



WESTIN
HOTELS & RESORTS

AUGUST 1986

FRONT

THE WESTIN BONAVENTURE
Hotel & Shopping Gallery

The new
'pedestrian
friendly'
entrance

(See COVER, page 2)

NEWSFRONT

Moving up Moving on

Ed Barnhart, Building Superintendent, The Westin Hotel, Tabor Center Denver to Building Superintendent, Century Plaza.

Suzanne Bloch, Controller, The Westin Hotel, Vail to Controller, The Westin Canal Place.

Emmanuel Constantino, Asst. Controller, The Westin Hotel, Tabor Center Denver to Controller, The Westin Cypress Creek.

Danny Covington, Purchasing Director, The Westin Hotels, Houston to Purchasing Director, The Westin Hotel, Chicago.

Bill Dougherty, Sr. Asst. Manager, Arizona Biltmore to Sr. Asst. Manager, The Westin Peachtree Plaza.

COVER: In late June, The Westin Bonaventure, Los Angeles opened its new "pedestrian-friendly" Flower Street entrance, the cornerstone of the downtown landmark's multi-million dollar renovation project begun last fall.

Jim Treadway, managing director, noted that, "The new Flower Street entrance will provide a true focal point for The Westin Bonaventure, and, in combination with the new retail space and bar, will help make the Flower Street pedestrian corridor more open and inviting to the public."

(Cover photo courtesy of Douglas C. Fernau.)

FRONT

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

Gabe Fonseca
Publications Editor
The Westin Building
Seattle, WA 98121

Printed in U.S.A.

Eldridge Parry, Sales Manager, Corporate Sales Office—San Francisco to Sales Manager, Corporate Sales Office—Los Angeles.

Jay Riley, Director of Marketing, The Westin Hotel, Copley Place Boston to Director of Marketing, The Westin Plaza.

Geoffrey Roemelt, Sr. Asst. Manager, The Westin Bonaventure to Sr. Asst. Manager, The Westin Canal Place.

Joseph Supsinskas, Development Director, Corporate Development Division to Development Director, Development Division (Hong Kong).

MANAGEMENT CHANGES

Charles Graver, Executive Asst. Manager, The Westin Hotel, Ottawa to Executive Asst. Manager, The Westin Hotel, Chicago.



Strong leadership role is stressed

A call to active leadership. This was the dominating message communicated to the hotel directors of human resources attending the Human Resources Conference held at The Westin Hotel, Washington, D.C. in late June.

The pursuit and acceptance of a positive hotel leadership role was repeatedly stressed throughout the conference by



Cherie Ohlson introduces attendees to the guest aptitude skills test.

Walker Williams, corporate director of human resources.

It was encouraged by Westin president Dwight Call in his remarks to the group. And it was reiterated in the presentations by executive vice presidents Chris Marker and Fletch Waller.

As Williams pointed out in his conference opening remarks, "In today's business environment, the single most crucial element for business success is an organization's ability to manage their human assets—its most costly assets—more effectively than does the competition. More and more companies are turning to their human resource professionals for their expertise in tracking, training and retaining the talent it needs to maintain its competitive edge.

"In your new and more highly visible director of human resources role," Williams continued, "it's going to be required that you take a stronger leadership role in your property's decision making process, and that you be able to offer the counsel and expertise that effect these decisions."

Attendees were urged to become stronger business partners with all other members of their hotel's executive committee—to understand their business needs, and educate them on such human resource management tools and techniques that would help them manage more effectively. As Williams reminded the group, 47 percent of every sales dollar that Westin makes goes to

labor costs (i.e. salaries, benefits, etc.).

As preparation of this new leadership role, a prime focus of the conference agenda was to identify the skills required of this responsibility. Accordingly, a greater part of the conference sessions featured presentations on various human resources management skills aspects as presented by the corporate Human Resources Division staff.

Among them was a session on the human resources planning process jointly presented by Greg Sadler, manager/human resources development, and John Zoulas, supervisor/training and development. Sadler later led the attendees through a training needs assessment session.

Tom Moore, manager/employee relations, assisted by project analyst CharlAnn Nakanishi, reported on the company's human resource standardization program. Cliff Slade, manager/compensation and benefits, updated attendees on the company's current status in this area, and Cherie Ohlson, manager/human resource acquisitions/development, presented the division-developed guest relations aptitude skills testing video program.

The final day of the four-day agenda included the traditional question and answer "Town Hall Meeting" with CEO Harry Mullikin, and a wrap-up and question and answer exchange involving the attendees and corporate staff.

NEWSFRONT

Community party highlights hotel's 75th anniversary

The Westin Hotel, Utah hosted a party on the weekend of June 6-9 and almost everybody in town joined the festivities.

The occasion was the hotel's 75th anniversary. Over the years, the hotel has gifted Salt Lake City with more than a touch of class, good times and fond memories and is very dear to the hearts of its citizens. Fittingly, therefore, The Westin designed its anniversary celebration largely for the enjoyment of these citizens.

There were tea dances and big band dances and a special cabaret show starring such popular vocalists as Helen Reddy and John Davidson. Old time movies, featuring Charlie Chaplin classics, drew both youngsters and adults. And a special 75th Anniversary Grand Banquet was held on Saturday night followed by an Anniversary Brunch on Sunday morning.

But the grandest community event happened on Monday, June 9 (the actual anniversary date) outside the hotel.

The street was closed off for

the day for a vintage automobile parade followed by a street "Picnic in the Park". Hotel guests and local citizens mingled and bought hotdogs and other foods from street vendors as they watched a marching band, listened to a Dixieland group or sang along with a barbershop quartet.

Anniversary formalities included a noontime tribute to the hotel from both the governor of the state and the city's mayor who proclaimed the day Westin Hotel Utah Day in Salt Lake City. Following a rendition of "Happy Birthday" led by Nelson Styles, a 45-year veteran of the hotel, 7,500 balloons were released with special prizes contained in 75 of them.

The day's gala celebration was climaxed with the serving of birthday cake to all attendees. It was a day of fun, nostalgia and warm hospitality.

The 10-story, 500-room hotel first opened its doors on June 9, 1911 and joined the Westin family on June 15, 1984.



Agenda focused on the future

Though it had been three years since they last met, controller delegates to the 1986 Financial Management Conference spent no time looking back. Their vision was set in one direction—the future.

They explored the future in terms of everbroadening responsibilities of hotel financial management. In terms of exciting advances in management information systems technology and in terms of the challenging commitment to Westin's growth.

At the opening dinner, President Dwight Call's presentation of the "Westin Vision" and the company's commitment to doubling the number of its hotels in the next five years, set the pace for the sessions to follow.

Ken Hughes, director of Management Information Systems, updated attendees with a detailed overview of MIS programs, systems and plans. He underscored the commitment to state-of-the-art technology in the gathering, analysis and communication of financial and management information.

Chris Scala, director of Finance Planning, and Doug Suttin, Westin's director of Taxation, provided additional overviews in these areas of critical concern to the hotel controller.

A highlight of the Conference was a series of workshops in which the controllers shared their perspectives and operating experiences in discussions on managing risk, cost accounting, productivity and accounting department operations. "We struck a gold mine of ideas!", said William D. Ellis, Vice President and Controller.

The final sessions of the Conference featured the popular "Town Hall Today!" segment, moderated by CEO Harry Mullikin. It was followed by the traditional "Roundtable Session", providing an opportunity for controllers to pose questions to members of the Financial Services Division staff.

A new feature that found a warm welcome at the Conference was a series of presentations by various controllers highlighting personal computer-based programs they have developed and implemented in their hotels.



Westin vice president Lou Martinelli (left) cuts into a three-foot beehive cake (the beehive is the state symbol) while Nelson Styles (at microphone) prepares to lead celebrants in a rendering of "Happy Birthday." Next to Martinelli is Gordon B. Hinckley, official of the Latter Day Saints church, and Phyllis Steorts, director of public relations.

EMPLOYEE RECOGNITION PROGRAM

Performance (and luck) pays off in cash

It was positive performance among Westin employees at U.S. and Canadian hotels that put them in the running for the cash prize drawings during the recently concluded Employee Recognition Program.

But it was largely the luck of the draw that determined the cash prize winners at the weekly drawings and from the program-ending grand prize awards. Chances of winning, however, did favor those employees who had the greater number of positive performance recognition coupons in each hotel's hopper to choose from.

Each participating hotel awarded \$100 prizes to six lucky winners each week during the eight-week program. Concluding the program were three Grand Prize drawings for \$1,000, \$750 and \$500. Here are each hotel's Grand Prize winners.

Arizona Biltmore

\$1,000—Patricia Shea, Reservations
\$ 750—Sally Dick, Housekeeping
\$ 500—Steve Swanson, Front Office

Century Plaza

\$1,000—Somsri Singsuksri, Cantina Cashier
\$ 750—Eunice Raymond, Property Maintenance
\$ 500—Ruby Raymond, Housekeeping

The Westin Benson

\$1,000—Harold Griffith, London Grill
\$ 750—Steve Winchester, Culinary
\$ 500—Agnes Stevens, Catering

The Westin Bonaventure, Los Angeles

\$1,000—Jeff Box, Top of Five waiter
\$ 750—Leticia Santiago, Housekeeping
\$ 500—Hosea Jones, Purchasing

The Westin Canal Place

\$1,000—David Arbutnot, Housekeeping
\$ 750—Bob Bryant, Bell staff
\$ 500—Rodney Hebert, Room Service

The Westin Crown Center, Kansas City

\$1,000—Monica Robles, Reservations
\$ 750—Korine Hines, Housekeeping
\$ 500—Edwin Guerra, Laundry

The Westin Hotels, Houston

\$1,000—Jose Benavides, Washroom Attendant
\$ 750—Maria De Rubio, Valet Runner
\$ 500—Connie Mondragon, Pantry

The Westin Hotel, Chicago

\$1,000—Nora Sanchez, Reservations
\$ 750—Eva Bajic, Chelsea Restaurant
\$ 500—Lizzie Cooper, Housekeeping

The Westin Hotel, Cincinnati

\$1,000—Mavis Richards, Housekeeping
\$ 750—Scott Lecompte, Culinary
\$ 500—Bill Diedrichs, Engineering

The Westin Hotel, Copley Place Boston

\$1,000—Manuel Martins, Guest Services
\$ 750—Phirong Phat, Laundry
\$ 500—Linda Williams, Laundry

The Westin Hotel, Galleria Dallas

\$1,000—Teddy Abebe, Grill Restaurant
\$ 750—Dave Bennett, Guest Services
\$ 500—Rhonda Wilson, Engineering

The Westin Hotel, Renaissance Center Detroit

\$1,000—Edith Vollmer, Banquets
\$ 750—Rocky Wright, Accounting
\$ 500—Barbara Hoskins, F&B Cashier

The Westin Hotel, Seattle

\$1,000—Yvonne Buren, Catering
\$ 750—Nina Lepeska, Cantina Cook
\$ 500—Jeff Pullen, Bartender

The Westin Hotel, Stamford, CT.

\$1,000—Rose Calomino, Sales
\$ 750—Michael Balcome, Engineering
\$ 500—Matilda Scott, Housekeeping

The Westin Hotel, Tabor Center Denver

\$1,000—Michael Martinez, Restaurant Server
\$ 750—Olivia Martinez, Housekeeping
\$ 500—Shawne Langston, Reservations

The Westin Hotel Utah, Salt Lake City

\$1,000—Bob Birch, Guest Services
\$ 750—Bryan Huddleston, Banquets
\$ 500—Donald Jones, Culinary

The Westin Hotel, Washington, D.C.

\$1,000—Huong Ngo, Valet
\$ 750—Pattie Cox, Catering Manager
\$ 500—Cuong Vo, Collonade Buspersion

The Westin Hotel, Williams Center

\$1,000—Arthur Farahkhan, Guest Services
\$ 750—John Blunt, Front Office
\$ 500—Eleanora Durst, Accounting

The Westin Ilikai

\$1,000—Ella Ching, Maintenance
\$ 750—Orlandino Layco, Banquets
\$ 500—Kirby Wong, Food Preparation

The Westin La Paloma, Tucson

\$1,000—Les Azure, Golf Course Maintenance
\$ 750—Paul Risco, Culinary
\$ 500—Chris Giles, Food Server

The Westin Mauna Kea

\$1,000—Valerie Velez, Housekeeping
\$ 750—Kanae Kita, Housekeeping
\$ 500—Ernest Valenzuela, Grounds

The Westin Peachtree Plaza

\$1,000—Mike Blizzard, Accounting
\$ 750—Juanita Bryant, Housekeeping
\$ 500—Dianne Hardaway, Engineering

The Westin Hotel, O'Hare

\$1,000—Ernesto Blancas, Stewarding
\$ 750—Helen Smith, Culinary
\$ 500—Michael Cook, Bakery Cafe

The Westin Plaza

\$1,000—Florentino Gonzalez, Stewarding
\$ 750—Kwame Boateng, Property Maintenance
\$ 500—Nick Tsikitis, Room Service

The Westin St. Francis

\$1,000—Douglas Tam, Front Office
\$ 750—William Harmon, Storekeeper
\$ 500—Kathryn Thompson, Reservations

The Westin South Coast Plaza

\$1,000—Jose Benitez, Buspersion
\$ 750—Scott Perry, Security
\$ 500—Juana Calderon, Laundry Valet

The Westin William Penn, Pittsburgh

\$1,000—Mary Dugan, Housekeeping
\$ 750—Walter Sanner, Beverage
\$ 500—Melvin Sheppard, Stewards

The Westin Bayshore

\$1,000—Bruno Patassini, Catering Manager
\$ 750—Robert Chan, Guest Services
\$ 500—Phil Chan, Carpenter

The Westin Hotel, Calgary

\$1,000—Jackson Szeto, Guest Services
\$ 750—Rhona Kocsis, Sales Secretary
\$ 500—Cheung Ka Chun, Housekeeping

The Westin Hotel, Edmonton

\$1,000—Sally Fung, Banquets
\$ 750—Chris Christie, Sous Chef
\$ 500—Donald Purdy, Buspersion

The Westin Hotel, Ottawa

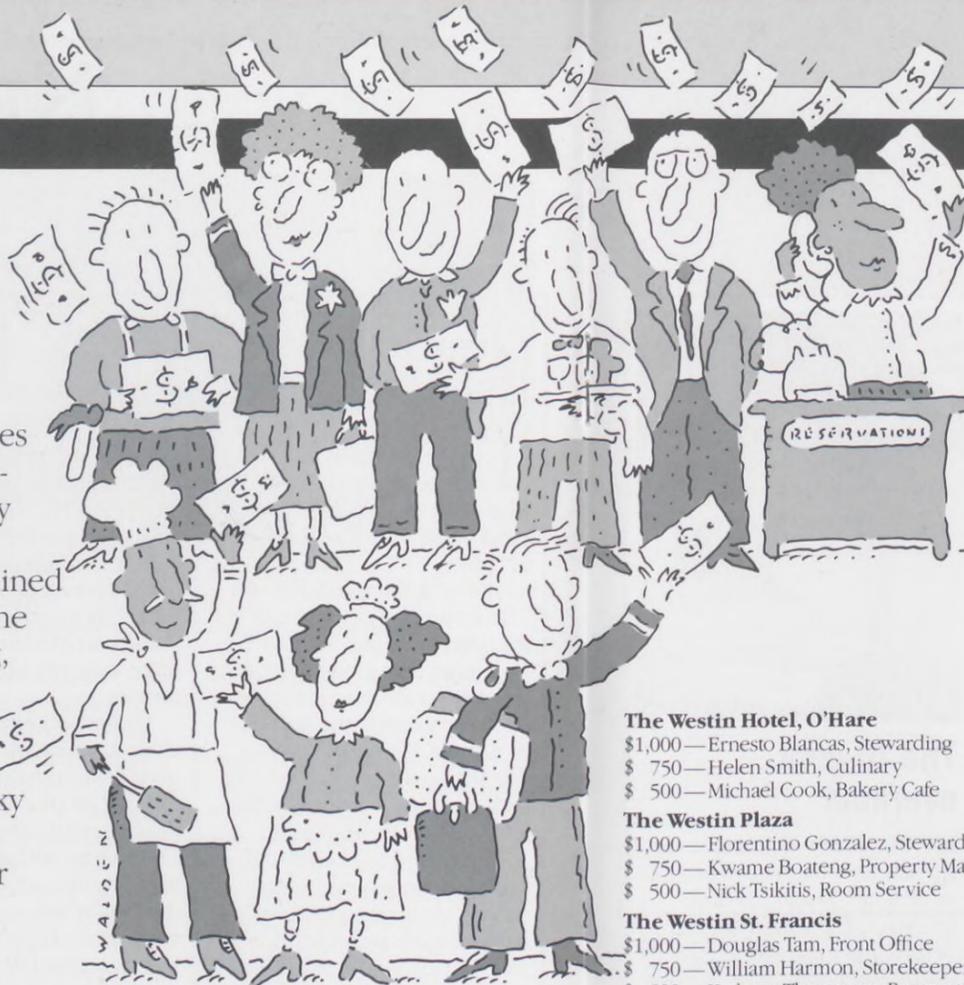
\$1,000—Donat Parent, Maintenance
\$ 750—Geraldine Renaud, Telephone Operator
\$ 500—William Chisamore, Stewards

The Westin Hotel, Toronto

\$1,000—Paul Capral, Buspersion
\$ 750—Gene Derwyn, Stewards
\$ 500—Jiri Frydl, Electrician

The Westin Hotel, Winnipeg

\$1,000—Eleni Alexopoulos, Banquets
\$ 750—Wolfram Grussendorf, Security
\$ 500—Coralee Peters, Sales



FRONT LINE

FRONTLINE is a confidential communications forum for Westin employees. Use FRONTLINE to ask questions of general concern, to offer suggestions or to express opinions. Send your questions in an inter-office envelope to: FRONT editor, Westin Hotels & Resorts, 2001 6th Avenue, Seattle, WA 98121. Letters must be signed and include hotel or office location. Names are held confidential. All unprinted letters will be answered by mail.

QUESTION: If United Airlines employees receive discounts at Westin's hotels, why don't Westin employees receive discounted air fares on United for vacation travel?

RESPONSE: *By Frank Nimesheim, Director of Human Resources, UAL, Inc. (Among Nimesheim's responsibilities is the coordination of like human resource programs for all three UAL, Inc. entities—United Airlines, Hertz and Westin Hotels & Resorts).*

You may not be aware that the Westin hotel discounts received by United Airlines employees are the same made available to them by many, many other hotels who have no affiliation with United. By the same token, Westin and Hertz employees may take advantage of United Ultra Saver fares which are also made available to nonaffiliated individuals.

If, however, United, Hertz and Westin made discounted benefits available to each others' employees which were not also offered to the public, our Tax Department people tell us that the Tax Reform Act of 1984 and IRS regulations require that taxable income in the amount of the discount be reported for the employee and applicable taxes withheld by the employer corpo-

ration. Such a program would then be a recordkeeping nightmare, very costly to implement and maintain. Within the constraints of these tax laws, we are exploring ways to make it easier for all of our employees to use each others' service for vacation travel. We will keep you posted as this activity develops.

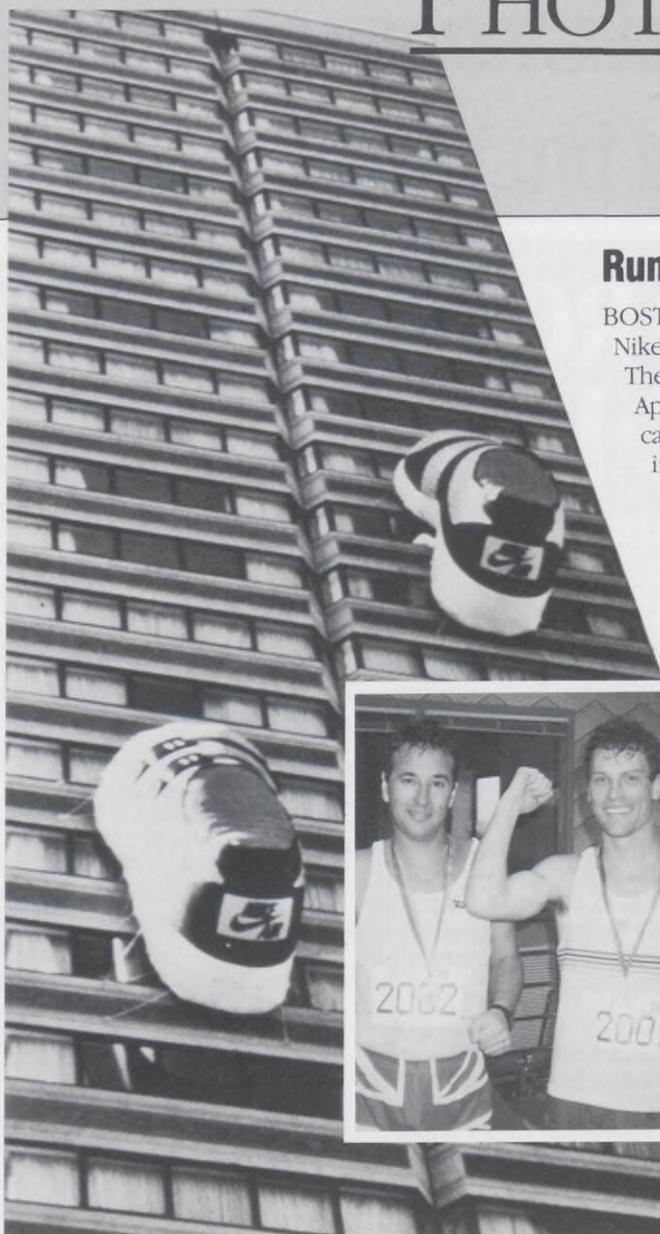
QUESTION: Does Westin Hotels plan to open a new hotel in San Diego, California? If so, what is the projected opening date, and where is the hotel to be located?

RESPONSE: *By John Schneider, senior vice president growth/development.*

San Diego is most definitely high on the list of target locations for Westin's Development Division. While we do not presently have a project under agreement, we are exploring a number of opportunities in a variety of locations including the central business district, an ocean front property and a project east of the San Diego freeway. We are also exploring the possibility of a resort opportunity further to the east of San Diego.

FRONTLINE invites your questions, complaints, comments. When writing, use an inter-office envelope addressed to:
FRONTLINE
Corporate Offices
Seattle
(No postage necessary.)
Or if you prefer, you can send questions, etc. by regular postage mail to:
FRONT Editor
Westin Hotels
2001 6th Avenue
Seattle, WA 98121

PHOTO NEWS



Running feat

BOSTON—These three-story high inflated Nike sneakers (left), scaled the front of The Westin Hotel, Copley Place in mid-April drawing considerable eye-catching attention and promotional interest in the Sports and Fitness Expo being held at the hotel in conjunction with the Boston Marathon. The Marathon, held on April 18, challenged more than 8,000 runners from all over the world to participate in the 26-mile course.

Among them were these running champs (below), from The Westin Hotel who were awarded medals for finishing the marathon in less than four hours. At left is Norman Wade, executive chef, whose time was three hours, 24 minutes. At right is Benjamin Moll, management trainee, who clocked in at two hours, 56 minutes.



The 70-year overhaul

PITTSBURGH—In continuous service since the hotel was built in 1916, the 70-year old main kitchen at The Westin William Penn is going through a major overhaul scheduled for completion by June, 1987. Looking forward to the state of the art finished product are culinary staffers from left: Donald Voss, Raymond Burkhart, Don de la Condiaz, Violet Joos, Joseph Crivaro, Lynne Romanowski, Norma Rebb and Bernd Liebergesell, executive chef.

Snow business

SALT LAKE CITY—Like the U.S. mail service, an unseasonal snow storm in late April did not deter this intrepid group from The Westin Hotel Utah from their appointed Teamwalk for the March of Dimes. Over 61 employees trudged through some seven inches of Spring snow to collect pledges totalling \$3,200.08 placing fifth in the State for the amount of money collected. As a result, team captain Teresa Crockett was asked to appear during the national broadcast of the March of Dimes Telethon broadcast during the last weekend in June.



PHOTO NEWS

Best of Show

DALLAS — Culinary apprentices at The Westin Hotel, Galleria Dallas cooked up a storm at the recent Texas Restaurant Culinary Arts Exhibition to win the "Best of Show" award. James Goering, instructor from the local El Centro College presents the winners' trophy to apprentices (from left): Greg Andrews, James Waggoner, Grant Michles and Allison Wilson. At right is the hotel's executive chef, Daniel Thiebaut. (Missing from photo is apprentice Chris Guinn.) Waggoner, third from left, graduated from the hotel's three-year program this month and is the first to do so.



'Wildcats' are winners

WINNIPEG — In early June, staff members of The Westin Hotel, Winnipeg participated in a Corporate Challenge, a one day sporting event, along with 85

major Winnipeg companies. The "Westin Winnipeg Wildcats" ranked in the top third of the 85 teams and placed first in the "Boardwalk Race", an event that had ten people running a race on one 12-foot set of skis. The Wildcats (back row from left): Doug Hales, Cindy Brothers, Terri Lee

Farber, Coralee Peters, Elaine Gamer, Liz Beingessner, Carole Morawecki and Michael Holy. (Front row from left): Cameron Gray, Gordon Bagan, Richard Gallant and Doug Luten.



Sale of the (18th) century

HOUSTON — Catering managers Wayne Glemser and Karen Spellman of the Westin Hotels, Houston, will do anything to win over a client and book business. The duo recently hired a limo, rented 18th century French costumes, and took the hotel's French chef to call on the chairperson for a planned French theme gala ball. The ingenious pair got the business — and left with their heads intact!

FRONT DESK



THE KUDOS KEEP COMING:

So many Westins have been receiving top industry awards and similar acclaim as an almost ongoing thing that it's difficult to keep tabs on it all. Here's a few of the more recent items that have landed in FRONT's in-basket.

First, congratulations to **The Westin Hotel, Copley Place Boston** and the **Arizona Biltmore**, both recipients of the 1986 McRand Award for Conference Excellence. Particularly impressive recognition because of the more than 2,000 eligible hotels and resorts in the United States, only 14 were selected to receive this prestigious recognition.

The Boston hotel—also for the first time—was a 1986 recipient of *Successful Meetings* magazine's Pinnacle Award, an industry recognition for meetings facilities excellence as selected by the publication's readers.

From **The Westin Hotel, Washington, D.C.**, comes word that they have received an American Automobile Association (AAA) Four-Diamond rating. Not unexpected since they deserve at least that, but an unexpected surprise in that the rating recognition was given about three months after they had opened and were still in the process of "settling in" as it were.

Then, in a national poll of its readers by the Canadian trade journal, *Traveling on Business*, as to what domestic hotel should receive the publication's "1986 Hotel of the Year Award", the outcome was a tie vote for first place. The co-winners, the Four Seasons Yorkville in Toronto and... **The Westin Bayshore** in Vancouver.

THE PLACES OF WESTIN

(An ongoing series of profile briefs on Westin's hotels and resorts by geographical locations)



IN CHICAGO

The Westin Hotel, Chicago

Located on Chicago's North Michigan Avenue, otherwise known as the Magnificent Mile because of the many fashionable stores and shops that line the street. The original 340-room building opened in 1964 and in 1974 the deluxe 390-room Plaza Tower was added for its present total of 730 rooms. The hotel's facilities include the Chelsea lobby restaurant for all day dining and the Lion Bar, a spirited lounge with live entertainment. The hotel's health club for men and women offers exercise rooms, steam, saunas, massage and tanning beds. The Westin Hotel, Chicago employs 490 people.



IN CHICAGO

The Westin Hotel, O'Hare

Just four minutes away from O'Hare International Airport in the Chicago suburb of Rosemont, the hotel offers complimentary shuttle service to and from the airport. The 529-room hotel opened in January, 1984. The hotel's facilities include two racquetball courts, health club, swimming pool, whirlpool and sauna. A United Airlines city ticket office with baggage check-in is located in the lobby area. The hotel offers a wide choice of food and beverage outlets including The Benchmark, its premier restaurant, the more casual three-meal, The Bakery Cafe, the Lobby Lounge and Teddy Rose for cocktails and dancing. The Westin Hotel, O'Hare employs 510.



IN DETROIT

The Westin Hotel, Renaissance Center

The 73-story, 1,400-room hotel is the focus of the Renaissance Center hotel/office/retail complex and a Detroit landmark. Situated on the banks of the Detroit River which separates the U.S./Canada border, the hotel is three blocks from Cobo Hall, the Joe Louis Arena and the downtown hub. Featured are seven restaurants and lounges including the elegant LaFontaine for fine French cuisine, The Summit at rooftop level and the Cafe Renaissance for informal dining. Recreational facilities include an indoor swimming pool, exercise room, saunas and jogging track. The Westin Hotel, Renaissance Center employs 962 people.

Lastly, **The Westin Mauna Kea's** golf facility, which has been winning all sorts of awards over the years, has received two more national kudos. Recently, *Golf Shop Operations* magazine honored the golf course for having one of the nation's "Top 20 Resort Golf Shops" and ranked the shop among "America's 100 Best" in the public and private category.

... & RESORTS

Westin Hotels' recent name change to Westin Hotels & Resorts not only better reflects our company's operations but is in step with the times. According to a front page story in *HOTEL & MOTEL MANAGEMENT*, a recent study predicts that the resort hotel industry will experience "phenomenal growth during the next four years." The study, by Laventhol & Horwath, predicted that by 1990 some 57,000 resort

hotel rooms will come on line.

Westin, which opened the 410-room **The Westin La Paloma** resort in Tucson, Arizona in January this year, is contributing to that "phenomenal growth" with the opening in 1987 of two luxury resort properties on the Hawaiian Islands—the 848-room **The Westin Kauai** and the 762-room **The Westin Maui**. And, there will undoubtedly be more to come.