada's Financial Post. Many of you might have heard them as radio spots on major U.S. and Canadian networks.

We're speaking of the eye-stopping, ear-catching messages of Westin's 1982 consumer ad campaign that promotes our First-Class image and focuses on the "Westin Man" and the "Westin Woman."

Now, for your information and enjoyment, the elements of the company's most exciting and effective ad campaign ever, have been combined in a special insert for inclusion in this issue of Front!

You'll find it in easy-to-detach form in the center of the magazine.

Credits credited for conference success

Credits — educational credits, that is — had much to do with the success of Westin Hotels' 1982 Accounting Conference held at The Westin Hotel, Renaissance Center Detroit in mid-May.

Responding to corporate guidelines establishing continuing education requirements for hotel controllers, the Conference program provided participants with some 16 credit-hours toward the annual requirement of 32.

With its theme "A Step Ahead," the Conference welcomed 70 attendees from throughout Westin's properties and from corporate offices, as well as a few outside speakers, to a four-day agenda that focused largely on planning for a changing future.

That focus began with an opening-day discussion on the controller's role in managing change, a presentation by William Maynard of the Effectiveness Institute.

Current and projected developments in professional hotel accounting were topics of presentation by speakers from the accounting firms of Laventhol and Horwath and of the Peat, Marwick, Mitchell Company.

Hotel controllers played a

significant role in the agenda as Barbara Williams of The Plaza, Sabra Wagoner of the Westin Crown Center, and Terry Neils of the Westin St. Francis chaired sessions or made presentations.

And members of the Financial Services Division staff dealt with a number of priority fiscal management subjects ranging from audit and risk evaluation to financial analysis ratios.

"Our theme, 'A Step Ahead,' was more than just a theme," noted Bill D. Ellis, vice president and controller and Conference chairman.

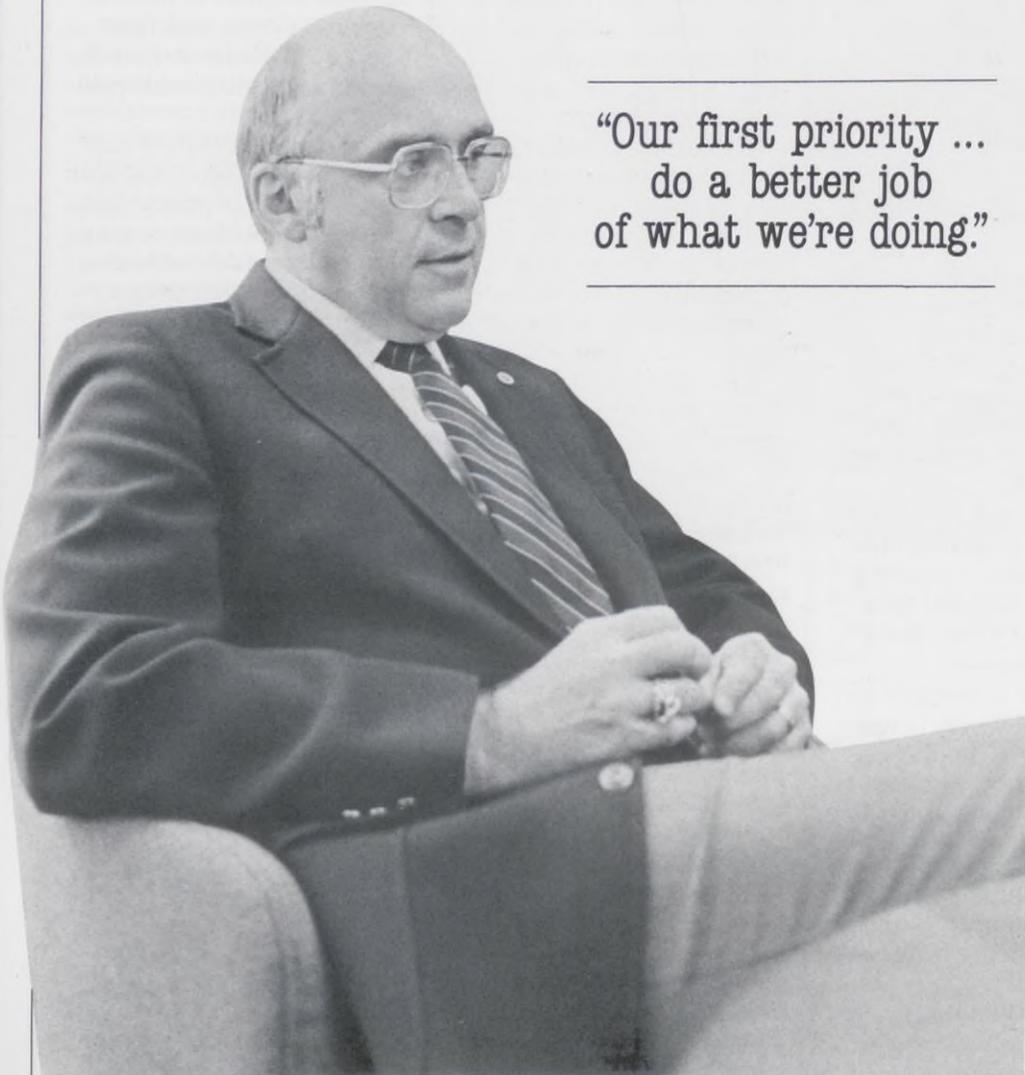
"Our total focus was on gearing fiscal management responsibilities to the many challenges facing the hotels, and our industry, in the critical years ahead. We had a great deal of information to share and we were very pleased that we were able to involve so many key Westin people and industry representatives in the sessions. It had to be one of the busiest and most productive conferences in years.

"Because of the highly professional quality and quantity of information packed into those four days," Ellis added, "I think all attendees would have to agree that those 16 credit-hours were well earned!"

interview:

Bill Newman

In late March, Bill Newman, formerly vice president/sales, was elected senior vice president/marketing for Westin Hotels. Recently, Front! visited with Newman regarding his views on the Division's operating philosophies and Westin's marketing objectives, as well as subsequent actions taken over the past few weeks since he assumed his new position.



“Our first priority ...
do a better job
of what we're doing.”

FRONT!: What are some of the major priorities you have been pursuing since you've taken over the administration of the Division?

NEWMAN: Well, I guess our first priority was to find out how we can do a better job of what we're doing.

To do this, we went right to the source. We went out and talked to the various publics we serve to find out just what they want and what the Marketing Division should be doing to serve them best.

We met with operations vice presidents, development officers, sales people, and, in groups, with the managers of all the U.S. and Canadian hotels. We asked all of them this basic question, “What do you want from the Marketing Division?”

We got back a lot of specifics, but, in general, they all responded with a basic overall request that they wanted an innovative, aggressive marketing organization that responded to the needs of the hotels and the company. And that's what we intend to be—and do.

FRONT!: What were some of the feedback specifics and what subsequent actions are being taken as a result?

NEWMAN: There were a number of key areas in which the hotels have requested our assistance.

One of the hottest items was to pursue the development of an automated group lead system for all our hotels. We've got

Chuck Brown working on that one with plans for the system to go into operation sometime next year. (NOTE: See story on WESTSEL automated group lead system on page 3 this issue.)

Then we're going full-speed ahead with the installation of the Westron reservations/communications system in all of our regional sales offices. With immediate access to the data in the Westron system, the regional sales offices are going to be a lot more responsive to hotel needs. And it will enable the offices to be more immediately responsive when making customer arrangements and handling requests.

Another area we've been requested to give more attention to is developing a strong and more far-reaching corporate-administered sales training program. As a partial response to that need, we've planned for two regional sales training workshops aimed primarily at second and third-level sales personnel, before the end of the year.



FRONT!: There have been some recent changes in the Division's administrative structure. Can you comment on that?

NEWMAN: What we've done is taken a concept that has been very successfully used by a lot of large organizations — the product line concept — and adapted it to our use so that we can get a better handle on the three key markets we serve.

It works like this. Each of the three Division vice presidents has been assigned a "product line" responsibility. Dave Evans for group and incentive sales, Ulrich Schwartz for tour and travel sales, and Ron Olstad for corporate sales. It's the responsibility of each of them to develop and implement a corporate marketing plan as to how we are going after business in those key market areas.



FRONT!: Are you implementing or planning to implement other Division changes?

NEWMAN: Not structural changes, per se, but recently we went through a team-building session with Division department heads to search out ways in which we can operate more successfully.

We were looking for ways on how, working together as a team, we could be more responsive both internally and in satisfying the needs of the operating hotels. How we can be more active and innovative and less reactive. And how we can utilize the talents of all Division members to their fullest.

FRONT!: Looking ahead, what do you see as the major marketing changes for the 80s for the industry and for our company?

NEWMAN: Of course, the current state of the economy is strongly influencing our business. For us, it's a matter of getting out into the market place and letting the customer know that we want their business and that we are in a position to provide the type of accommodations and service they are looking for. That's going to be our prime effort.

Customers are becoming increasingly selective and discriminating in their demands for quality and value. As long as Westin can meet these demands we will continue to do well.

But to be sure that we do continue to provide quality and value, I think it's very important that the Marketing Division works very closely with other operating divisions such as Food & Beverage and Rooms to ensure we're all headed in the right direction.

As a unit of Management Services under the direction of Chris Marker (group vice president/management services), we're doing just that. There's been a lot more interaction and communication among these divisions.

One recent example was the joint sessions Marketing and F&B held during their

annual conferences this year. We hope we can arrange a similar session with other divisions at future conferences.

FRONT!: Apparently the Marketing Division is stepping up activities in all areas of its involvement. Does this include added support of hotel projects now under development also?

NEWMAN: Very definitely. We've become increasingly and more heavily involved in the property development process working closely with the regional sales office located in the project area in determining the types of business for the new hotel and in developing sales leads. Now, when the assigned director of sales for the new property comes on line, a lot of sales effort groundwork will have been done.

FRONT!: Generating business is, naturally, the key to Westin's success not only for the company and its hotels but also for its employees. What can employees who are not in sales do to help generate some of that business?

NEWMAN: Well, to begin with, every employee is a sales person — guest contact employees in particular.

Hospitality sales, unlike a lot of other things, is not just a one-shot deal. It's continuous. On-going. The "sale" is repeated by the friendly attitude at the front desk, by the helpful attitude of a bellperson, by the good service and the quality of food or beverages in a restaurant or lounge. Even by the PBX operator's tone of voice. It involves just about everybody at the hotel. And it's the key to a satisfied guest — and a repeat guest.

Then, more directly, I think most of our people are proud of the hotels where they work. And a lot of them belong to some sort of organization — social, business, a church group, whatever. They may have the opportunity to recommend their hotel's facilities for a group luncheon, a banquet or other affairs at the hotel. All they have to do is call their hotel's director of sales and have them work out the details.

And if their group is meeting in another Westin destination city, they can call or write the sales department of that hotel for room or function arrangements. They could be doing their group a favor — and themselves as well.

WESTINPEOPLE



First

JOHANNESBURG—Victor Simelane, the first black person to complete The Carlton's Man-

agement Development Program, receives his certificate and congratulations from Pat Burton, general manager.

Simelane, an assistant manager of the hotel's Koffiehuis Restaurant, joined The Carlton staff in 1972 in the security department when he was selected for the management training program. He completed the two-year program earlier this year. He had achieved his AH&MA diploma last December.



Fortieth

ATLANTA—Westin Hotels was 11 years old when Billie Wright joined the company's Multinomah Hotel (Portland, Oregon) staff in 1942 as bellperson. This year, Wright, now director of guest services at The Westin Peachtree Plaza, was presented

with his 40-year service pin from Hermann Gammeter (right), managing director, at Employee Awards Banquet ceremonies.

Wright's four decades of dedicated service have earned him some First-Class accolades along the way including the hotel's Thurston-Dupar Inspirational Award while employed at The Westin Benson. And in 1978, he won "Bellman of the Year" honors in the annual international competition sponsored by the American Hotel and Motel Association, United Airlines and Samsonite Luggage.



Twelfth

SEOUL—Because the twelfth anniversary of The Westin Chosun, Seoul coincided with St. Patrick's day, the hotel's press and special guest celebration took on a wee bit o' the Irish flavor. There were green balloons and boutonnieres, Irish ballads and beer and even dart board games. And even though most Korean guests

were unfamiliar with the holiday, they were quick to join in on the spirit of the occasion.

The festivities were highlighted by the cutting of the birthday cake, a ten-story (layer) replica of the hotel created by the culinary staff, which was performed by President Kim of the Chosun Hotel Corp. and Louis Martinelli, managing director.



Thirtieth

SAN FRANCISCO—Executive Chef Louis Capilla of the Westin Miyako (center) recently reached quite a milestone as a Westin chef. After practicing his culinary skills at a dozen Westin hotels, he was awarded his 30-year pin by Senior Vice President Joe Mogush (right) and General Manager Larry Alexander at the hotel's recent Employee Service Awards Banquet. The veteran chef opened The Westin Miyako in 1968.

WESTIN HOTELS' FIRST-CLASS, WORLDWIDE ADVERTISING PROGRAM.



“THIS YEAR’S ADVERTISING PROGRAM
IS DESIGNED TO COMMUNICATE
OUR UNIQUE POSITION AS A FAMILY
OF FIRST-CLASS WORLDWIDE HOTELS.”

“First-class, worldwide.” That’s the message we’re telling the world through our 1982 advertising program. It’s a message we’re proud to tell the world, because it highlights our people. And it is the people of Westin who make the most important point of difference about our hotels.

Your efforts at providing first-class service have established our family as the premier hotel company for world travelers. These are the travelers we call the “Westin man” and the



“Westin woman.” We want our guests to be assured that they can expect, and receive, first-class service and accommodations at Westin Hotels worldwide.

We feel it’s important for you to see our advertising. So you can see what we are telling the world about you. That you *are* first-class.

We’re confident you will continue to meet this challenge.

Harry L. Musickin

HERE'S HOW OUR PROGRAM WORKS.

1982 is an important year for Westin Hotels advertising. Maybe the most important year in Westin's history. This year we have launched a major campaign to showcase Westin's name to those travelers who are most likely to stay in our hotels. The frequent travelers. We want as many of these preferred travelers as possible to know our name, and to prefer our hotels.

**THE WESTIN MAN
IN NEW YORK.**

You'll find the Westin man whenever important things are happening. And nothing important ever happens at The Plaza. That's the exclusive site of the Fifth Avenue and Central Park locations. The site also is a successful business headquarters of a C&A Co. A memorable dinner in the Edwardian Room at Tucker Vics. A breakfast in the Chester Bar. Or a business conference.



in the elegant Palm Court. All this plus the kind of attentive service that has become a Westin Hotel tradition. It's no like to be where important things are happening, make it a point to stay at The Plaza during your next trip to New York.

Westin Hotels. First class. Worldwide. For reservations call your travel agent, your company travel department or 800-268-8100 (Outside U.S. 366-4054).

WESTIN HOTELS

The Plaza



At the Plaza Hotel, nothing important ever happens at The Plaza.

Westin Man

Our audience consists of those sophisticated travelers who know enough and care enough to go first-class. Reaching these people is not as simple as it may sound. They come from every conceivable profession, and from all over the world. For our advertising to be effective, it must reach the right people through the right media.

**THE WESTIN WOMAN
IN SEATTLE.**

The Westin woman is quick to grasp growth and progress. We do believe that some things should never change—such as old-fashioned graciousness and first-class service.

That's why she always stays at The Westin Hotel (formerly Washington Plaza) in Seattle.

She's looking forward to the fabulous new tower (open summer 1982), the great new spas and meeting facilities. She expects to enjoy the beautiful new Palm Court restaurant overlooking Fifth Avenue.

But she's glad to see that her favorite Westin tradition (open 24 hours)—dinner at Tucker Vics, and people who make her feel welcome. Spend like you! These are the Westin woman's traditions in Seattle.



Westin Hotels. First class. Worldwide. For reservations call your travel agent, your company travel department or 800-268-8100 (Outside U.S. 366-4054).

THE WESTIN HOTEL
Seattle



Westin Woman

We kicked off our campaign by introducing the concept of the "Westin men" and "Westin women." Using an eight-week network and local radio schedule, and print ads in proven newspapers and magazines, our "Westin people" quickly established themselves as representatives of first-class travelers throughout the world. They communicated Westin's first-class image to both present and aspiring affluent travelers.



Tammy Grimes

For our radio campaign, we selected Christopher Plummer and Tammy Grimes to tell our priority audiences about the first-class image; our audience could *hear* the Westin name, feel comfortable with it, and remember it.

In print, we introduced the "Westin man" and the "Westin woman" with individual ads in the *Wall Street Journal* in the U.S. and the *Financial Post* in Canada, followed by individual full-page, full-color ads in inflight magazines worldwide. These ads asked, "Are You a Westin Man?" and "Are You a Westin Woman?" The copy described the kind of person who likes certain types of hotels — Westin Hotels.



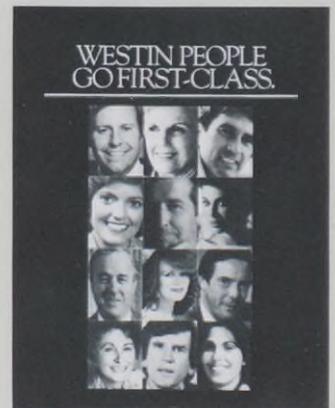
Christopher Plummer

ARE SEEN IN THE RIGHT PLACES.

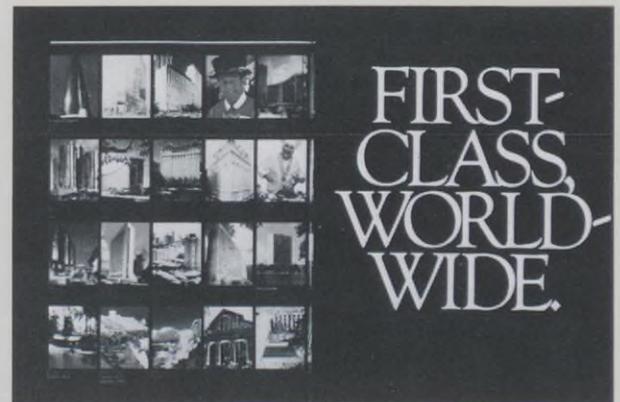
Thus, not only do the participating hotels benefit from advertising in this program, but every hotel in the Westin family gains important exposure through association with our world-wide advertising campaign.

The selection of publications for each hotel is based upon a match between the geographic area served by a publication and the needs of each hotel. For 1982, we will be relying heavily upon inflight publications, since they rank tops in readership with our audience. In addition, these publications are read by travel agents, meeting planners and affluent business travelers who also take first-class Westin-style vacations.

Alternating with the individual property sequential series is a new six-page folding ad which features "Westin people" on the cover. Inside, the official exterior photos of all 55 hotels complete the first-class story. On the back page, a map shows the cities where first-class "Westin people" can be found worldwide.



Front Cover



All-Properties Ad



Back Cover



All-Properties Ad

WESTIN EMPLOYEES ARE FIRST-CLASS, WORLDWIDE.



So, that's it. The Westin Hotels advertising program for 1982. A program we can all be proud to support. Because we designed it especially for you,

our Westin employees. To tell the world just how good you are.

First-class. Worldwide. Westin Hotels. That's you.



WESTIN HOTELS

Champs

SEATTLE—The Westin Hotel, Seattle basketball team finished its regular season with a perfect 6-0 record. That heady success spurred them on to the championship finals where they did it again winning first place in the Seattle Hotel-Motel League.

The winning combination of happy hoopsters (L. to R. back row): Chuck Abbott, Derrick Charleston, Steve Beck, Mark Boydston (player/coach), Ray Hopkins. (L. to R. front row): Mark Spadoni, Tom Warfield, Barry Caldwell, Bill McCall.



Commendation

SAN FRANCISCO—"She's the perfect example of a First-Class, Worldwide Westin employee!" So read a portion of a letter sent to managing director, Bob Wilhelm, of the Westin St. Francis and signed by all 21 members of the department. The writers were referring to their supervisor, Alice Davis, head F&B cashier, who was selected as the hotel's 1982 Thurston-Dupar Inspirational Award winner. Wilhelm noted that this was the first time he had received such a glowing letter of commendation from all the members of a supervisor's staff.

Davis is pictured receiving the Award and congratulations from Westin senior vice president Joe Mogush, left.

Familiarization

HONG KONG—A familiarization tour of Hong Kong for a group of top travel agents from the United States co-sponsored by Thai Airways International, was highlighted by a cocktail reception in their honor hosted by the Shangri-La, Hong Kong.

Freddie Ho (left) senior sales manager/commercial accounts for the hotel, enjoys a chat with two of the travel agent guests—Virginia Bachant and Robert Annand.



Close

HONOLULU—The Westin Ilikai's volley ball team won the championship trophy in the city's Tuesday Night Division hotel league which qualified them for the playoff with the first place winners of the Thursday Night Division league, the Ala Moana Americana team.

It was a close game but not close enough with the Ala Moana team taking two out of the three sets to cop this year's hotel league trophy.

The good-show group from left (top row): Herman Lino, Raul Perez, Mel Creech, Francis Arakaki. (Bottom row): Rob Robello, Mary Ellen Newton, Gwen Auld, Bernie Bonilla, Jan Higa, Harvey Pratt, Ike Kanealii.

Writers

NEW YORK—Nearly 90 travel writers and editors of the New York media gathered at The Plaza's Terrace Room in mid-May as guests of the seventh annual media luncheon presented by Westin Hotels. This year's event was highlighted by remarks from Chairman Harry Mullikin (shown at lectern), and by an update of Westin's hotel destination world that sparked a wealth of travel feature topics for the writer audience.



Expos

OTTAWA—In late spring, general managers and directors of sales from the Canadian properties accompanied by Bob McCauley, operations vice president, hosted a series of Marketing Expo receptions for clients in Montreal, Toronto and Ottawa to promote their respective properties. Event attractions included a number of drawing prizes.

At the Ottawa Expo, Steve Halliday, general manager of The Westin Hotel, Edmonton (pictured here in a Beefeater costume as worn by a number of the Canadian hotel door attendants) presents a delighted association executive guest with his drawing prize — a hockey stick autographed by hockey star, Wayne Gretzky.



Windy

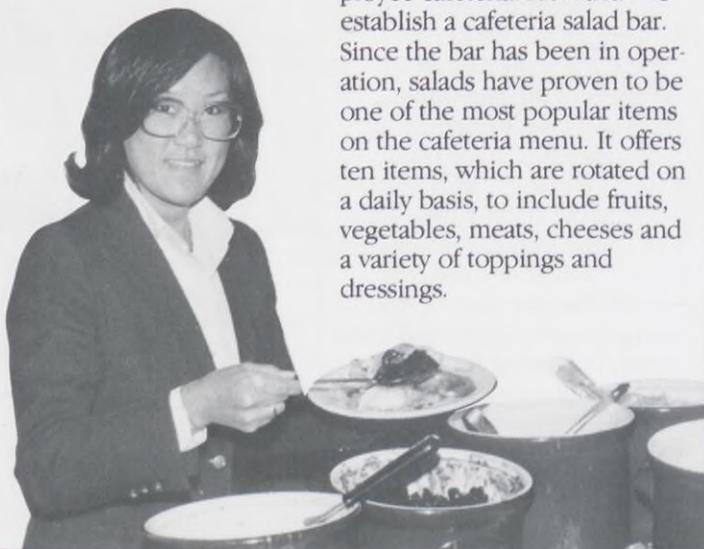
OMAHA—Representatives of five of Westin's midwest hotels in Chicago, Cincinnati, Detroit, Kansas City, and Tulsa, hosted a party for the Central Reservations staff recently to familiarize the agents with sales procedures connected with the launching of their recent joint "Mid-America" sales promotion.

One highlight of the festivi-

ties was a costume contest best representing one of the five cities involved in the promotion. Winner was quality control coordinator, Mary Drozda (left) whose "The Wind" costume aptly depicted the "windy city" of Chicago. As the costume prize winner, Drozda was presented with an all-expense paid weekend at The Westin Hotel, Chicago by that hotel's director of reservations, Elizabeth Killings (right).

Salad

SAN FRANCISCO—Linda Lee, security officer for The Westin St. Francis, came up with a First-Class Suggestion that's not only won her a \$25 prize, but a lot of appreciative friends who, like her, patronize the employee cafeteria. Her idea—to establish a cafeteria salad bar. Since the bar has been in operation, salads have proven to be one of the most popular items on the cafeteria menu. It offers ten items, which are rotated on a daily basis, to include fruits, vegetables, meats, cheeses and a variety of toppings and dressings.



Rendez-vous

CALGARY—Over 350 travel wholesalers and tour operators from around the world came to meet with Canadian travel suppliers at the Rendez-Vous Canada travel market show held recently in Calgary. Extolling

the attractions of Westin's hotels at the Westin Hotels display booth are David Morton, director of sales, The Westin Hotel, Edmonton and Monica Rios-Kugelmass, sales manager, The Westin Hotel, Calgary. At left is booth visitor, Steve Little of Cartan Travel Bureau, Inc.



Introduction

SINGAPORE—Staff representatives of the Shangri-La, Singapore, Shangri-La, Hong Kong, Philippine Plaza and The Westin Chosun, Seoul, joined forces to host a Westin Hotels cocktail reception at the Shangri-La Singapore's Island Ballroom for clients and prospects. Over 300 guests from travel agencies, corporations and tourist boards attended the

event-packed affair that included ethnic entertainment and food-tasting and a slide presentation of the four properties.

Reception hosts (from left): Micheal Han, Rosalind Monteiro, Robert Van Meurs and Jennifer Danker of Shangri-La, Singapore; Gerard Luyet and Bob Hutchinson of the Philippine Plaza; and Monica Juhadi and Yap Cheng Tong also of the Shangri-La, Singapore.



Cookies

JOHANNESBURG—The last Friday of each month is "International Day" at The Carlton's restaurant which usually features a selected nation's menu and ethnic decor. Recently, when Chinese day came around, it also brought an unexpected surprise. By sheer coincidence, on the previous

Wednesday the hotel's shipment of First-Class fortune cookies had arrived. The timing couldn't have been better.

However, the hotel's correspondent noted, somewhat tongue-in-cheek, "The only problem was that fortune cookies don't exist in South Africa and most people, having never seen one before, weren't sure whether to eat it or file it!"

Cake

WAILEA—Immediately after The Westin Wailea Beach employees established their first employee council, elected officers began plans for a First-Class event to build up a treasury. That event—a two day bake sale of baked goods donated by employees—netted nearly \$400. Going First-Class all the way, employee Colleen Mitzuya put her money on the purchase of a "1st Class" cake baked by fellow staffer, Robert Eisler.





Wizards

DENVER—Pleased smiles aren't the only thing this culinary crew from Maxie's, the fine dining room at the Cherry Creek Inn, can cook up. Among them they brought home eight gold, silver and bronze medals for their entries in the recent Denver Culinary Food Salon show co-sponsored by the Colorado/Wyoming Restaurant Association and the Colorado Chef's de Cuisine club. Additionally, The American

Lamb Council was so impressed by Sous Chef Somchit Thamrongpradith's lamb platter that they are using a photo of his presentation to promote lamb in retail outlets and restaurants. The culinary wizards from left: Somchit Thamrongpradith (sous chef), Davis Duncan (apprentice), David Allin (executive chef), Ian Orr (apprentice), Gentle Joe Sigrah (cook) and David Pallet (sous chef).



Bravos

PHILADELPHIA—Among the over 500 operatic personalities attending the annual Philadelphia Opera Ball held this year in the Bellevue Stratford's Grand Ballroom, was internationally famed tenor, Luciano Pavorotti. Overwhelmed by the superb menu, Pavorotti took to the kitchen to personally pay his "bravos" to the chef and, in

turn, was surprised with a presentation of a special dessert topped with a silhouette pastry bust of himself. With Pavorotti (left) are Don Brooks, catering manager; Vincent Alberici, executive chef, and the parfait dessert's creator, Gunther Heiland, pastry chef.

Three earn Chairman's Award of Merit

Three people are particularly grateful to be alive today and it's all thanks to the knowledgeable and speedy actions taken by these three Westin employees in responding to emergency life-saving situations:



CALGARY—At The Westin Hotel, Calgary, Ken Gifford (left) F&B operations analyst saved the life of a choking restaurant patron by utilizing the Heimlich Maneuver. Gifford was presented with the Chairman's Award of Merit and a check for \$100 by Arthur Oades, general manager.



OSLO—At the Hotel Scandinavia, Oslo, Bjorn Solberg (right), director of sales, was presented with the Award by the hotel's manager, Richard Ransome, after he had saved the life of one of his own sales manager staff members. The fellow employee, gasping for breath when some food became lodged in his throat, was rescued when Solberg applied the Heimlich Maneuver.

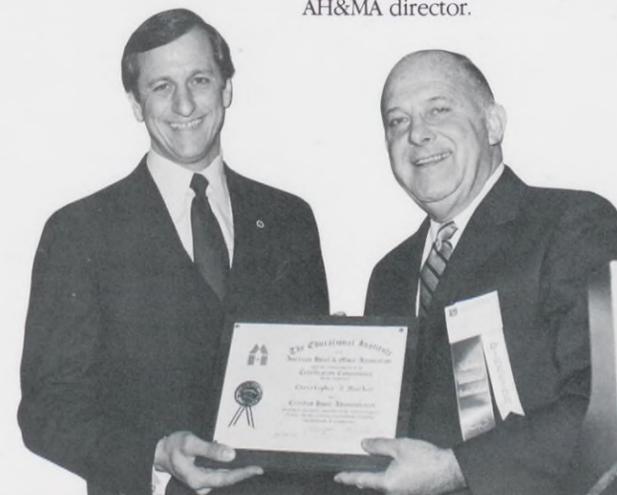


SEOUL—Shin, Young-chul (right) banquet waiter at The Westin Chosun, Seoul who works at the hotel's Terrace pool during the summer, was credited for saving the life of a hotel guest who came near drowning in the pool. Presentation of Shin's Award plaque and check was made by Louis Martinelli, managing director, Westin Hotels — Korea.

Certified

SEATTLE—Joining the growing ranks of Westin people to achieve Certified Hotel Administrator recognition in the American Hotel & Motel Association's Educational Institute program is Chris Marker (left),

group vice president, management services. Marker was presented with his certificate during Pacific International Hospitality Show Convention and Exposition ceremonies at The Westin Hotel, Seattle in early April by Bill Edwards (right), president of Hilton Hotels Corporation and AH&MA director.



Reaction

ATLANTA—Fellow hotel staffers share in James Darville's delighted reaction to the announcement during The Westin Peachtree Plaza's Employee Awards Banquet that he had been named the hotel's Thurston-Dupar Inspirational Award Winner. Darville, assistant controller, was cited for his community involvement with a Jaycee

group, his work with his church's youth group, and, in particular, for his commendable attitude in both his business and employee relationships. Darville, who joined the hotel staff as a night auditor when it opened, will be transferring to The Westin Galleria, Houston in August as the hotel's controller.

THE WESTIN BONAVENTURE
Los Angeles

The BonaVista Revolving Lounge

STER and EISL

View-board

LOS ANGELES—Two giant traffic-stopping billboards were recently mounted in two strategic Los Angeles locations depicting the breathtaking panorama that can be viewed from the BonaVista lounge on the 35th floor of the Westin Bonaventure, Los Angeles. For both street and pedestrian traffic the "view-boards" persuasive message offered the invitation to "come on up and experience the real thing." Shown at the unveiling of the sign on busy Wilshire Boulevard are (from left): Ernst Bacher, director of F&B, Maria Hernandez, BonaVista hostess, Michelle Bourgeois, BonaVista Manager, and Mike Micketti, director of marketing.

FIRST-CLASS FAMILY FEATURES

This is to certify that . . .

Westin Hotels employee recognition award certificates are among the most attractive around. The recipient of any one of them could take pride in the certificate's display in his or her office or work area. Listed below are five of the most familiar awards and their descriptions. Your challenge is to match each award name with its proper description.

Award

1. Quarter-Century Club
2. Thurston-Dupar Inspirational Award
3. Westin Corps
4. Chairman's Award of Merit
5. Certificate of Recognition

Description

- A. For participation in and successful completion of (course, seminar or workshop).
- B. Successfully fulfilling the requirements of the Hotel Management Seminar Program.
- C. 25 Years of exemplary service.
- D. Exemplary service to guests, the hotel and to fellow employees.
- E. The performance of an act which involves the attempt, successful or not, to save human life, or to prevent property loss or damage.



It's literally a city under glass — one of the most glamorous malls in America overlooking an Olympic-sized ice-skating rink and featuring some of the Nation's smartest shops.

At one end, a stunning 400-room hotel offering such guest attractions as gourmet dining at the Savoy Restaurant. Fun dining at Zucchini's farm-to-market cafe. Relaxing moments at The Lion Bar and dancing at The Roof.

And at the other end, an elegant 500-room hotel with its own unique dining and entertainment appeals including the

sophisticated Delmonico's restaurant. Casual eating at Cafe Plaza or beverages at the adjoining Cafe Plaza Bar. And disco dancing at Annabelle's.

In combination they offer an added plus for their respective guests. Since both are Westin hotels, guests of one hotel can enjoy the food and beverage facilities of the other and have the charges billed to their respective hotel room account.

Guests of the 400-room hotel are staying at _____, and guests of the 500-room hotel are booked at the _____.

HOTEL QUIZ ANSWERS: The Westin Oaks and The Westin Galleria, both at The Galleria Mall in Houston, Texas. CERTIFICATE QUIZ ANSWERS: 1 C, 2 D, 3 B, 4 E, 5 A.

Vacation safety tips



If, as noted in last month's Vacation Tips column, "getting there is half the fun," it also poses half the problems and provides half the potential for accidents and serious injuries.

If your vacation trip involves automobile travel, here are some common sense suggestions which will help you enjoy and safely achieve your "getting there" and back goal.

1. Plan Ahead: Get a map of the area in which you'll be traveling and work out the route you will need to follow to cover all the places you want to visit. Advance reservations for overnight stops can save a great deal of aggravation and discomfort. Ahead of time, make a list of all the things you want to take with you, then add to — or subtract — from that list up to the time you pack to go. It's also a good idea to roughly budget your expenses for each day.

Advanced planning is the key to relaxed, hassle-free and safe automobile travel.

2. Safety Check Your Car: If there is something that has been bothering you about your car's performance, mention it to your mechanic. Tell him you're going on a vacation and want things "checked over." Small, nagging car problems may be symptoms of a breakdown which could ruin your vacation or endanger your family's safety.

3. Buckle Up/Lock Up: Statistics prove that seat belts save lives. But only if they're used. Make it a practice to require all belts locked before turning on the ignition. Also, be sure that all doors are locked before moving the car. Being

thrown out of a car is among the greatest dangers on impact.

4. Stay Alert While Driving: Fatigue is among the greatest contributors to accidents. Change drivers or pull over and rest at least every two hours. Alcohol in any form dulls reflexes and impairs judgment. The same is true for various tranquilizers, pep pills and pain killers. Emotional strain can also cloud your alertness. Driving when you are angry, extremely frustrated or battling with the children in the back seat can be very hazardous to everybody's health.

5. Adjust Your Speed to the Situation: Driving under hazardous conditions requires special caution. If it's dark, reduce your speed at least ten mph below what you would otherwise find comfortable. If the weather is bad, be alert to special dangers — heavy rain and fog can cut visibility considerably. Road construction, narrow mountain roads, highway accidents or other obstructions all require extra caution and slower speeds.

Keep in mind that safety on the road is up to you. It's your life and your family's. Common sense precautions can make all the differences for a safe and enjoyable trip.



BY ERWIN MALLERNEE,
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