



FRONT



**KIRK
DUNN**

IS THE ONE

(Story, Page 10)

NEWSFRONT

Moving on Moving up

Constance Benner, asst. controller, Century Plaza to controller, The Westin South Coast Plaza

Robert Chamberlin, director of insurance market development, Corporate Marketing to director of marketing, The Westin Paso del Norte

Eric Chong, asst. front office manager, The Westin Hotel, Seattle to asst. manager, The Westin Hotel, O'Hare

Kenton Choy, sales manager, The Westin Hotel, Copley Place Boston to national sales manager, The Westin Hotel, Indianapolis

Donald Cope, banquet sous chef, The Westin Hotel, Tabor Center Denver to executive sous chef, The Westin Hotel Utah

Mari Day, director of human resources, The Westin Mauna Kea to director of human resources, The Westin Kauai

William Godfrey, director of marketing, The Westin Stamford & Westin Plaza, Singapore to director of marketing, The Westin Mauna Kea

Karen Glaskey, account executive, Corporate Sales Office-Los Angeles to sales manager, The Westin Hotel, San Francisco Airport

Jillian Herczog, F&B operations analyst, The Westin Hotel, Washington, D.C. to F&B systems trainer, Corporate F&B Division

Roland Hinni, executive chef, The Westin Chosun Beach, Pusan to executive sous chef, The Westin Peachtree Plaza

Mark Kennedy, management trainee, The Westin Hotel, Toronto to senior asst. manager, The Westin Hotel, Ottawa

Robert Manning, F&B cost controller, The Westin Hotel Utah to F&B cost analyst, The Westin Hotels, Houston

George Markantonis, convention services manager, The

Westin Hotel, Galleria Dallas to senior assistant manager, The Westin Cypress Creek

Craig Owens, director of catering, The Westin South Coast Plaza to director of convention services, The Westin Hotel, Chicago

Henri Ozawa, front office asst. manager, The Westin William Penn, Pittsburgh to catering sales manager, The Westin Ilikai

Judy Potter, senior sales manager, Corporate Sales Office-Los Angeles to sales manager, The Westin Maui/Westin Kauai Los Angeles Sales Office

Brent Rumsey, asst. front office manager, The Westin La Paloma, Tucson to supervisor, front office operations, Corporate Rooms Division

James Stewart Selbie, director of catering, The Carlton to director of F&B, The Westin Hotel, Stamford, CT

Lynne Selbie, asst. director of housekeeping, The Carlton to director of housekeeping, The Westin Hotel, Stamford, CT

James Simkins, senior asst. manager, The Carlton to executive asst. manager, Shangri-La, Hong Kong

John Steinmetz, asst. director of catering, The Westin Bonaventure to director of catering, The Westin South Coast Plaza

Leslie Stoneking, asst. front office manager, The Westin Bonaventure, Los Angeles to asst. front office manager, Arizona Biltmore

Michael Thornton, controller, The Westin South Coast Plaza to controller, The Westin Cypress Creek

David Zueske, banquet manager, The Westin William Penn, Pittsburgh to asst. front office manager, The Westin Plaza

Mark Zimmerman, EDP supervisor, The Westin St. Francis to supervisor, front office operations, Corporate Rooms Division

COVER: Attendees at the Management Conference, held at The Westin Hotel, Washington, D.C. in mid-February, were witnesses to the presentation of the 1986 Thurston-Dupar Inspirational Award to Kirk Dunn, engineer with The Westin Bonaventure, Los Angeles. Presenter of this most prestigious employee recognition award was Harry Mullikin, chairman and CEO.

FRONT

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

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Triple-A pins diamonds on 39 Westins

The American Automobile Association's (AAA) Five- and Four-Diamond award ratings for 1987 lists seven Five-Diamond and 32 Four-Diamond hotels and resorts for Westin.

The Four- and Five-Diamond awards are given for excellence in quality and service and for surpassing general hotel standards.

The top Five-Diamond recognition is awarded only to those exceptional properties which are widely recognized for marked superiority of guest facilities, service and atmosphere.

Receiving the prestigious Five-Diamond award ratings are:

The Westin Mauna Kea, Hawaii; Arizona Biltmore, Phoenix; The Westin Galleria, Houston; The Westin St. Francis, San Francisco; The Westin Hotel, Williams Center Tulsa; Las Brisas, Acapulco; Camino Real, Mexico City.

The AAA Four-Diamond award is given each year to exceptional hotels offering luxurious accommodations and amenities, and whose management and staff, housekeeping and maintenance rank above average. The 32 Four-Diamond recipients are:

The Westin Peachtree Plaza, Atlanta; The Westin Hotel, Copley Place Boston; The Westin Hotel, Chicago; The Westin Hotel, O'Hare; The Westin Hotel, Cincinnati; The Westin Hotel, Galleria Dallas; The Westin Hotel, Tabor Center Denver; The Westin Hotel, Renaissance Center Detroit; The Westin Paso del Norte, El Paso; The Westin Oaks,

Houston; The Westin Crown Center, Kansas City; Century Plaza, Los Angeles; The Westin Bonaventure, Los Angeles; The Westin Canal Place, New Orleans; The Westin South Coast Plaza, Orange County; The Westin Benson, Portland; The Westin Hotel Utah, Salt Lake City; The Westin Hotel, Seattle; The Westin La Paloma, Tucson; The Westin Hotel, Vail; The Westin Hotel, Washington, D.C.

The Westin Hotel, Calgary; The Westin Hotel, Edmonton; The Westin Hotel, Ottawa; The Westin Hotel, Toronto; The Westin Bayshore, Vancouver; The Westin Hotel, Winnipeg.

Camino Real, Guadalajara; Camino Real, Ixtapa; Las Hadas, Manzanillo; Galeria Plaza, Mexico City; Camino Real, Puerto Vallarta.

AAA is a federation of 165 motor clubs with more than 1,000 offices in the United States and Canada.

NEWSFRONT

New Westin restaurants added to T-H Guide

Their certificates of recognition state it clearly: "For Dining Distinction."

This year, 1987, *Travel-Holiday* magazine distributed some 800 such stated certificates among that many fine dining establishments throughout North America that the publication's judging panel felt worthy of inclusion in their "Guide to Fine Dining in North American Restaurants."

Among these there were 19 Westin or Westin affiliated restaurants. Winning top honors were: **Orangerie**, Arizona Biltmore; **La Chaumiere**, Century Plaza; **The Dining Pavilion**, The Westin Mauna Kea; **Ten Huntington**, The Westin Hotel, Copley Place Boston; **Delmonico's**, The Westin Hotel, Cincinnati; **Blom's**, The Westin Hotel, Galleria Dallas; **Delmonico's**, The Westin Galleria, Houston; **The Roof Restaurant**, The Westin Hotel Utah; **The Palm Court**, The Westin Hotel, Seattle; **The Carvery**, The Westin Hotel, Edmonton. All of these have been previous T-H winners.

Two new winners added to this year's list were **Augusta** at The Westin Hotel, Tabor Center Denver and **La Fontaine**, The Westin Hotel, Renaissance Center Detroit.

Two non-Westin operated but Westin hotel located restaurants were similarly honored. They were **Yamato's** at the Century Plaza and **Foquet de Paris** at the Camino Real, Mexico City.

Three other Westin restaurants made T-H's "Recommended" list. They were



New to the T-H Guide: (Left) Detroit's La Fontaine. (Right) Denver's Augusta

Beaudry's at The Westin Bonaventure and **The London Grill** at The Westin Benson, both previous winners and one newcomer; **La Perla** at Camino Real, Puerto Vallarta. Additionally, the **Trader Vic's** restaurants at The Westin Plaza and at The Westin Hotel, Seattle won repeat "Recommended" ratings.

According to the publication, to be eligible for recognition, es-

tablishments must be at least a year old. In deciding which restaurants receive awards and recommendations, primary attention is given first to food quality, then service and lastly, ambiance and value.

And, as it did last year, Westin received more awards than any other hotel company in North America.

Discoveries retail operations sold

In mid-February, Westin announced the sale of its subsidiary chain of United States retail specialty stores, Discoveries, to Elson's of Marietta Georgia.

Elson's is the largest U.S. specialty retailer serving the traveling public with shops in hotels, office buildings, airports and train stations. Of the 23 Discoveries outlets, 16 are located in Westin hotels. Prior to its Discoveries acquisition, Elson's had already operated four of their own stores in Westin hotel locations.

All Discoveries stores in

Canada were purchased by the United Cigar Stores Company, also a leading specialty retailer with outlets throughout the country.

Not sold was the Discoveries catalog sales division which will continue to be operated from the Seattle offices.

Commenting on the sale agreement, Harry Mullikin, chairman and CEO, said, "This divestiture will allow Westin to focus on our primary business—that of hotel and resort management. We are confident that Elson's and United Cigar will continue with the quality and consistency of service to our hotel guests that has been a Discoveries tradition."

Mobil showers stars on 15 Westins

Mobile Travel Guide Five- and Four-Star ratings have been awarded to 15 Westin hotels in the U.S. and Canada as listed in the recently released 1987 regional editions of this annual traveler advisory.

Sole winner of the much coveted Five-Star award rating was the **Arizona Biltmore** to retain its unblemished 27-year consecutive record for this annual achievement. The Mobile Guide interprets its Five-Star rating as "one of the best in the country."

A Four-Star rating is defined as "outstanding, worth a special trip." The 14 Westins to be so acknowledged are:

The Westin Peachtree Plaza, Atlanta; The Westin Crown Center, Kansas City; The Westin Hotel, Williams Center Tulsa; The Westin Benson, Portland; The Westin Hotel, Seattle; The Westin Hotel, Copley Place Boston; The Westin Plaza, New York; The Westin Hotel, Washington, D.C.; Century Plaza, Los Angeles; The Westin St. Francis, San Francisco; The Westin Hotel Utah, Salt Lake City; The Westin Hotel, Edmonton; The Westin Hotel, Calgary; The Westin Bayshore, Vancouver.

Ilikai sold

On March 2, Westin announced the termination of its management agreement following the sale of The Westin Ilikai to a limited partnership group. The hotel is being operated independently by the new owners as "The Ilikai at Waikiki Beach".

NEWSFRONT

Management team updated at D.C. meeting

The worldwide management team of Westin Hotels & Resorts gathered at The Westin Hotel, Washington, D.C. for a management meeting, February 11-13.

Keynote remarks by Harry Mullikin, chairman and CEO and Dwight Call, president, focused largely on current developments and future direction. A highlight of the opening session was the presentation of Helmut Hoermann, executive vice president and chief operation officer of Hilton International Hotels (recently acquired by Westin's parent company Allegis), who shared an overview of that organization's operations with the attendees.

Chris Marker, executive vice president, Hotel Management Division, summarized operational accomplishments for 1986. He targeted operating goals for 1987 with an emphasis on enhancing Westin's international reputation for quality of service to its guests.

Fletcher Waller, executive vice president-Marketing, revealed the cooperative marketing plans for 1987, noting the company's plans for the innovative use of new concepts in print and television advertising in the year ahead. Bill Newman, senior vice president-Marketing, shared with the managers a summary of corporate marketing support programs involving expositions, trade shows, industry association programs and training priorities.

Dan McClaskey, executive vice president-Project Management, directed a series of presentations updating Westin hotel projects in

Maui, Kauai, Cypress Creek, the San Francisco Airport and Singapore.

During the general sessions, Leopoldo Gomez, director general; John Berthelot, president and CEO; and Javier Gorozpe, vice president-Marketing, all of Hoteles Camino Real, briefed the attendees on market conditions, marketing programs and growth plans for the Mexican company.

Other general session highlights included presentations by the corporate Human Resources Division, Technical Services Division and Marketing Research.

Another highlight was the presentation of the Thurston-Dupar Inspirational Award for 1987 and the Marketing Division awards (see related stories).

Call, who served as chairperson for the meeting, characterized the two day session as a "fast paced program to bring our management team up to date with the many exciting developments in Westin's world and to share corporate and hotel programs as they relate to our continuing commitment to leadership in quality of product and service to travelers worldwide."

Meeting highlights marketing awards



"Hotel Director of Marketing" for 1986 Marie Kriss with Fletcher Waller

A highlight of the Marketing Division presentation at the mid-February Management Meeting was the announcement of awards recognizing significant contributions by hotel marketing departments and individuals.

Award presentations, as made by Fletcher Waller, executive vice

president-Marketing, were as follows:

Marie Kriss, director of marketing for The Westin Tabor Center, Denver honored as the "Hotel Director of Marketing of the Year."

In her gracious acceptance of this prestigious recognition, Kriss noted, "The truth is, of course, that a piece of the plaque belongs to each and every employee in our hotel... all those who booked the rooms and the banquets, those who checked in the guests, prepared and served the great cuisine, polished the silver, cleaned the rooms, forwarded the calls, collected the bills, monitored the security, handled the reservations, roomed the guests, sent the contracts... and on and on. I am delighted to gratefully accept the award on behalf of our entire team..."

Bodo Lemke, general manager of The Westin Hotel, Copley Place Boston, named "Hotel Marketing Manager of the Year."

Chris Baum, director of marketing for The Westin Peachtree Plaza, Atlanta, saluted as "Group Marketer of the Year."

Jack O'Hara, director of marketing for The Westin Bonaventure, Los Angeles, chosen as "FIT Marketer of the Year."

Waller also introduced a new marketing awards program as representatives of Westin Hotels & Resorts, United Airlines and Hertz were honored for their contributions to the "Sister Company" marketing program. Westin winners were Rick Layton, general manager of The Westin Hotel, O'Hare, and Hart Ballin, general manager of The Westin Hotel, Chicago. Ray Lutz of United and Larry Cook of Hertz shared in the award recognizing the team's accomplishments in joint programming of marketing, sales and promotional campaigns in the Chicago area.

Management changes

Recent changes in hotel management positions have included the following:

John Finamore, senior assistant manager at The Westin Bayshore, has been promoted to executive assistant manager of The Westin Hotel, Stamford.

David Wit, senior assistant manager at The Westin Hotel, Tabor Center Denver, has been appointed executive assistant manager of The Westin Hotel, Cincinnati.

And these Hoteles Camino Real appointments:

Eduardo de Lima, managing director of the Camino Real, Puerto Vallarta, has been named managing director of the Las Brisas in Acapulco. He replaces Werni Eisen who has left the company.

Juan Manuel Perez Gomez, executive assistant manager at the Camino Real, Mexico City has been promoted to general manager of the Camino Real, Puerto Vallarta.



WESTIN PREMIER

'It's the best of
both worlds'

Frequent flyer award programs, such as United's Mileage Plus, have been an airline industry mainstay for the past several years. Such programs have proven effective in attracting customers and promoting product loyalty.

More recently, hotel companies have gotten into the act with award programs aimed at frequent travelers. However, because of the nature of most of these programs, travelers often feel torn or confused between their flyer program and a hotel guest program.

Westin's research has, in fact, strongly indicated that guests don't want to be distracted with a strictly separate program. Rather, the message is "Enhance my frequent flyer program and treat me right when I'm in your hotel."

In early February, Westin launched a program that does just that, a program likely to become the most attractive guest recognition program within the entire hospitality industry.

It is called Westin Premier.

What makes the Westin Premier unique and so attractive is that it combines the best of both worlds. That is, it offers patrons of Westin hotels the opportunity to earn accelerated airline frequent flyer credits and, at the same time, provides for exceptional personalized recognition

and services. Then, as a kicker, Westin Premier participants also earn Westin hotel awards.

Program key is the very special package of services the Westin Premier member is provided throughout his or her Westin stays.

As an identified Westin Premier member, the guest is automatically offered a separate hotel check-in position at the front desk; a private toll-free 800 number for making Westin reservations in both the U.S. and Canada; automatic space-available room upgrade including suites; a hot-line for help and problem solving in the hotel;

complimentary continental breakfast; morning newspaper of choice; and complimentary or reduced-fee health club access. This at any Westin hotel or resort at no extra charge.

To assure that these services are personalized, members complete an information form that includes their preferences for such things as room type, bed type, floor location, smoking status, newspaper choice, the credit card that will be used, etc.

All of this information is stored in the Westron reservation system for retrieval anytime the member makes a reservation at any Westin hotel or resort.

The accelerated mileage opportunity is an attention grabber for these frequent travelers. The frequent flyer member guest not only earns mileage for stays at a Westin but can add extra mileage credits for additional hotel services or purchases made and charged to their room account.

Lastly, Westin offers its own rewards. After 15 paid room nights, free night vouchers are automatically issued to the Westin Premier member. Each earned award is good for at least an unrestricted one-night stay at the Westin of their choice. In some off-season situations, a voucher can be redeemed for two nights.

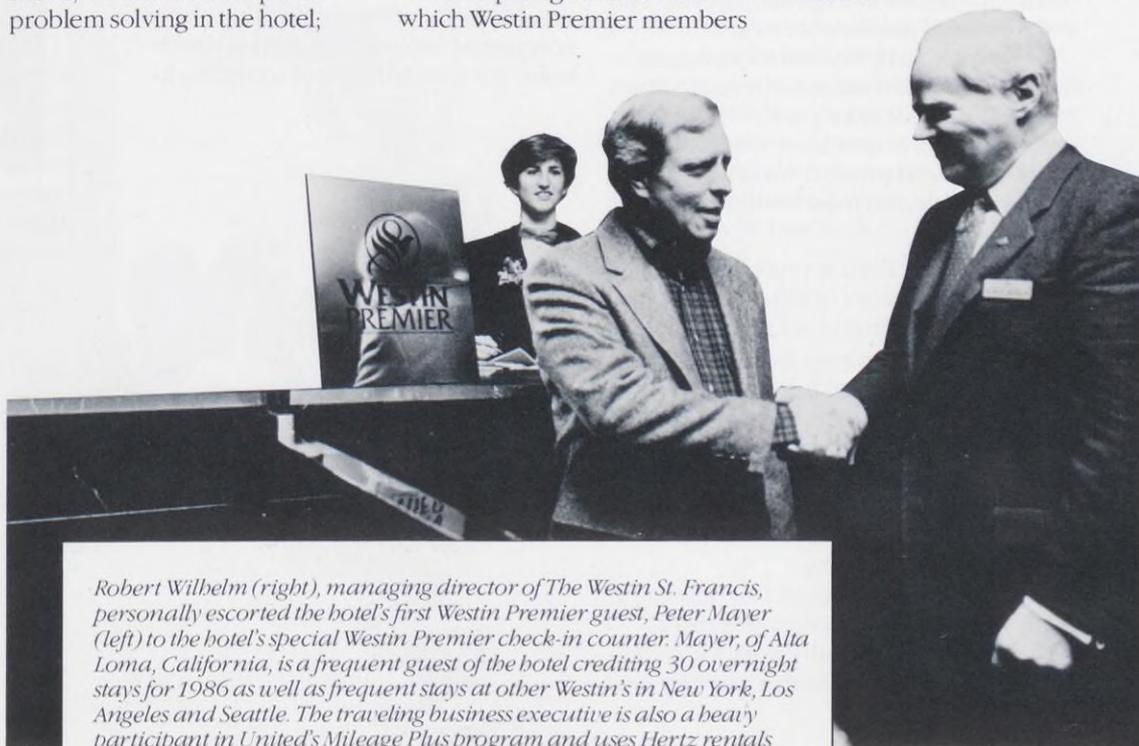
Participating airlines with which Westin Premier members

may accrue airline mileage benefits are United Airlines, Air Canada and Cathay Pacific Airways.

As a matter of fact, it is from the select membership of these airlines' frequent flyer programs (United's Mileage Plus, Air Canada's Aeroplan and Cathay Pacific's Marco Polo Club) that Westin has initially nominated people to join Westin Premier. Other targeted groups include a select group of Hertz frequent renters and members of Japan's Prince Hotels' Prince Club International. Altogether, some 300,000 invitations to become Westin Premier members will be issued this spring.

In summarizing the Westin Premier program concept, Fletch Waller, Executive Vice President, commented, "What the frequent traveler wants most is to be recognized and given the personal service they feel they deserve. Secondly, he or she enjoys participating in an awards program so long as it's uncomplicated and clear.

"Westin has responded with a very attractive, no hassle frequent guest program that is just that. It simply recognizes, treats right and thanks our important guests and it offers continuing benefits that will make them want to keep coming back. That's it."



Robert Wilhelm (right), managing director of The Westin St. Francis, personally escorted the hotel's first Westin Premier guest, Peter Mayer (left) to the hotel's special Westin Premier check-in counter. Mayer, of Alta Loma, California, is a frequent guest of the hotel crediting 30 overnight stays for 1986 as well as frequent stays at other Westin's in New York, Los Angeles and Seattle. The traveling business executive is also a heavy participant in United's Mileage Plus program and uses Hertz rentals at his destinations.

Hotel Reservations

'INVOLVED' APPROACH PAYS OFF

O rder takers? At one time perhaps, but not anymore. So affirms Elizabeth Killings, reservations manager at The Westin Hotel, Chicago in reference to some important changes that have taken place in hotel reservations agent operations over the past few years.

"There was a different attitude when I transferred into the reservations area about eleven years ago," Killings recalls. "I guess most of us thought of ourselves as clerks or order takers. Mostly we just took down the callers' reservations orders and processed them. Oh, there was some selling done, but it was mostly a passive operation."

In contrast, today's reservations agents throughout Westin are something of a new breed. Their's is a more professional approach. They are more knowledgeable about their hotel product, more sensitive to a caller's needs, and most of all, much more sales oriented.

This more involved approach is demonstrated in any number of call situations. It's in knowing when and how to upgrade an accommodations request as appropriate to the caller's requirements. It's using hotel product knowledge to persuade a "shopping" caller to make a decision on their hotel. Or it may simply be in assisting an executive secretary of a company in selecting the most appropriate accommodations for its traveling members.

As Killings puts it, "Agents have learned to really listen during caller conversations. This helps them determine what the caller really wants and needs so that they can steer

them in the proper direction. This might mean offering options that may not have occurred to them."

Such options may include hotel packages or other special off season or off occupancy peak rates.

Says Gary Cope, reservations manager at The Westin Bonaventure, Los Angeles, "Our hotel packages and other special rates are very important sales tools for the staff, and we've been very successful in using them. When they are well presented by an agent, as determined by the caller's needs, the 'shopper' turns into a 'buyer'."

This 'new breed' of marketing oriented reservations agent combined with a customer-sensitive sales approach has been paying off both in a better satisfied guest and in increased revenues for the hotels. This observation from Harvy Cannova, Westin's manager of reservations systems.

It was only within the last few years that hotel reservations operations have been incorporated into hotel marketing operations. It is its rightful place according to

Cannova who points out that about 75 percent of a hotel's occupancy business is handled by the hotel's reservations department. (This, of course, includes the largely group sales business produced by the hotel's sales department.) As to the rest, about 20 percent more is generated through the Central Reservations Office in Omaha with the remaining five percent credited to travel agents booking business through such airline reservations systems as Apollo, Sabre, etc.

What may seem surprising, hotel reservations calls are not local only. They can and do originate nationally and even internationally. (True, the bulk of the calls may originate from the geographical marketing area which, in the case of the Chicago hotel, for instance, encompasses five surrounding states as well as the state of Illinois.)

Why the long distance calls to the hotel rather than using the toll-free Central Reservations Office number?

"While I suspect there are some people who are unaware of Westin's toll-free number, there are a lot more people who feel better about speaking directly to someone at the hotel where they intend to make their reservations," speculates Killings. "And while the Central Reservations people are very knowledgeable about our various



Reservations Agent Alan Brody, The Westin Hotel, Chicago.



Elizabeth Killings, Reservations Manager, The Westin Hotel, Chicago.

'Agents have learned to really listen . . . this helps them determine what the caller really wants and needs.'

Westin properties, callers feel that there are some particulars or some very local information questions that only an on-site person can answer."

Byron Le Seelleur, reservations supervisor at The Westin Hotel, Ottawa, goes along with this. Le Seelleur is well experienced in both types of operations having previously worked at the Central Reservations Office in Omaha and with Westin's former Canadian reservations office in Toronto.

"The hotel reservations agent has only one hotel product to sell versus the central reservations person who has to contend with about 60 Westin hotel products," Le Seelleur points out. "Not only is the hotel agent more thoroughly informed about his or her property, but is also more likely to do a better selling job. As an involved hotel staff member, the hotel agent is very acutely aware of how his or her efforts affect this hotel's business and fellow staff members."

Along this line, Killings notes, "Over the past few years there has been a growing awareness among hotel reservation agents as to the importance of their role as contributing members of the hotel team. That's reflected in a heightened profile among our contact departments such as food and beverage, sales, the front desk, etc. and in a greater appreciation from management.

"I can see that as we become more marketing oriented and more fine tuned technically, we will also become more efficient, more productive and more capable of doing what we have to do."

PHOTO NEWS

Allegis announced

CHICAGO—The ballroom of The Westin Hotel, Chicago was site for the press conference on Wednesday, February 18, at which UAL, Inc. announced its new corporate name, Allegis. Here, Richard Ferris, Allegis chairman, fields a business news reporter's question following the announcement.



Good-bye Mr. Chef

SEATTLE—A cocktail reception held at the corporate executive offices in mid-December honored outgoing corporate executive chef, Walter Roth, who is retiring. Here Roth (left) visits with his successor, Waldo Brun, the new corporate executive chef and the former executive chef of The Westin Peachtree Plaza.

Cinderella story

CHICAGO—To celebrate the completion of their \$6 million renovation, The Westin Hotel, Chicago marketing division staff sponsored a "magical transformation" party for some 300 hotel clients. Picking up on a Cinderella theme, the staff, dressed as Cinderellas, Prince Charmings and a Fairy Godmother, escorted their guests through the renovated areas of the hotel. The tour ended at the Presidential Suite where the guests were treated to beverages and a lavish spread of hot and cold hors d'oeuvres and a drawing for some very attractive prizes.



PHOTO NEWS



Aloha Concorde

HONOLULU—When the Air France Concorde made its historic landing in Honolulu last November, the crew and passengers were welcomed by Westin Hotels & Resorts in Hawaii. Staff members served citrus coolers and macadamia nuts while Hawaiian musicians entertained

at an arrival reception. A traditional "haku" lei, woven of native greenery and anthuriums, was presented by The Westin Maui/The Westin Kauai and was placed on the nose of the Concorde upon its arrival at Hemmeyer Aviation Terminal.

Welcome Giants

COSTA MESA—This welcome sign was one indication of the pride felt by The Westin South Coast Plaza staff for being selected as the host headquarters hotel for the Super Bowl XXI champion team New York Giants. The hotel's ballroom was the site for the action-packed victory party following this year's event in Pasadena on Super Bowl Sunday, January 25.



Voyagers honored

LOS ANGELES—The Century Plaza's California Ballroom was site for presentation of the Presidential Citizens Medal to the heroic pilot team and the designer of the Voyager following the aircraft's round the world flight last December. Ceremony participants included (from left): First Lady Nancy Reagan; Voyager designer Burt Rutan; President Ronald Reagan; and pilots Dick Rutan and Jeana Yeager.



Thurston-Dupar Inspirational Award

A

t The Westin Bonaventure, they tell about the time when arrangements for liquidation of some beds fell through creating a storage problem. The new beds were arriving and there was no place to put the old ones.

Engineer Kirk Dunn to the rescue!

Appraised of the situation, Dunn took charge and speedily organized and publicized an employee bed sale. The bargain buys resulted in a quick cash and carry sale that solved the space problem and brought in some needed revenue to pay for the new beds.

They also tell about the time Dunn was placed on disability leave for an anticipated eight weeks of absence from work. As it turned out, however, those weeks happened to be a particularly busy time for the hotel and the engineering department was short staffed. Dunn's response to the situation was to double his therapy schedule. He was back on the job two weeks early!

But then, that's the type of person Kirk Dunn is. And for being that type of person, he was selected by his hotel as a candidate, and by the corporate awards selection committee as winner, of the 1986 Thurston-Dupar Inspirational Award.

His leadership initiative. His giving and cooperative nature. And his ability to interact effectively with both fellow employees and guests, have earned him a highly regarded reputation during his two plus years with the hotel.

Almost from the time he came on the job, Dunn became actively involved with the hotel's Employee Activity Council. More recently, he was selected



Kirk Dunn

'one of those
unusual people'

to serve on the hotel's 12-member hourly/management task force committee to study the hotel's quality of operations. As a result, many of his improvement suggestions brought to the committee, including those for his department, have been implemented with benefit to both employees and guests.

Dunn's giving nature is also reflected in his many community involvement activities.

As director of the La Crescenta Pathfinder Club, Dunn meets weekly with pre-teenage boys and girls to help plan events and activities. Through his church he serves as director of its

Youth Sports Program that includes a summer day-camp program with which he is heavily involved. He currently serves as a board member of his local Seventh Day Adventist school and is on the Board of the California Adventist Credit Union.

For the past several years, Dunn has played the Santa Claus role for the Children's Hospital of Los Angeles, The Hollywood Presbyterian Hospital, the Huntington Memorial Hospital Medical Center and other schools and hospitals as his schedule allows.

As though that isn't a full plate by most standards, he has been working as a volunteer over the past seven years with the Los Angeles County Social Services Department in the Infant Child Abuse Crisis Intervention Program. As a program participant, Dunn and his wife take abused infants into their home until such time that permanent foster homes can be found.

As the hotel's Award nominating committee phrased it, "Kirk Dunn is one of those unusual people one meets only too rarely. He gives willingly of himself to others without the expectation of anything in return. His benevolent and kind nature is truly an inspiration to all of us at The Westin Bonaventure."

Dunn was presented with the 1986 Thurston-Dupar Inspirational Award plaque at ceremonies held at The Westin Hotel, Washington, D.C. in conjunction with the Westin Manager's Conference in mid-February.

In addition to his personal plaque and service pin disc, Dunn was presented with an all-expense paid two-week vacation (beyond his regular vacation) at the Westin hotel of his choice plus a check for \$500.

Dunn's name has since been added to the permanent Thurston-Dupar honors plaque displayed at the Seattle Corporate offices.

WESTIN PEOPLE

Hotel blood drive makes Korean history

Largely for cultural reasons, Koreans in general are reluctant to participate in blood drives. Consequently, Korea has to import over 70 percent of its whole blood that's used for surgery and emergency operations.

Recently, however, The Westin Chosun experimented with the idea of a hotel staff blood drive in cooperation with the Korean Red Cross. It was to be a "first" for the hotel industry in Seoul.

The hotel's management and administrative staff pulled out all stops to promote the event. Support and enthusiasm for the cause was drummed up among the various hotel departments



T-shirted Food & Beverage members line up for the blood sample test. Seated is Lee, Chang Sun, assistant F&B director; Left is Choi, Duk Moon, bar manager, and right is Cho, Soo Il, cost controller.

with the Food & Beverage department going so far as to make up special T-shirts to wear during the drive.

Even at this, the local Red Cross thought an optimistic figure would be 50 units of blood donated.

On the day of the drive, beds

were set up in the ballroom and coffee, tea, juices and sweet rolls were laid out for all donors to enjoy afterwards. At the outset there was just a small trickle of donors, but as the idea of helping others through blood donations became increasingly pervasive, the volunteer lineup began to lengthen.

In fact, when the day was over, not only did the staff meet the optimistic goal of the Red Cross but surpassed it by 250 percent as 129 units of blood were collected. Because of the uniqueness of the occasion, a local TV station sent out a crew to film a report which was featured that evening on the news. A cultural barrier, at least for the staff of the Westin Chosun, had been broken.

And if there were any lingering doubts among employees as to whether or not they should have given blood, these may well have been dispelled a week or so later when fellow employee, cook's helper Lee Kyu Soo, had to have heart surgery. That operation required 17 units of blood. While the plasma used might not have been directly traced to any of the hotel's donors, the incident was very tangible evidence of the life-saving worth of their drive participation.

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: Would it be possible for you to publish the current comp room rules and procedures for Quarter Century Club members?

RESPONSE: By the editor of *Front*.

We would be happy to. As background, the Quarter Cen-

tury Club was created several years ago to recognize United States and Canadian employees with 25 or more years of service with the Company.

Quarter Century Club members and their spouses are entitled to 30 days of complimentary accommodations each calendar year in any participating Westin hotel, subject to space availability and limited to ten days in any one place. Actively employed members receive a 20 percent discount on hotel F&B charges and eligible retired or terminated employees receive a 50 percent discount.

Benefits remain in effect during the lifetime of the members. Benefits for surviving spouses of members will be continued after the death of the employee.

Complimentary room requests may be made through the Human Resources department of your hotel—whether or not you are retired—or by calling the Human Resources

Division (206-443-5055) at the Seattle Corporate offices. Subject to space availability, confirmation or denial of your request will be mailed or phoned to you.



Question: _____

Name: _____

Hotel/Office Location: _____

FRONTLINE invites your questions, complaints, comments. When writing, use an inter-office envelope addressed to: FRONTLINE, Corporate Offices, Seattle. (No postage necessary.)

FRONT DESK



From O.K. to 'ole' O.K.

As the Cafe Renaissance, the somewhat formal sidewalk cafe at The Westin Hotel, Renaissance Center Detroit did an O.K. business. Nowadays it's doing a rousing "ole!" O.K. business. The reason—a recent transformation in identity and concept to reopen in late December as the Cafe Rio. Projecting a colorful and casual southwestern atmosphere, the Cafe Rio features a varied Tex-Mex menu that ranges from special Nachos Rios appetizers to the likes of taco salads, mesquite chicken and barbecue ribs Texas style. Also selling well are the eatery's selection of Mexican beers and its specialty margaritas.



Annual Report: gains and losses

Figures don't tell the whole story, of course, but the following may be of interest to those who may not have had the opportunity to read these figures elsewhere: UAL, Inc. reported a consolidated net earnings of \$11.6 million in 1986. United Airlines had a net loss of \$81 million for 1986. Hertz had net earnings of \$49.2 million for 1986. And Westin reported record net earnings of \$75.2 million for 1986. Much of that because of the gain on the sale of the two hotels (The Westin St. Francis and The Westin Hotel, Chicago) to The Westin Hotels Limited Partnership.

THE PLACES OF WESTIN

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

IN BOSTON

The Westin Hotel, Copley Place

Rising 39 stories over Boston's fashionable Back Bay and overlooking the Charles River, The Westin Hotel, Copley Place is centerpiece for the 9.5 acre Copley Place development, a mixed use complex of fine shops, restaurants, entertainment facilities, offices and residential housing. The 800-room hotel opened in 1983. The hotel features a health club with year-round indoor swimming pool, whirlpool, sauna, exercise facilities, massage and solarium. Its food and beverage facilities include the award-winning Turner Fisheries Bar & Restaurant, the elegant Ten Huntington Restaurant & Bar for fine dining and the French-styled Brasserie cafe. Nearby is Symphony Hall, home of the Boston Pops, the Boston Museum of Fine Arts and numerous sites of national historic interest. The Westin Hotel, Copley Place employs 743 people.



IN STAMFORD

The Westin Hotel

The 500-room property is located some two miles north of downtown Stamford, Connecticut. The city of Stamford is headquarters for more than 20 Fortune 500 corporations and those near The Westin include General Electric Credit, Olin Corporation and Xerox. A block from the hotel is Stamford's finest retail shopping complex and New York's Fifth Avenue is

less than an hour away by car. The five-story hotel wraps around a spacious garden atrium that houses a restaurant and cocktail lounge. Two additional restaurants and a bar adjoin the atrium. Adjacent to the atrium is a fully-equipped fitness center including an indoor swimming pool. The Westin Hotel, Stamford employs 300 people.



IN NEW YORK

The Westin Plaza

As it celebrates its 80th anniversary this year, The Westin Plaza acknowledges a worldwide reputation as one of America's most distinguished hotels. The 19-story, 835-room hotel was built in 1907 and just last year was officially designated as a National Historic Landmark by the U.S. Government. Its prime location in midtown Manhattan places it on the corner of Fifth Avenue and 59th Street overlooking Central Park. Close by are world renowned shops, the theatre district, art galleries and major corporate headquarter offices. The hotel's restaurant and bar facilities include the Edwardian Room with striking views of Central Park, the Oak Room and the Oak Bar, Trader Vic's, Oyster Bar and the famed Palm Court lobby restaurant. The Westin Plaza employs 1200 people.

FORMA's 'lofty' plans for N.Y.

FORMA, Westin's interior design, planning and purchasing subsidiary company headquartered in Seattle, has made a transcontinental reach. In January FORMA opened a branch office, actually a design studio, located in a 3,500 square foot loft in Manhattan's Chelsea district. In charge, as well as the designer of the studio, is Arni Chinn who has been appointed director of design for the New York office. According to Chinn, the N.Y. office was established to increase FORMA's visibility on the East Coast and better service existing clientele.