

straight



Vol. 2, No. 3, Summer 1993

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Westin Chooses CARE



CARE, the world's largest relief and development agency, has been selected as Westin's philanthropic and business partner.

One of the most highly recognized organizations in the world, CARE is a logical choice for Westin because of its high profile, global presence, and significant impact on those in need. Hotels in the United States and Canada are working with CARE in 1993; expansion to all Westin properties worldwide is the goal for 1994.

This year, a minimum donation of \$50,000 is being made to CARE on behalf of participating hotels. The CARE partnership is the basis for a summer marketing campaign that includes a WNA-funded national advertising campaign in the United States and Canada as well as local promotions and direct mail programs funded by the properties.

Guests staying at Westin this summer benefit in three ways. In

addition to discounted room rates, they also receive a special CARE envelope which contains value-added offers worth over \$500. And third, they have the satisfaction of knowing that a portion of the revenue from their stay is going directly to CARE. The proceeds from this campaign have been designated to help build temporary housing, called Wawawasi, in Peru.

CARE was founded in 1945 to help post-war Europe recover by delivering more than 100 million "CARE Packages." As a result, it became known as the premier relief agency.

Today CARE has a staff of 8,000 people worldwide, working in more than 40 countries and delivering over \$300 million resources to people in desperate need. CARE reaches 25 million people a year in Asia, Africa, Latin America and the Commonwealth of Independent States (CIS).

Westin is now a member of CARE's Corporate Council, a group of businesses that work with CARE on an on-going basis. Others include Starbucks Coffee and The Boeing Company, also based in Seattle, as well as Pepsi Co., Xerox Corporation, CitiCorp, Merrill Lynch and Toyota Motor Sales, USA.

Steps were taken over a year

What is a "Wawawasi?"

CARE's Wawawasi Project aims at improving the nutritional status of children under six years of age in the subregions of rural Peru by providing supplementary food, establishing Food Reserve Funds and training parents in nutrition, agriculture and community organization. Some 17,500 children under six will directly benefit from the project.

The project works through 500 Wawawasis — meaning "children's houses". Wawawasis are adobe structures built and operated by local parents' groups and supported by the government of Peru. At the Wawawasis, children receive basic health care and a daily meal to supplement their diet.

ago to establish this Westin/CARE relationship. Kim McCaulou, manager of marketing programs, and Mark Ozawa, manager of technical systems, are credited with solidifying the relationship. ■

Westin Hotels & Resorts is donating a portion of this summer's revenues to

CARESM

INTERNSHIP PROGRAM OFFERS NEW OPPORTUNITIES TO ETHNIC GROUPS

The Westin St. Francis' food and beverage department is giving San Francisco's Asian immigrant community a chance to learn new skills via an on-going intern program.

For the past four years, the hotel has provided on-site bartending and table waiting positions in conjunction with the city's Charity Cultural Services Center's job training and placement services. Consequently, a number of the 30-hour-a-week interns have proven to be exceptional workers; interns Jeffrey Li and Tu Huynh were named Employees of the Month in their departments for two consecutive months and former intern Tom Nagasawa has secured a full-time position as bartender for the hotel.

On the average, the hotel's food and beverage department hires 10-12 interns per semester through the Charity Cultural Services Center. This partnership has enabled the organization to open doors for hundreds of immigrants from China, Taiwan, Hong Kong and Southeast Asia to acquire occupational skills in the hospitality industry. ■

Growth Financial Success

(This is the final article in a series highlighting the ten values committed to by WNA. The others include integrity, excellence, vision, people, empowerment, hard work, open communication, excellence, and entrepreneurship.)

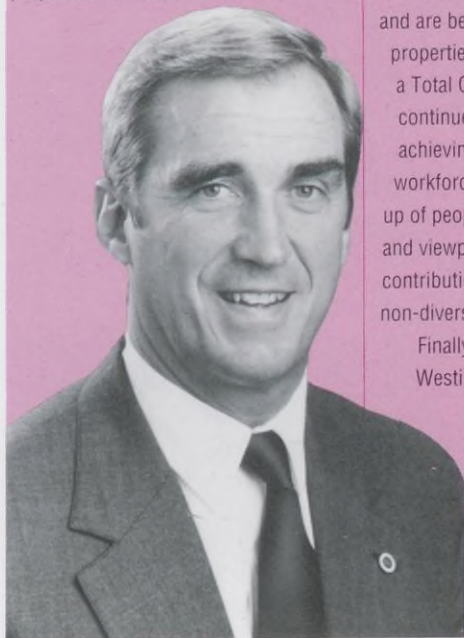
executive column

"Straight Talk from Jim Treadway"

There are some good things happening in Westin North America that I wanted to share with you in this column.

First, and as you all know, our growth efforts are getting results: The Westin Hotel, Waltham and the three Westin Regina Resorts in Mexico are significant credits to our growth team's efforts in 1993. We anticipate the addition of several more hotels and/or resorts to our family later this year as well.

Second, our hotels have responded magnificently to our system-wide challenge to improve our properties' forecasted 1993 results.



Growth has always been one of Westin's strategic objectives. We have grown significantly in the past year and at least seven more hotels have or will be added this year. They include The Westin Resort, Macau; The Westin Osaka; The Westin Regina Resorts in Cancun, Puerto Vallarta, and Los Cabos, Mexico; The Westin Hotel, Waltham in Massachusetts; and the Caesar Park Resort and Golf in Penha Longa, Portugal.

Innovative action plans were developed and are in varying stages of implementation, hopefully resulting in Westin North America achieving its financial objectives in 1993. Competition this summer, however, is as intense as it has ever been, and our efforts must be to improve our market share in both occupancy and revenue.

The integration of Total Quality into everything we do is moving along on the schedules set forth in our Total Quality Implementation Plans. The gradual shift in our culture to one of Total Quality is just that — gradual. Real empowerment, real trust, and all-associate involvement are now being given more than lip service and are becoming realities in many of our properties. And as part of our quest for a Total Quality culture, we need to continue our focused efforts on achieving greater diversity in our workforce. Clearly, a workforce made up of people with different backgrounds and viewpoints can make a greater contribution to the organization than a non-diverse workforce.

Finally, and as you know, it's Westin's policy to take a leadership role in the communities in which we live and work — taking appropriate actions which improve the quality of life within the com-

(continued on next page)

This controlled and profitable growth is of paramount importance to Westin's financial success. The addition of more properties means increased profits from management fees which lower overhead and other expenses. Without growth, expenses will eventually exceed revenues and eliminate profits which could ultimately put jobs and other services in jeopardy. A growth company like Westin that is also profitable provides a return to its owners, creates more

jobs and provides better benefits and varied opportunities for its staff.

Growth means more than just adding properties and therefore fee income to the Westin family, however. It means the growth of our people and their careers. As Westin grows, so do we as professionals and so does the potential of our vision... to be the best and most sought after provider of hospitality management, marketing, systems, services and jobs. ■

Moving On, Moving Up

Bernard Agache, managing director, Century Plaza Hotel and Tower to managing director, The Westin Stamford and The Westin Plaza.

Christine Ahlberg, director of marketing, The Westin Hotel, LAX to director of marketing, The Westin Hotel, Indianapolis.

Richard Anichowski, controller, The Westin Hilton Head Island to director of operations.

Tony Bensch, accounting manager, The Westin Resort, Hilton Head Island to controller.

Ross Berkland, housekeeping supervisor, The Westin Hotel, Copley Place to housekeeping manager, The Westin Hotel, Chicago.

Donna L. Brown, front office manager, The Westin Hotel, Indianapolis to director of rooms, The Westin Hotel, Copley Place.

Amber Carroll, catering/convention services manager, Walt Disney World Swan to catering sales manager, The Westin Hotel, Renaissance Center.

Joseph Carroll, building superintendent, Walt Disney World Swan to building superintendent, The Westin Hotel, Renaissance Center.

Paul Harrigan, assistant front office manager, The Westin Hotel, Winnipeg to service express manager.

Angela Karzas, human resources manager, The Westin Hotel, Chicago to director of human resources, The Westin Hotel, Cincinnati.

Laura Lee, senior sales manager, The Westin Stamford and The Westin Plaza to regional sales manager.

Tom McNamara, director of marketing, The Westin St. Francis to director of marketing, The Westin Hotel, LAX.

Lyle Pauls, front office manager, The Westin Hotel, Winnipeg to director of rooms.

Michelle Saeveke, public relations manager, The Westin St. Francis to director of public relations.

Christine Scowley, food and beverage promotions manager, The Westin St. Francis to promotions manager.

Eric Shanske, assistant outlet manager, The Westin Hotel, Cincinnati to assistant banquet manager, ANA Hotel.

Janet Spomar, sales assistant, Chicago Corporate Sales Office to sales representative, The Westin Hotel, O'Hare.

Howard Turley, housekeeping manager, The Westin Bonaventure to director of housekeeping, The Westin Hotel, Waltham.

Frank Wetenkamp, banquet manager, The Westin Hotel, Copley Place to director of food and beverage, The Westin Hotel, Waltham.

Kathryn Zorn, convention services manager, The Westin Hotel, SFO to convention services manager, The Westin La Paloma.

CORRECTION:

In the last issue of *WestinWorld*, it was incorrectly stated that Gary Lind had moved from operations manager to director of food and beverage at The Westin La Paloma. It should have read that Mr. Lind continues in his position as operations manager, but has also assumed responsibilities for the hotel's food and beverage division.

Information on promotions and transfers is supplied by Corporate Human Resources and represents personnel changes from May 16 to July 1, 1993. Additional information has been provided by hotel personnel.

Subsidiary Update

Westin International Europe

Westin International Europe has announced that a beach-front resort on the Red Sea in Hurghada, Egypt will open in November. The resort will feature 257 guest rooms, six suites and 10 four-bedroom villas as well as every service and amenity common to Westin Hotels & Resorts. The resort is ideally located harboring a lagoon and is surrounded by beautiful sandy beaches, crystal clear waters, and natural coral reefs — a paradise for diving and snorkeling, yet set in a desert environment.

Westin International South America

After developing a "Communications Campaign" in 1991 which encompassed all depart-

ments, the Caesar Park Ipanema has recently embraced Total Quality by kicking off a four-month long "Quality Campaign." The campaign will feature special employee contests to include the naming of a campaign slogan and a "Quality Employee" and "Quality Group," with criteria ranging from personal relationships with colleagues to the quality of work performed.

The campaign also includes special benefits for the hotel's employees' children, including complimentary English lessons and a "Day at the Hotel" program which gives children the opportunity to visit their parent's offices.

Westin International Asia/Pacific

John Chen, president of Westin International Asia Pacific, joined representatives of Chiang Mai Riverside Plaza Hotel Co. Ltd., in a signing ceremony on June 22 cementing an agreement for Westin Hotels & Resorts to manage a new property in Chiang Mai, Thailand. The 528-room luxury hotel will be located 700 km north of Bangkok, near Chiang Mai's business and shopping districts and is scheduled to open on October 31. ■



"Straight Talk"

continued from previous page

munity and support Westin's values, vision and mission. Toward this end, we are pleased with our work with CARE International and our summer promotion, the ADA, and our support of the many charitable organizations with which we're associated. Here in Seattle we were delighted to orchestrate and participate in a Charity Fair, which raised significant monies for a variety of charitable institutions in the Pacific Northwest.

Our business continues to be highly competitive and very challenging. I believe our team of approximately 20,000 associates in Westin North America is working harder and smarter than ever before to rise to the challenge of succeeding in an industry cluttered with too many brands and too much supply. I have you to thank.

- Jim Treadway

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Westin Enters the Timeshare Market with The Blue Tree Resort

A traditional Japanese ground-blessing ceremony marked the grand opening of The Blue Tree Resort in Orlando, Florida on July 23.

The 398-unit private resort village first opened in 1989 as a resort rental/apartment complex. In January of 1992, Aoki Realty Corporation of Florida purchased the property and invited Westin Hotels & Resorts to manage the project as a timeshare vacation resort. Westin Vacation Management Corporation was formed, and a dramatic refurbishing of the resort began in June, 1992.

During the process of selling the units as timeshares, the resort will offer condominium rentals with a three-night minimum stay required.

The Blue Tree Resort features a total of 120 deluxe two-bedroom units, and 270 standard one and two bedroom units. Each offers standard amenities such as a full kitchen and refrigerator, oven, microwave, dishwasher, china, glasses, utensils, pots &



pans, appliances, two color TVs, two telephones, iron and ironing board, and vacuum cleaner. A washer and dryer are available in all deluxe rooms, with laundry facilities in each building of the standard units.

The refreshing interiors together with the spacious rooms and large closets make The Blue Tree Resort a very appealing product in the competitive timeshare marketplace.

Additional services include mid-week housekeeping and linen change, daily towel service, voice-mail, pre-arrival grocery shopping, and a discount theme park ticket purchase center on-site. Walt Disney World is one mile from the resort and round-trip transportation is also available.

There are a total of four heated swimming pools within The Blue Tree Resort village, in addition to two lighted tennis courts, volleyball court, basketball court, shuffleboard, a series of putting greens, a children's playground, a game room with a regulation-size pool table, and an exercise facility.

Carolyn Hray, resort manager, is extremely enthusiastic about Westin's entry into the timeshare field through The Blue Tree Resort. "We are extremely pleased with the product we can now offer our guests," she said. "We've taken an ideal location, packaged it with the standard of quality for which the Westin name is famous, and priced it all at rates that are hard to beat." ■

Celebrating TQ Successes...

"Could We Measure Up?"

by Tom Upshau, President and CEO
Palmetto Electric Coop.
(Reprinted with permission)

Recently, I received an interesting questionnaire from one of our consumers. The questions concerned how they were treating us. That's right! One of our consumers wanted to know if they were doing what was necessary to build a successful relationship between them and Palmetto Electric.

Think about that. In the past we have asked some of our consumers how we were viewed by them. Now though, one of our consumers was asking us how we viewed a consumer that paid a monthly bill to Palmetto Electric for its power. The particular consumer was The Westin Resort, Hilton Head Island. Of course, that hotel has been designated a five diamond award winner for the hospitality industry. As I understand that award, it is akin to winning the Triple Crown in horse racing, the Super Bowl in

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3 4 Diversity at Westin

For over 60 years, Westin has been a dominant influence in the hospitality industry. In order to remain a continuing and constant force in an ever-changing world, Westin recognizes that we must all learn how to live and work in an increasingly diverse and global environment.

We want to willingly accept the new challenges of working in this new environment and adapt to these changes in a proactive fashion. And to ensure a successful and smooth transition, Westin has developed a special diversity program that is being installed in Westin hotels throughout the United States and Canada.

For Westin, diversity refers to the multitude of differences that exist among individuals, be they employees, guests, or business associates. As such, it has designed its diversity plan with a look toward the future and a consistent message to better manage diversity in a global marketplace. The diversity efforts are based on Westin's long-range objectives to maximize utilization of human resources and to expand its customer base in each of the communities where it does business.

What was once an overwhelmingly large working population, is now a small, specialized pool from which Westin must select and compete for the best employees. Westin must strive to ensure that it does business throughout its operations in a way that reflects the diversity of men and women who work in and patronize its properties. So we must identify, select and promote the best individuals from a changing workforce and diverse society and provide them with an environment that enables them to maximize their talents and provide superior individualized service to a diverse clientele.

In addition, what was once Westin's limited customer base, is

now an immensely expanded one which includes a substantially growing number of women and racial and ethnic minorities. These new prospective patrons will help meet the economic challenges continuing to face Westin and the entire hotel industry, but only if we understand how to serve them properly by being considerate of their individual needs.

In order to endure as a preeminent influence in the marketplace, Westin must distinguish itself as the hotel company with an unsurpassed appreciation for the diversity of race, heritage, religion, age and other personal characteristics that can be found among its employees, guests, and business associates.



The Westin Diversity Plan will help us achieve this reputable standing in society by providing the framework necessary to create a diverse corporate environment through individual property goal setting. The individual property goals should be developed from a consideration of four factors which define the new business environment of unprecedented diversity: the corporate culture, the formal structure and policies, leadership and the competitive and regulatory environment. These goals should compliment the business goal of the property and remain in tune with the overall Westin objectives. But The Westin Diversity Plan provides only a strong foundation from which every hotel must build on in order to set their individual diversity goals. Every property is encouraged to use any resources available to mold their goals to fit and benefit their specific needs. The corporate culture in which we operate encourages the use of communication as a means of successfully achieving a

property's diversity goals.

Communication to and from the property's employees, property management and Westin about diversity goals and initiatives must be ongoing and comprehensible. Communication can take place through newsletters, meetings, partnerships with other local companies and a variety of other outputs. The important point is to communicate as much as possible and through as many means as possible.

In order to have a successful diversity program, there must be at each property a structure that outlines the roles and responsibilities during the implementation process. It is necessary to appoint a Diversity Administrator to act as overseer of the program to ensure proper performance of

the property diversity program. It is also up to the individual properties as whether to establish departmental teams and/or Diversity Planning Committees to formulate diversity strategies and to review local issues pertaining to diversity.

Another important factor that defines the diverse business environment is leadership. According to Dorothy Smiley, Manager Staffing Systems and Diversity, "The success of Westin's diversity initiative is characterized by the type of leadership that is guided by an authentic appreciation for diversity in all business-related activities and decisions. In other words, leaders demonstrate by way of behavior that they value differences among all individuals." At each property, leadership will manifest itself through affirming a workplace that encourages everyone to contribute.

Westin's operations span the world and bring us into contact with many different people on a daily basis. We cannot successfully serve the world unless all

employees welcome the rich diversity of the global population. The Westin Diversity Plan will help us achieve this long-range and aggressive goal. Given the degree of opportunities in our employee and consumer base, effectively handling the diversity that lives in the business environment is imperative to productivity, quality and profits. As in everything else, Westin's success in this endeavor is dependent upon the concerted effort of all employees to support these objectives. And with everyone's full participation, we will soon be ready to properly serve our guests by being aware of our extremely diverse and global environment. ■

"Measuring Up"

Continued from page three

professional football, or the World Series of baseball. Upon reflection, you can see how they won this award when they are asking all of their suppliers how The Westin is treating them.

A few days after responding to their questionnaire, I received yet another letter from The Westin giving me the results of my response and the other responses that were provided from everybody who does business with the hotel.

Needless to say, I am quite astonished at this approach. Not only did they want to know how we viewed our relationship with them, and if we felt that they were honest, ethical, loyal, fostered a sense of partnership, understood our business, tried to resolve problems, etc., but they were also willing to share with all, whom they term their "partners," the results of how everybody viewed them. Impressed — you bet! I now view The Westin Resort in a much different light than I ever had before. In being a customer of theirs I had recognized what an outstanding job they do. Now I can appreciate how they got to where they are today. ■

Colorado Westins Take CARE

America's independence wasn't the only thing celebrated over the July 4th holiday weekend at The Westin Resort, Vail. The resort hosted NBA and Denver Nuggets professional basketball superstar Dikembe Mutombo for a basketball clinic in support of CARE, to the delight of many young fans.

Over 100 children from all over the U.S. paid \$25.00 each for the one-hour clinic, a "kid food" lunch, and an autograph session with the 7'2" superstar. The clinic was held in the front courtyard of the hotel, and was open to the public.

Included was a lecture by Mutombo who spoke of the value of education. He also questioned the children on current affairs and rewarded correct answers with Denver Nuggets t-shirts.

Mutombo speaks seven languages, graduated from Georgetown University, and is currently studying for his MBA. He is the NBA's spokesperson for CARE relief efforts.



Dikembe Mutombo with Children's Hospital Ambassador Child Nicholas Owens

The Westin Hotel, Tabor Center in Denver also supported CARE by hosting a luncheon in honor of Dr. Philip Johnston, CARE President and CEO. Members of the Denver media and several of CARE's major volunteers attended the event. Dr. Johnston spoke of United Nations relief efforts in Somalia and of the Wawawasi program sponsored by Westin (see page one). The luncheon was held in a poolside banquet room overlook-

ing downtown Denver and the Rocky Mountains.

The hotel will also be hosting the third annual "Desserts for CARE" in February, 1994. The event will feature over 20 area pastry chefs highlighting their favorite desserts. All proceeds will benefit CARE International's relief efforts. ■

Dr. Philip Johnston of CARE with Doug Cogswell, general manager at The Westin Hotel, Tabor Center

Westin Weeks

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Westin's Corporate Sales Offices (CSO's) are primarily responsible for producing definite room nights from national accounts for all Westin Hotels & Resorts' properties. One promotional activity to support this goal is "Westin Week."

These annual events, developed and coordinated by the CSO's, are intended to heighten Westin's awareness among national accounts in major market centers. They provide additional reasons for clients to do business with more of our hotels.

The events that took place during June and July were hosted by CSO's in Toronto, Los Angeles, Chicago, Atlanta and Tokyo. Combined, over 15,000 clients attended these events, with an average of 20 hotels participating in each.

The focus this year was to enhance Westin's global awareness. Westin Week events vary by marketplace and usually include both social and educational activities. However, the most important activities in every market are personal sales calls. The West Coast market created a panel discussion of Westin officers to allow clients to participate actively in discussions on current business challenges.

In Atlanta, clients lead their own round table discussion on these issues. Other social activities include golf tournaments, theater outings, dinners, and entertainment. Participating hotels are also asked to have table top displays at luncheons or receptions in certain markets. The CSO's develop each Westin Week with the assistance of advisory groups of both clients and hotels.

Since its inception several years ago in Washington, D.C., Westin Week has become quite popular among our clients and our hotels. These focused events provide opportunities to meet efficiently and effectively. This is why many Corporate Officers, senior staff and hotel managing directors regularly attend. In effect, we are bringing the company to the customer. ■

Westin Brings Innovation to Guests through New Partnerships

Westin has joined with DataDesigns, Inc., AT&T and IBM to develop programs that will improve the company's overall marketing capabilities and add convenient guest services to its hotels and resorts throughout the U.S. and Canada.

DataDesigns

Westin is the first hotel chain to utilize the new marketing database developed by Datadesigns, Inc. This month, the database will expand the company's marketing capabilities by connecting all Westin hotels and resorts in the U.S. to a centralized database of guest information. Each property will have its own customized database for collecting valuable customer information which will be consolidated by a database

management information system located in Westin's corporate marketing department in Seattle, WA. The information gathered will be used to perform multiple marketing functions including direct mail, sales support, product development and customer analysis.

AT&T Teleconferencing

This month, Westin will become the first hotel company to offer nationwide teleconferencing services through AT&T. Westin guests who wish to schedule a conference call can simply call the hotel operator with information including time of call and participant names and phone numbers. After taking the information and scheduling the call with AT&T, the hotel operator provides a confirmation and offers additional services

such as notifying participants about the call and faxing agendas and meeting materials.

Team Focus

At the end of July, Westin and IBM announced a strategic alliance to provide advanced IBM technology to guests holding meetings at Westin. The IBM product, TeamFocus R, allows meeting participants to work together on networked personal computers. Since the information generated by participants is received through the network simultaneously, the information is automatically documented, the meeting time is reduced and, perhaps most importantly, the anonymity of the participants encourages members to exchange ideas freely.

TeamFocus was tested in sessions held at 15 Westin hotels and is now available to guests planning meetings at all 44 Westin properties in both the U.S. and Canada. ■

shop *Talk*

The Westin Hotel, Galleria in Dallas recently announced the introduction of TV-JAPAN in an effort to better serve its Japanese guests. TV-JAPAN offers premium programs in Japanese, live via satellite into each hotel room.

The Westin Hotel, Galleria is one of only two hotels in Dallas providing TV-JAPAN, and one of only 70 hotels providing the service nationwide. Programming is seen at the hotel the same day it is seen in Japan, although the time periods are modified to accommodate the time zone difference.



The Canadian Chicken Marketing Agency (CCMA), in collaboration with the Canadian Broadcasting Corporation and the National Capital Commission, sponsored a Canada Day celebration that gave Canadian chicken and chicken producers a tasty bit of national exposure.

The joint venture offered sponsorship benefits, media coverage, special promotions and was an opportunity for CCMA to serve chicken sandwiches to the first 2,500 people who made it to Major's Hill Park in Ottawa. This delectable barbecue treat, a breast of chicken on a toasted bun spiked with a summer salsa, was the brainchild of The Westin Hotel, Ottawa's executive chef Willi Wetscher.

Mr. Mauricio Martinez de Alva has recently been appointed Director of Sales for Westin Mexico. Before joining Westin, he served as Vice President, Marketing and Sales for Corporacion Hotelera Boyce S.A. de C.V. of Mexico City, as well as serving for five years in various sales positions for the Hyatt Corporation.

The prestigious CITAC George Powell Award was recently presented to John Meissner, Regional Director of Marketing for Westin Hotels & Resorts, Toronto.

The award, given by the Convention and Incentive Travel Association of Canada, is the highest tribute that can be paid to an individual in the travel industry. It recognizes the contribution and dedication made by the recipient to the convention and incentive travel industry in Canada. Meissner (right) has been involved in numerous committee undertakings for CITAC since 1983, serving as Chairman in 1984/85 and on the Board of Directors for the past four years -- the last two as Secretary/Treasurer.



Culinary Apprentices from The Westin Hotel, Copley Place -- Phil Barone, Joseph Kreis, Scott Gagnon and Allen Koh -- participated in the Massachusetts Hot Food Competition judged by executive chefs and members of the Epicurean Club of Boston.

The apprentices were given a "mystery basket" of ingredients and asked to create a complete

meal -- but first they were required to create a menu in only 30 minutes. They then had four hours to prepare the menu, and five minutes to present it to the judges. The food was judged for nutritional value, appearance, creativity, flavor, portion size, cooking methods, working relationships in the kitchen, cross-utilization of products, sanitation of the work station, and waste.

The team's Seafood Salad and Poached Apple Surprise dessert both earned perfect scores, and eventually won the day with a score of 94 points out of a possible 100 -- deserving of the Gold Medal.



Somewhat overdressed, but ready to go swimming are members of the sales and marketing staff for The Biltmore Hotel in Coral Gables, who time-traveled to the 1920's to pose for this nostalgic picture postcard. Direct mailed to meeting planners, a series of postcards focus on different areas of the hotel, with a message or questionnaire on the reverse side. The Biltmore's staff are standing in the hotel's 22,000 square-foot swimming pool, considered the largest hotel pool in the U.S. The water, all 600,000 gallons, has since been added.

The Velvet Glove Restaurant at The Westin Hotel, Winnipeg is the proud recipient of the 1993 CAA/AAA Four Diamond Award for exceptional cuisine and service in a fine dining establishment for the second consecutive year. The restaurant is the only establishment in Manitoba to receive this acknowledgement.

The Velvet Glove is also proud to be voted the #1 Fine Dining Establishment by the Reader's Choice Awards presented yearly by *Uptown Magazine*.

The American Counseling Association meetings department was so impressed with Wayne Lewis, Convention Services Manager at The Westin Peachtree Plaza, that they have his photograph hanging in every office!

The company's annual meeting was held in Atlanta over the dates of the unexpected snowstorm earlier this year. Instead of total chaos, however, Wayne resolved every problem and kept everyone in good humor throughout their stay.

Potomac Meeting Planners International recently chose the ANA Hotel as their member's choice for the "1992-93 Facility of the Year." The organization's members are comprised of both meeting planners and suppliers and ranked the hotel tops in service, food preparation and quality.

The Plaza in New York was recently named the Best U.S. Hotel by readers of *The Robb Report*, citing such praise as "outstanding service," "class," "hot showers, good shopping, great restaurant," and "try it." ■



A quarterly publication for employees of Westin North America produced by the Communications Department. Vice President: Sue Brush; Editor: Leslie Larson; Contributors: Elizabeth Vasey, Polly McCarthy, Wendy Lothspeich, and Sandra Hines, Communications; Tina Wissmar, Corp. Human Resources; Nancy Allison, The Westin La Paloma; Renata Moreno, WISA; Darlene Krammer, The Westin Hotel, O'Hare; Hans Bruland, ANA Hotel; Lindsay Geyer, Corp. Sales; Dorothy Smiley, Corp. Human Resources; Carolyn Hray, The Blue Tree Resort; Kristina Rockhold, The Westin St. Francis; Katherine Wynne, The Westin Hotel, Galleria Dallas; Geoff Little, Toronto CSO; Allan McCaslin, The Westin Hotel, Copley Place; Lyanne Ruest, The Westin Hotel, Winnipeg; Nancy Sydnor, Washington D.C. CSO; Jim Hill, The Westin Hotel, Ottawa and Tony Schopp, Washington, D.C. CSO. Printed in the U.S.A. Please send contributions to *Straight Talk*, ATTN: Leslie Larson, The Westin Building, Seattle, WA 98121. ☼