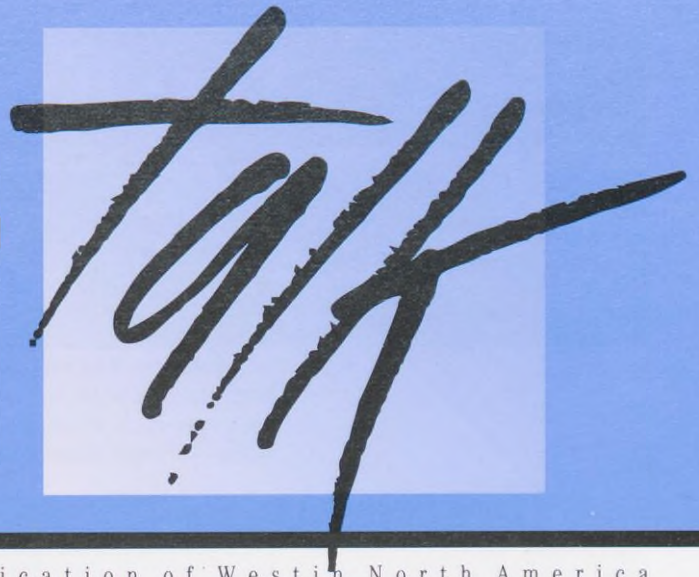


# straight



Vol. 2, No. 1, Jan/Feb 1993

A publication of Westin North America

## TQ Leads Meet For Quarterly Meeting In Seattle



*Pictured L to R: (seated) Sue Binder, The Westin Kauai; (standing) Lynn Daniel-Katkish, Walt Disney World Swan; Bobby Slate, Milliken & Company; James Seay, The Westin Crown Center; Brett Hutchens, The Westin Hotel, Copley Place; Pat Gangi, Arizona Biltmore.*

**O**n January 6-8, Total Quality Leads, one from each U.S. and Canadian hotel, met in Seattle for the second of their quarterly meetings to discuss implementation of Total Quality in their hotels and resorts.

Since the TQ Lead is a new position in all Westin North America hotels and resorts, each serves as a "Lone Ranger," with unique responsibilities. Each TQ Lead was chosen because of an ability to grasp a creative concept new to Westin and to successfully

facilitate its implementation at his or her property. Depending on the size of the property, the position varies from full- to part-time.

As part of Westin North America Quality Council's strategic plan, these quarterly gatherings are aimed at training the TQ Leads in their new responsibilities and giving them the opportunity to share ideas and successes. The meeting also allowed the TQ Leads to problem-solve, share resources, and acquire new skills including planning, TQ Tools, and method-

ology, for a greater understanding of their roles.

The WNA TQ Council, comprised of Jim Treadway, Bill McCreary, Jim Purvis, Michele Maskell (The Westin Hotel, Winnipeg), Tom Cortabitarte (The Westin La Paloma), Pat Kelly (The Westin Hotel, Ottawa), Pat Burton (The Westin Resort, Hilton Head Island), Bill Dougherty (The Westin Hotel, SFO), and Eduardo A' de Lima (Mexico liaison), benefit from the experiences shared by the TQ Leads as they address the challenges of implementing TQ in their properties.

Bill McCreary, head of the TQ effort for Westin's Corporate Offices said, "These meetings are truly extraordinary. We are gaining valuable insights into the TQ process from each other."

Facilitated by Dr. Mary Gail Biebel, of Carwile Biebel Consulting, Inc. and Dr. Robert Barthelemy, of Innovation Development Association, the TQ Leads shared experiences and received feedback on their individual efforts. They also enjoyed an invigorating address by Bobby Slate, Pursuit of Excellence Director for Milliken & Company, the 1989 Malcolm

Baldrige Award winner, for practicing Total Quality for 12 years. Mr. Slate shared the company's experiences in starting TQ and in succeeding in its practices.

Mary Gail Biebel, who also trained the officers of Westin North America in Total Quality, was impressed with the improvement she saw in the group. "I definitely saw an improvement over the first time I met with them in Dallas last October. They are exhibiting improved skills and are finding success in the use of the TQ Tools. With additional knowledge, they are feeling much more self confident in their roles," she said.

The next TQ Lead meeting is scheduled for April. ■

## Hotels Commemorate The Americans With Disabilities Act

**O**n January 26, hotels and resorts throughout the United States commemorated the first anniversary of Title III of the Americans with Disabilities Act (ADA) with a variety of community relations events.

Title III of the ADA was designed to provide access to public accommodations for people with disabilities and requires the elimination of existing architectural and structural barriers in public places. All Westin properties in the U.S. have developed plans to become "barrier free" and

*continued on page four*

## 2 VALUES... People

(This is the fifth in a series of articles focusing on Westin North America's ten key values. The others are Integrity, Excellence, Vision, Empowerment, Hard Work, Open Communication, Entrepreneurship, Growth and Financial Success.)

**W**hen we call "People" one of our values, we really mean Westin's commitment to taking good care of its people. And this means treating people fairly, recognizing and rewarding achievement, and creating an environment for our people where everyone feels like a valued, contributing member of the Westin family.

For those of us who have been around a while, we harken back to Westin's slogan of many years — "People Make the

Difference." While that slogan is not used now as often as it used to be, the value that it represents is still in our hearts and minds. Sometimes a strong bottom line orientation and a heavy dependence upon technology and systems can erode our belief in the importance of quality people in a quality environment. We must continue to emphasize the meaning behind the phrase, "People Make the Difference." And then we must "walk our talk."

Our people and the environment we create for our people with our leadership and human resources systems are the most significant determinants of our success. Hence, our abbreviation of this value with just the word, "People."

In the next issue of "Straight Talk," the featured value will be a logical follow-up to this one — empowerment. ■

### executive column

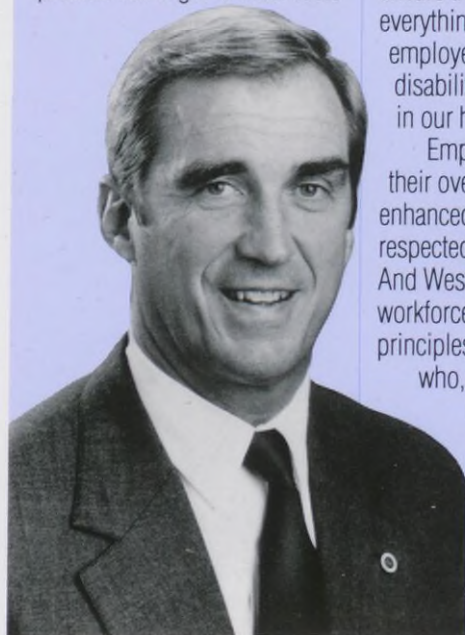
## "Straight Talk from Jim Treadway"

**O**ne of the themes you'll be hearing a lot about in 1993 is diversity. We're already a diverse company in terms of our diverse demographic population, our unique hotels and resorts and the far-reaching destinations we serve.

I'm eager to capitalize on the diversity of our workforce by promoting a work environment that values and rewards practices that demonstrate respect for, and effective management of, diversity. That means that we identify ways to provide training and other tools

that will allow individuals to realize their full potential. It also means that we broaden our workforce when appropriate to include more persons of color, women, persons with disabilities, etc. in all parts of the organization. Our commemoration of the Americans with Disabilities Act last month was a good start toward acknowledging our commitment to diversity with regard to our employees and guests who have disabilities. We should harness the momentum of that event and ensure that we are doing everything we can to make our employees and guests with disabilities more comfortable in our hotels.

Employees win because their overall job environment is enhanced and they are each respected as unique individuals. And Westin wins because a workforce based on diversity principles is full of employees who, given the opportunity to maximize their potential, are both happier and more productive.



*Jim*  
— Jim Treadway

### Moving On, Moving Up

**Vici Alexander**, reservations manager at The Westin Galleria to reservations manager, The Westin Hotel, Tabor Center.

**Robin Anderson**, human resources manager, The Westin Hotel, O'Hare to director of human resources.

**Peter Beck**, controller, The Westin Kauai to director of internal audit, Westin Corporate Offices.

**Verena Benner**, catering/sales manager, The Westin Hotel, Chicago to catering/sales manager, The Westin Hotel, O'Hare.

**Matt Berge**, manager, Market Cafe at The Westin Hotel, Seattle to convention services manager.

**Bonnie Best**, director of marketing, The Westin Mission Hills Resort to director of marketing, The Westin South Coast Plaza.

**Suzette Bewley**, assistant front office manager, The Westin William Penn to assistant front office manager, The Westin Hotel, Los Angeles Airport.

**Chuck Bowling**, director of marketing, Century Plaza Hotel & Tower to director of marketing, The Westin Mission Hills Resort.

**Mark Bryan**, sous chef, The Westin Hotel, Indianapolis to executive sous chef, The Westin Mission Hills Resort.

**Ed Buckley**, assistant front office manager, The Westin Hotel, O'Hare to accounting, A/R credit supervisor.

**Yvonne Cablay**, director of sales, The Westin Maui to director of marketing.

**Mario Carreon**, purchasing agent, The Westin Hotel, O'Hare to purchasing agent, The Westin Hotel, Chicago.

**Jeff Clampitt**, convention services manager, The Westin Hotel, O'Hare to TQ Lead.

**Kimberly Edwards**, Chicago Corporate Sales Office to sales manager, The Westin Hotel, O'Hare.

**Richard Farrar**, employee relations manager, The Westin Hotel, Cypress Creek to security manager, The Westin Hotel, Santa Clara.

**Margo Fettera**, outlet operations manager, The Westin Hotel, O'Hare to director of food & beverage.

**Ed Fridenberg**, purchasing manager, The Westin Hotel, O'Hare to purchasing manager, The Westin Chicago and The Westin Hotel, O'Hare.

**Susan Goldberg**, national sales manager, Chicago Corporate Sales Office to director of sales, The Westin Hotel, O'Hare.

**Julie Harper**, lead tour agent, The Westin Hotel, Seattle, to secretary II.

**Juliann Loboeki**, assistant front office manager, The Westin Galleria in Houston to

assistant front office manager, The Westin Hotel, Chicago.

**Marcos Lopez**, beverage manager, The Westin La Paloma to assistant banquet manager, The Westin Peachtree Plaza.

**Johann Loschl**, executive sous chef, The Westin St. Francis to executive chef, The Westin South Coast Plaza.

**John Maietta**, sous chef, The Westin Galleria in Houston to sous chef, The Westin Peachtree Plaza.

**Eva Malik**, payroll administrator, Century Plaza Hotel & Tower to payroll administrator, The Westin Hotel, Los Angeles Airport.

**Mary McKinley**, director of marketing, The Westin Hotel, Cypress Creek to director of marketing, The Westin Hotel, San Francisco Airport.

**Ricardo Moré**, banquet manager, the former Westin Hotel, Williams Center to assistant banquet manager, The Westin Hotel, Seattle.

**Ann Paolucci**, front office manager, The Westin Hotel, O'Hare to director of rooms.

**Nikki Pappopoulos**, IPMA clerk, The Westin Hotel, O'Hare to purchasing-IPMA clerk.

**Steven Pidgley**, conference services manager, The Westin Maui to assistant conference services director.

**Rachel Montes Pizarro**, sales manager, The Westin Hotel, Seattle to employment manager.

**Marina Purich**, catering sales manager, The Westin Hotel, O'Hare to convention services manager.

**Lawrence Ryan**, assistant front office manager, The Westin Hotel, Indianapolis to assistant front office manager, The Westin Hotel, Los Angeles Airport.

**Erik Saldenberg**, assistant outlet manager, The Westin Resort, Hilton Head Island to assistant front office manager, The Westin Hotel, Los Angeles Airport.

**Claudia Schmidt**, senior front office manager, The Westin Hotel, O'Hare to front office assistant manager.

**Katy (Britzmann) Sinclair**, national sales manager, The Westin Kauai, to national sales manager, The Westin Hotel, Seattle.

**Scott Smith**, assistant front office manager, The Westin Hotel, Cincinnati to assistant front office manager, The Westin Peachtree Plaza.

**Craig Taylor**, sous chef, The Westin Peachtree Plaza to sous chef, The Westin Hotel, Indianapolis.

**Kim Zeigler**, marketing/food & beverage coordinator, The Westin Maui to account executive.

Information on promotions and transfers is supplied by Corporate Human Resources and represents personnel changes from October 1, 1992 to December 1, 1992. Additional information has been provided by hotel personnel.

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# Subsidiary Update

## Westin International Asia/Pacific

**The Westin Chosun** in Seoul has recently been voted the Best Hotel in Seoul in terms of service, decor and location. *Business Traveller Magazine* conducted an extensive survey among frequent business travelers in the Asia/Pacific region, and the results were outlined in the October issue of the magazine. The Westin Chosun was cited for its dedication to the principles of excellent customer service, its warm and intimate environment, and its convenient location — in the heart of Seoul's main business and shopping district.

**The Westin Tai Ping Yang's** Executive Chef Liu Yan Tak and his assistant, Zhou Zhong Liang, demonstrated their culinary skills as part of the Shanghainese Food

Festival recently at The Westin Philippine Plaza in Manila.

It was Shanghai's international character that helped create the Shanghainese cuisine which ranks as one of the great regional cuisines of China. Ginger, sugar, Shaoxing wine and soy make up the sauces, with large amounts of oil. Popular dishes include Crispy Roast Duck, Beggar's Chicken, Pork Meatballs with Cabbage, Smoked Fish, Drunken Chicken, and Eel in Garlic.

## Westin International South America

**The Caesar Park Ipanema** in Rio de Janeiro is offering a complete program for its foreign guests attending Carnival. The theme for 1993, used on invitations, decorations and t-shirts, features the intricate fish

drawings of Dutch artist M.C. Escher.

The four-night package includes the daily "Fancy Costume Breakfast," a special Carnival kit and a poolside get-together cocktail with samba, mulata dancers and tropical drinks on the night before the Samba Schools Parade, considered to be the biggest show on Earth.

Those attending the parade can buy tickets for the hotel's exclusive booth and will enjoy free transportation, a deluxe dinner buffet, an open bar, and breakfast on site.

## Westin International Europe

WIE has announced the appointments of two directors joining the European team: **Sally Little**, Director of Business Travel for the UK and Europe, and **Petra Schlosser**, Director of Sales for Germany, Austria, and Switzerland.

Ms. Little has extensive knowledge of the hotel industry from a variety of roles. From Relief Manager to Director of Corporate Sales for Marriott, she has a proven record for heightening awareness and productivity in the business travel sector. She is based at Westin's London corporate sales office.

Ms. Schlosser is responsible for all markets, including leisure and business travel, as well as conference and incentive groups.

Prior to joining Westin, she spent four years in sales for Inter-Continental Hotels, followed by two years as Sales Director for Continental Hotel Consultants in Munich. Her most recent position was as Regional Director of Sales for Penta International Hotels & Resorts in Frankfurt. Petra is based at Westin's Frankfurt corporate sales office. ■

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## Westin Implements New Centralized Travel Agent Payment System

**W**estin Hotels & Resorts has joined with other leading hotel companies to develop and implement a centralized processing system for travel agent commission payments.

The Hotel Clearing Corporation, or HCC, began operations in mid-April, 1992, and provides consolidated payments to subscribing travel agencies worldwide. Our participation is an important step toward the continued competitive positioning of Westin Hotels & Resorts within the industry. This move also supports Westin's strategy to improve relations with the travel agency community as an important distribution channel for Westin worldwide.

Travel agencies prefer to send customers to companies that provide prompt, regularly scheduled, and accurate commission payments. This new program will collect commission details from Westin locations and consolidate them by travel agency.

The major benefit to the travel agent is that a single monthly check that consolidates commission payments and statements will be received instead of individual payments from each hotel and resort. An added benefit, especially to international agents, is that the commission payment will be issued in the agency's choice of currency.

The benefits to your hotel involve streamlined hotel operations and enhanced marketing value, specifically reduced clerical effort to print and mail checks, and savings on postage and stationery. The marketing benefits include enhanced visibility for each participating hotel in the airline central reservations systems and the *Hotel Travel Index* that can lead to increased bookings as agents move business to our hotels.

All 36 U.S. Westin hotels and resorts are now participating in this program; Canada and Mexico are expected to follow in the near future. ■

## Westin Continues Conservation Efforts Through WAVE Program

**A**n industry study estimates that in 1988, U.S. hotels consumed a total of 154 billion gallons of water, which amounts to about 144 gallons per room each day.

To reduce the amount of water used at Westin properties, many hotels and resorts have already developed water efficiency programs and have installed appropriate equipment.

In an effort to continue our commitment toward overall energy conservation, Westin is a founding partner in the WAVE program (Water Alliances for Voluntary Efficiency) developed by the U.S. Environmental Protection Agency. Other founding partners include Hyatt, Hilton, Marriott, Sheraton, Red Lion and Saunders Hotel Group.

The WAVE program is designed to focus national attention on the value of water and the need for efficient use of this important natural resource. As a member of this voluntary program, Westin intends to further its efforts by installing water efficiency measures including low-flow bathroom fixtures, water-efficient dishwashing and laundry equipment, water efficient cooling towers and water efficient landscape irrigation.

The EPA estimates that approximately 32 billion gallons of water per year could be saved if the lodging industry adopted effective indoor and outdoor water efficiency measures. ■

# shop *Talk*

**The Westin Hotel, Santa Clara** recently completed an extensive renovation of its lobby featuring the following: a safety deposit room, new carpeting, cherry wood paneling, and lighting. In addition, a new lobby bar is in place along with new concierge and guest services desks.

**Roberto Moreno** has been named Director of Marketing and Sales for The Westin Galeria Plaza in Mexico City.

He is an 18-year veteran of the hotel and tourism industry, having held several managerial positions with hotels in Mexico, the U.S. and Ecuador. Mr. Moreno is a graduate of the University of Houston and the Mexican School of Tourism and has been awarded several commendations for active participation in marketing and sales associations.



Winners of the **Westin Business Package Incentive Contest** are as follows:

**The Century Plaza Hotel & Tower staff** was honored as the Best Overall Performer in the contest, producing 42 occupied room nights. The hotel's reservation tracking system recorded over 1,500 reponses, and the Communications department provided useful input concerning the modification of procedures for the North American roll-out.

**Kim Weaver** was awarded Best Overall Performance by a hotel Reservations Agent, selling 17 packages. Honorable mentions included **Veronica Medrano**, Century Plaza Hotel and **LaNell Delgado**, The Westin Hotel, Santa Clara, each selling five packages.



Richard Willett

**Richard Willett**, Food & Beverage Director at The Westin Hotel in Edmonton, Alberta, recently received the **Young Hotelier of the Year** award, the first of its kind. The award is sponsored by *Hotels* magazine and the International Hotel Association (IHA) to a hotel professional under the age of 30.

The award recognized Richard's strong leadership and commitment to excellence, which have resulted in the most creative and productive food and beverage division the hotel has ever known. Long hours at the hotel and volunteer work for the city of Edmonton have garnered Richard respect from his peers as well as the community. In addition, under Richard's management, the hotel's food and beverage division was recognized by the Corporate Offices as the Top Food and Beverage Division of the Year in 1991, and received the DiRoNA (Distinguished Restaurants of North America) Award for the Carvery Dining Room.

The **ANA Hotel**, Washington D.C. has introduced the "2401 Club", a prestigious membership offered to the hotel's most frequent guests — those who have accumulated over 50 stays. The club was created to express the hotel's appreciation to those

guests who have repeatedly chosen the ANA Hotel during their Washington visits.

Members of the "2401 Club" experience the ultimate in personalized service, allowing them to avoid any possible delays. The name of the "2401 Club," based on the hotel's address, is credited to Antonio Rivas, Director of Guest Services at the hotel. It symbolizes each member's "home away from home."



Four Westin properties have again been honored with the **American Automobile Association's** prestigious Five Diamond Award for 1993 including The Westin Resort, Hilton Head Island; Las Brisas, Acapulco; Las Hadas, Manzanillo; and the Camino Real, Mexico City.

The Five Diamond Award is AAA's highest honor for lodging and dining excellence and is generally regarded as one of the most prestigious awards in the hotel industry. Each property will be listed in AAA's TourBooks and undergoes a thorough yearly inspection by full-time professionals. Every hotel and resort listed receives an overall of between one and five diamonds. Establishments being considered Five Diamond status receive a more intense review. ■

## Hotels Commemorate The Americans With Disabilities Act

*continued from page one*

have been working during the past year to enhance hotel accessibility for people with disabilities.

Among the events hosted on January 26, Steve Bartlett, the mayor of Dallas and a former U.S. Congressman who initiated ADA legislation, joined The Westin Hotel, Galleria in its commemoration of the ADA.

Other properties, including The Westin Crown Center and The Westin Mission Hills Resort, invited persons with disabilities and the local organizations who work with them to tour the properties, provide feedback on existing conditions, and discuss future plans to improve access. The Westin Bonaventure, The Westin Hotel, Tabor Center and The Westin Hotel, Seattle (joined by Westin's corporate office), invited members of the disabled community, local members of the lodging community and civic leaders to join them for a lun-

cheon and presentation on the ADA.

In addition to hosting events, hotels displayed a statement of Westin's commitment to become "barrier free" within five years and Westin associates wore commemorative ribbons on the anniversary of the ADA.

Westin's purpose in holding this nationwide commemoration was to educate Westin employees about the barriers that people with disabilities face each day, increase employee sensitivity to the needs of people with disabilities and publicly reaffirm the company's commitment to becoming "barrier free."

Recognizing the needs of people with disabilities and making changes that will meet and exceed their expectations is another example of Westin's total quality commitment to changing and improving the way it does business. ■



A quarterly publication for employees of Westin North America produced by the Communications Department. Vice President: Sue Brush; Editor: Leslie Larson • Contributors: Elizabeth Vasey, Communications; Wendy Lothspeich, Communications; Polly McCarthy, Communications; Tina Wissmar, Corp. Human Resources; Cecilia Finnigan, IDS; Bill McCreary, Operations; Mary Gail Biebel, Carwile Biebel Consulting; Byrony Ranfor, The Westin Chosun; Glo Llamas, The Westin Tai Ping Yang; Patricia de Sá, Caesar Park Ipanema; Jennie Hughes, Paramount Publicity; Nancy Peel; Technical Services & Systems; Joanne Fosti, The Westin Hotel, Calgary; and Glo Llamas, The Westin Galeria Plaza. • Printed in the U.S.A. • Please send contributions to *Straight!Talk*, ATTN: Leslie Larson, The Building, Seattle, WA 98121. ☎