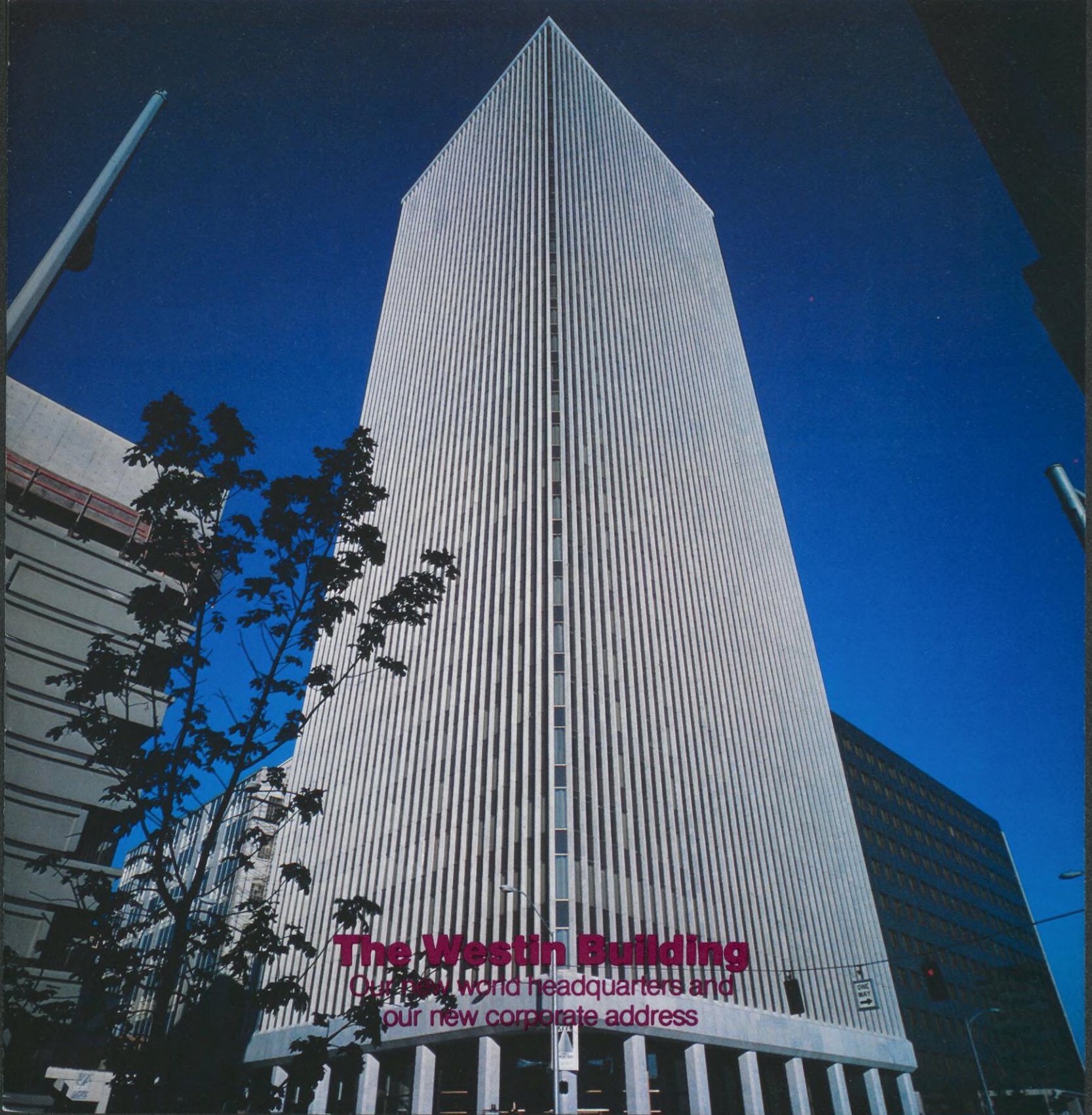




WESTIN HOTELS

SEPTEMBER 1981

Front!



The Westin Building

Our new world headquarters and
our new corporate address



Harry Mullikin
Chairman and
Chief Executive Officer

Consistency, a key to contented customers

Most of us are familiar with what has been called the "three big C's" of our hospitality business — Courtesy, Care and Comfort.

To these I would like to add another "big C" — The "C" for Consistency.

Without consistency the first three are greatly weakened and with it it can make the difference between merely a good hotel and a great hotel.

By applying the courtesy, care and comfort qualities consistently, guest confidence is built. The confidence that is expressed in such a comment as, "It's a great place to stay. I'm always well-treated there" — with the emphasis on "always."

The "three big C's," with the addition of consistency, results in yet two more "C" words — Contented Customers. And that, after all, is the ultimate objective for all of us.

Contented customers, consistently, is what makes yours a great hotel, and Westin a great hotel company.

COVER: By the end of July all of Westin's corporate offices, including Westin Services, had moved into the company's new world headquarters "home," The Westin Building. The corporate offices occupy ten floors of the 34-story building located in downtown Seattle across the street from The Westin Hotel, Seattle. The move is a landmark occasion for the corporate offices, since it is the first time in many years that all departments and divisions have been located under one roof. The new address — for everyone — The Westin Building, Seattle 98121.

Front!

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

Gabe Fonseca,
Internal Publications Manager

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Publications Editor
The Westin Building
Seattle, WA 98121



Marilyn McCartney (left) and Kathleen Bauer, both Design & Construction employees, wait for an elevator in the attractively-decorated elevator lobby on their twelfth-floor location.

Finally, at home in The Westin Building

It took over a month of moving — department by department — but The Westin Building is now the home of all Westin corporate offices and Westin Services.

Departments that had been scattered throughout six office building locations around downtown Seattle began converging on the new building, across the street from the Westin Hotel, Seattle, in early June. The entire move was completed by late July.

It took a while for most to get that "settled" feeling. First, there were boxes to unpack, furniture to be found, minor repairs to be made and doors to be hung.

But by the time the last few departments moved into Westin's new corporate home, employees were beginning to experience the revelation that,

not only is The Westin Building a pretty fine place to work, but also that it truly reflects the first-class quality the Westin name represents.

As prints, paintings, plants and other decor items were added, and as the attractive employee lunchroom and lounge neared completion, many employees could be heard ooh-ing and ah-ing over their new and pleasant office environment.

As soon as all the finishing touches have been applied — sometime this month — Westin will hold an open house for business associates, family and friends to show off its proud new corporate home.

Corporate and Westin Services staffers are also looking forward to showing off the company's handsome new quarters to visiting Westin family members traveling to Seattle.

Sales training workshop gets down to basics

A group of Westin Hotels sales people are exhibiting a lot more sales savvy these days.

And there's good reason.

All were attendees of the first-ever Westin Sales Training Workshop, held at The Arizona Biltmore, July 19-22, which was designed especially for the benefit of newer sales people.

The event proved such a success, in fact, that workshop organizer Bill Newman, vice president/hotel sales, says plans are now underway for a second workshop this fall.

The program's focus was on basic sales techniques and skills with presentations ranging from "Identifying the Market" to "Closing Techniques."

During the two-and-one-half day workshop, attendees heard it from the experts on the "how-tos" of market prospecting, sales presentation techniques, handling objections and closing sales.

Insights into the various market segments — corporate, individual and group business, association bookings, and tour and travel sales — were also covered.

The professional "experts" making the presentations or assisting with workshop projects in addition to Newman were: Bruce McKibbin, senior vice president/marketing; Dave Evans, vice president/hotel sales; Jim Weiss, manager/travel industry sales; Paula Crowder, San Francisco regional director of sales; Creighton Casper, director of marketing, The Westin St. Francis; and Don McCutcheon, McCutcheon Associates Northwest, Inc., consultant.

And because it was such a small group, each attendee was able to get actively involved in the discussions and presentations, as well as to share sales tips and mutual concerns with their counterparts and with the presenters.

"The workshop objective," said Newman, "was to provide training basics for the younger hotel sales person who has demonstrated the drive, enthusiasm and desire to do an even better job for their property."

Attending this first workshop were 17 sales people from hotels and regional sales offices in the U.S. and Mexico.

Twelve hotels add Westin name identity

Following the corporate name change last January, the process of reviewing many of the individual hotel names, guided by a presentation to the Westin board of directors by Landor Associates, has been continuing.

As a result of discussions among corporate staff members, hotel managers and, in some cases, the owners and partners of the hotels, these names have been selected for these hotels:

The Westin St. Francis and **The Westin Miyako** in San Francisco; **The Westin Oaks** and **The Westin Galleria** in Houston; **The Westin Bonaventure** in Los Angeles; **The Westin Ilikai** in Honolulu; **The Westin Bayshore** in Vancouver; **The Westin Peachtree Plaza** in Atlanta; **The Westin South Coast Plaza**; **The Westin Wailea**, Maui; **The Westin Hotel**, Seattle; and **The Westin Hotel**, Winnipeg.

In the name announcement, CEO Harry Mullikin noted, "We believe these changes, which will be reflected gradually in hotel advertising and other promotional efforts, will make it easier for our many audiences to do business with us."



At The Westin, Cincinnati, Wilberforce co-op students, Valencia Sanders (second from left) who is assigned to The Westin Galleria, and Theo Mason (second from right) assigned to The Westin, St. Francis, discuss career opportunities at Westin with C. R. Lindquist (left), Westin president, and Tom Hosea (right), the hotel's general manager. Wilberforce University is located about 50 miles from Cincinnati.

Westin, Wilberforce U join in co-op training program

Over this past year, Westin Hotels has been participating in a cooperative education/employment program with Wilberforce University of Ohio, the nation's oldest and most prominent black university.

The unique Wilberforce co-op program, in which dozens of other businesses throughout the United States are also participating, provides practical on-the-job training experience for students.

Each student participates in his or her co-op assignment for one-third — or, approximately 16 weeks — of the school year each year.

In addition to the job training benefits, students also gain the added benefit of experiencing self-reliance. While they are paid a salary by their employers, they must make all their own arrangements for transportation to and from their employer's city and for their lodging and other living needs during the job training period.

Westin's objective in participating in the Wilberforce program, according to Chris Marker, group vice president/management services, is to expose these students to the

hospitality industry with the hope that some of them will join the Westin ranks upon graduation.

The training program at participating Westin hotels operates similarly to Westin's in-hotel management trainee program. It focuses on a schedule of rotational job assignments in various divisions of the hotel.

Student recruitment at Wilberforce was conducted by Bruce Stone, director of personnel for the Continental Plaza, and Vivian Grant, director of personnel for The Mayflower.

The team concentrated on student candidates majoring in business administration and largely on sophomore year students so that upon graduation the co-op participant would have completed the equivalent of a full year's hotel training.

As feasible, the student would return to the same property each year of their participation in the program.

The program, now going into its third of the three 16-week sessions scheduled for the year, has involved the participation of about a dozen Westin hotels in the U.S. Among them, Century Plaza,

The Mayflower, The Westin South Coast Plaza, The Plaza, The Westin Oaks, and The Westin, Cincinnati.

Comments Cherie Ohlson, Westin assistant director of personnel, and current coordinator of the program, "The program has been a very successful one. To date, we've had 27 Wilberforce students participating. Among them have been some really top-notch people who would be great assets to Westin should they decide to stay with us."

Former Space Needle-ers, this is for you

Mark your calendar for Saturday, September 27.

That's the date of the grand reunion party open to all Westin people who have worked at Seattle's Space Needle Restaurant — as well as present staff members — during its 20-year history and as a Westin-managed facility.

The gala get-together will be held at the Seattle Trade Center on September 27 from 7 p.m. to 1 a.m.

Advance ticket sales, at \$12 per person, are available now.

Make your checks payable to S.N.R.G. (Space Needle Reunion Group) and send to P.O. Box 30573, Seattle, WA 98103. The \$12 charge covers hors d'oeuvres and is also a contribution to the Charles V. Callihan Memorial Scholarship Award fund.

Cutoff date for advance ticket sales is September 15. However, tickets will also be available at the door.

Questions — call (206) 447-3100.

On September 29, Westin will terminate its Space Needle lease and the restaurant will close for remodeling and the addition of a new facility at the Needle's 100-foot level.

American's SABRE system subscribers sell Westin

Westin's first reservations tie-in, launched earlier this year, was with United Airlines' Apollo reservations system.

Now, the more than 3,800 subscribers — largely travel agencies — to American Airlines' SABRE reservations system have access to that same capability for selling Westin hotel room reservations worldwide.

As announced in late July by Bill Newman, vice president/sales, "SABRE reservations subscribers can make room reservations at any Westin hotel and receive direct reservation confirmation for their clients without having to dial our toll-free number."

Noted Richard E. Murray, assistant vice president/marketing automations programs for American, "We are proud to offer our SABRE subscribers this new capability to sell Westin hotels. It will save them time and money — and increase productivity."

And for Westin, the SABRE system connection is like adding a potential 3,800 plus "sales" people to the staff.

Hotels, corporate win five HSMA advertising awards

When it came time to hand out awards for the Hotel Sales Management Association's (HSMA) 1981 advertising competition awards ceremonies, Westin Hotels didn't fare too badly.

Four hotels, as well as the corporate offices, won awards for their various advertising entries.

Winning a "grand award" (equivalent to a first place) for their joint radio spot entry were The Westin Oaks and The Westin Galleria hotels. Their weekend package ad ran on Baton Rouge, Louisiana stations during February this year. The message featured new lyrics put to the catchy tune of the old Platters' song "Only You," promoting the two hotels as the "Only Two" to stay in while in Houston.

Cole & Weber, the Seattle-based advertising agency, produced the ad.

Other award winners included:

- The Westin Hotel, Seattle – Certificate of Excellence for a brochures/sales kit entry in the "Single Entry Advertising – Group Sales" category. Agency: Cole & Weber, Seattle.
- The Westin Hotel, Cincinnati – Certificate of Excellence for individual guest rooms entry in "Advertising Series" category. Agency: Cole & Weber, Seattle.
- The Westin Peachtree Plaza – Award certificate for direct mail entry in "Single entry advertising – Food, Beverage and Entertainment" category. Agency: Lane & Associates, Kansas City, Missouri.
- Westin Hotels, corporate offices – Certificate of Excellence for their Spectacular ad program in the "complete campaign" category. Agency: Cole & Weber, Seattle.

Cliff Winkfield takes over security reins at corporate offices

Cliff Winkfield, corporate security director, is no newcomer to Westin Hotels – or the security field.

Appointed to the corporate post in June, Winkfield had previously worked as director of security for Crown Center hotel for seven years.

In his new capacity, Winkfield coordinates security procedures throughout Westin's properties. That includes traveling to various hotels to conduct security audits, and helping hotels with any special security problems. He also reviews monthly hotel fire drill reports.

Right now, Winkfield is involved in fire/life safety programs for Westin Hotels and updating the Rooms division security manual.

Winkfield first joined Crown



Center in 1973. In 1977 he left to accept the position as chief of police in Roeland Park, Kansas. But he was back at Crown Center, once again as

director of security, in the fall of 1978.

Earlier, Winkfield spent nearly 20 years with the Kansas City, Missouri police department where he served as a patrol officer, motorcycle officer, accident investigation officer, detective, helicopter pilot and public relations officer.

While he was with the police department, Winkfield also moonlighted for the local radio station, KMBZ, as their "eye in the sky" traffic reporter, zipping back and forth above Kansas City's early morning commuter traffic in the station's helicopter.

As corporate director of security, Winkfield has his office on the seventh floor of The Westin Building and reports to Ray Sylvester, director of rooms.

Westin, Cincinnati's 'free rides' wins top PR award

The Westin, Cincinnati "Downtowner" community relations program was recently recognized by the Cincinnati chapter of the Public Relations Society of America as the first place award winner in its 1980 competition.

The program, developed as a holiday season gift to the citizens of Cincinnati, was a month-long event in which The Westin underwrote the entire rider costs for the city's six Downtowner shuttle buses (normally Cincinnatians pay 10¢ a ride).

During the four weeks preceding Christmas – the heaviest shopping and bad-weather season – downtown riders hopped the shuttle buses to stores, restaurants and businesses at no charge, courtesy of The Westin.

Objectives of the campaign, according to Tom Hosea, general manager, were to create awareness of The Westin, Cincinnati's new name, to tie in the hotel with the downtown community, and to position The Westin as a "good community citizen."

And the campaign did, apparently, accomplish just that. The hotel staff received many letters and phone calls from private citizens and community organizations thanking them for the complimentary bus rides.

"Response to our free bus program was extremely positive," said Hosea. "Downtowner ridership increased by about 14,000 during the campaign." He continued, "The Westin, Cincinnati wants to be recognized as a good community citizen and underwriting this program was one way of demonstrating it."

Additional elements of the Downtowner campaign included ads, news releases and information sheets distributed to the media to publicize The Westin's "holiday gift" throughout the city.



Jolly good show

SOUTHFIELD — They came by the hundreds to the Michigan Inn's Royal Wedding Brunch in honor of Prince Charles and Lady Diana.

In addition to regular brunch fare, the hotel's Coffee Garden restaurant served up such British delights as tea and crumpets, Scotch eggs, strawberries and cream and Yorkshire pudding — and of course, wedding cake.

Adding further to the royally and romantically festive atmosphere, were British music, beautiful ice carvings and photographs of the royal couple — and even a pair of lovebirds.

Maurice Brown, director of catering, got into the wedding day celebration spirit by dressing in an authentic Beefeater costume to greet brunch guests.

All in all, it was a jolly good show.



Peachtree celebrates Fourth in style

ATLANTA — What better way to celebrate the Fourth of July than with a parade and an old-fashioned country fair. Well, that's exactly how The Westin Peachtree Plaza did their celebrating this year.

The hotel's entry in the city's holiday parade down famed Peachtree Street was a show-

stopping bandwagon pulled by a Model T Ford, above which floated a miniature hot-air balloon. Linda Morris as "Bauregard the Chicken" and Ted Gaskin as the hotel's "Walking Plazaburger" drew amused smiles from parade-watchers.

The other half of the hotel's celebration took the form of an old-fashioned country fair.

Billed as a "country fair in the city," the hotel lobby event featured arts and crafts and, what any country fair wouldn't be without, plenty of food concessions.

The hotel reports the entire event was a tremendous success and a second country fair is already being planned as part of next year's Fourth celebration.

Double celebration at Hotel Alameda

MEXICO CITY — Employees at Hotel Alameda had a double reason to celebrate recently: not only was the hotel celebrating its 20th anniversary this summer, but employees were also treated to their completely remodeled cafeteria, the "Alamito."

New pictures, drapes, tables and even new menus were included in the room's refurbishing.

Cutting the ribbon to officially mark the Alamito's re-opening were (from left): cafeteria workers Alejandra Moreno and Arturo Rodriguez, and general manager, Enrique Meyer.





Teams battle it out on baseball diamond

LOS ANGELES/DETROIT — Who says baseball vanished this summer? While the pros batted around owner proposals over the negotiation table, Westin hotel baseball teams were at bat behind home plate.

Two teams burning up the bases during their hotel league playing seasons were Detroit Plaza with a 6-1 record, and Century Plaza, with a 10-1 winning streak.

After a Century Plaza/Westin Bonaventure game in which Century Plaza upped their win record by one, umpire Lee Jenks, managing director for The Westin Bonaventure (above left), congratulated Century Plaza coach Mark Shafer.

The winning-way Detroit Plaza team members posed for their picture during a well-deserved beer break. (Back row, from left): Coach Dean Thompson, Mike McCarthy, Gary Greenshields, Ken Rahn, Ron Stevenson, Madison Toms, Rick Vaughan, Chris Chagnon, David Ling, Jeff Humes, Ray Flohr, Richard McLennan and Joe Carroll. (Front, from left): Maggie Nalefski, Irene McCullins, Marilyn Adams, John Cruz, Janet Kane, Michael Abela and Mark Reid. Not present for the photo was team member Kim Chappell, managing director.



Oriented in the Orient

MANILA — Five Westin Regional Office sales managers can now personally testify to all the good reasons why their customers should choose a Westin hotel when traveling to Pacific Rim countries as a result of their recent tour of these properties.

The five visited the Shangri-Las in Hong Kong and Singapore, Chosun in Seoul and the Philippine Plaza during their 15-day trip.

The floral lei-bedecked group is pictured here following their arrival at the Philippine Plaza and their welcome greeting from the

hotel's general manager, Jeffrey Flowers (second from left). The travelers (from left): Frank Cangelosi, New York; Flowers; Tricia King, Detroit; Bes Rosamund, Chicago; Marge Barton, New York; and Rosie Anholt, Washington, D.C.



What's up at The Westin Hotel, Seattle

SEATTLE — Hard-hatted Westin Hotel, Seattle department heads found out just what was up recently in the first of a number of planned tours to acquaint them first-hand with the construction progress of the hotel's tower addition.

Tour director Dean Tinker, hotel project manager (center), points out some construction details to the group. The 47-story tower addition to the hotel is expected to be completed by late summer 1982.



IT TAKES MANY 'STARS' AT THE ARIZONA BILTMORE



The Arizona Biltmore has earned Mobil's prestigious Five-Star Award rating for 22 consecutive years — a record for any Mobil-rated property.

That's pretty impressive.

It's even more impressive when you consider that of the thousands of establishments judged by Mobil each year, only a select few qualify for this Five-Star "one of the best in the country" rating.

In 1981, only 18 motels, hotels and resorts made it.

Among the Mobil-demanding qualifications: excellent physical facilities, accommodations, food and, in the case of resort properties, a variety of quality recreational facilities and activities.

In all of these, the Phoenix resort shines.

But the hotel also "shines" with something more.

As Cecil Ravenswood, the hotel's general manager puts it, "Sure, we have spectacular grounds and unique architecture, but it's the people who are ultimately the most important ingredient in making and keeping us a Mobil Five-Star resort.

"Behind each star is a great deal of caring, dedication and pride expressed by each hotel employee."

Mike Deighton, senior assistant manager, concurs as to where the credit for the five

stars goes, adding that he likes to think of The Arizona Biltmore as an "850-star hotel."

"Each employee — about 850 during peak season — is a star in his or her own right. If he or she doesn't shine, the hotel doesn't either.

"The people here go that extra little bit that puts and keeps us ahead of every other resort and hotel in the area," Deighton continues, adding, "and they take a personal interest in each guest, especially the frequent guests, which this hotel has a lot of."



Ask any other staff member what makes the hotel the outstanding hospitality facility that it is. Most will probably mention the grounds and the architecture, but everyone suggests that it's the "going that extra little bit" quality Deighton mentions that truly makes the hotel special.

For instance, Geert De Meulenaere, banquet manager, believes that an important part of his job is anticipating what a guest may want, then doing it before being asked.

He is also a great believer in consistency and attention to detail.

"Doing something well once," Meulenaere says, "is fine, but it won't get you the status The Arizona Biltmore has unless you do it well all the time."

Conrad Jones, executive housekeeper, also agrees on the importance of doing things well consistently. And, that it is the employees who make the difference between a merely good hotel and a superb hotel.

He notes that, "Just working for a resort with a long-standing Mobil Five-Star reputation is a great morale-booster. When employees are proud of their hotel, they take pride in their work."

And that pride is reflected in the way they treat guests — not just as guests, but as extra-special visitors.

Throughout the hotel, every department picks up on the "extra-special visitor" philosophy.

"We stress to employees that guests are very important people, but we also let the employees know that they are

important, too," says Jim Schaffer, room service manager. "Employee self-pride and their pride in the hotel are what combine to make us a five-star property," Schaffer believes.



Being a five-star property means you'll find employees generally going out of their way to make guests happy.

For example, Executive Chef Siegbert Wendler takes the extra trouble to rotate menus weekly and from season to season so that there is always something new to stimulate palates.

Anne Kinnerup, exercise salon director and instructor, offers yet another clue to the hotel's people-caring attitude. Says Kinnerup, "We try our best to accommodate every guest's needs and wants, even if that means going beyond the call of duty to do it."

To this, Social Director Marilyn Seargeant half-kiddingly adds, "If a guest wants a pink elephant, why we'll get them a pink elephant!"

For many "regulars," The Arizona Biltmore is like a second home and the employees their "second family."

One Chicago couple, for instance, has been coming to the hotel for 48 consecutive years. And the longest continuous stay for a guest was nine months.

Obviously, in addition to its five-star staff, the resort hotel offers a lot of other attractions to warrant this kind of repeat business.

There's all that year-round sunshine, of course. There's the unique Frank Lloyd Wright-inspired architecture. And



Richard Ferguson, section man on the hotel's grounds crew, gives the lawn a little TLC — and a big smile to passersby.

TO MAKE A 5-STAR HOTEL THERE ARE ABOUT 850 OF THEM



Cook's helper Arnold Schneider exhibits some of that extra friendly attitude so abundant at The Arizona Biltmore.

there's the hotel's setting — 39 acres of beautifully manicured grounds.

But, there's also a great deal to enjoy and do within those 39 acres.

In addition to swimming, golf, tennis and exercise classes, there's all kinds of social and recreational activities planned for the guests by Social Director Marilyn Seargeant. Most of it is scheduled for the hotel's peak season, September through April.

In addition to such ongoing functions as afternoon teas and fashion shows, Seargeant plans a regular schedule of special complimentary activities such as art shows, barbecues, Las Vegas nights, carnivals and elaborate holiday programs guests of all ages can enjoy.

Many of the recreational goings-on, in fact, are designed especially for children, which

not only keeps the youngsters entertained, but leaves adults free to pursue other interests and activities.

"I've seen children cry when it was time for them to go home because they were having so much fun here," Seargeant recalls.

Groundskeeper Mike Witas, is convinced that the hotel's beautifully landscaped grounds are a big contributor to the hotel's five-star rating.

"After all," he says, "when guests drive up to the hotel, the first thing they see is the grounds. And first impressions are important."



With a grounds crew of 21, Witas maintains a colorful oasis in this Arizona desert country. He likes guests to think they are in a botanical garden that just happens to have a beautiful hotel set in its midst.

Happily, according to Ravenswood, the hotel's owners, Rostland Corp., are as eager as anyone to keep the facilities and grounds at five-star quality.

"There's no question that money is a key ingredient in maintaining the hotel's status," says Ravenswood. "Rostland really believes in the hotel and they are willing to support us financially."

And that support shows.

Not only in the maintenance and updating of existing facilities, but in the addition of new ones.

Like the 39,000-square-foot conference center, the Valley guest wing, and the second swimming pool that have been added over the last several years.

And, in the 100-room guest wing addition, scheduled to open in September 1982.

No, The Arizona Biltmore is not resting on its 22-year five-star laurels.

Not while there's a chance to add five more stars to their glittering collection next year.

And with the 850 hotel "stars" all reaching out for Mobil's five, that chance looks pretty good.



Room attendant Audrey Miller always has a smile and friendly bello ready for guests as she makes her daily rounds.



What it takes to win Mobil's highest rating

According to Arnold Fury, manager of Mobil's travel programs, a Five-Star accommodation is one of luxury dedicated to consistent service excellence.

A uniform, high level of attention should be shown to all guests, and a high ratio of staff to guests is a plus. The hotel's grounds should be meticulously landscaped and groomed.

A superior restaurant is a must and lobbies should be "places of beauty."

And for a resort property like The Arizona Biltmore, a variety of recreational and sports activities are also a necessity.

Mobil field representatives schedule property inspections at least twice a year for all existing Five-Star properties.

One is a scheduled inspection of facilities which the general manager will be informed about.

The second is an anonymous visit by the Mobil representative. This visit gives the Mobil person a chance to experience the hotel as a guest — and to be treated as a guest. This is probably the real test for the property.

"Even on the scheduled visits," says Fury, "there's not much a hotel can do to fool you. There's just not a lot it can do on a few days' notice to improve facilities or service. They can't straighten out an errant bellperson or refurbish a tired-looking lobby in that period of time.

The real key to achieving this top rating, is not only in establishing the highest of standards, but in maintaining these standards — consistently.



"Genial Jimmy" Callos at the Hunt Room entry

Jimmy returns and all is right in the Hunt Room

"When they changed the name back to the Bellevue Stratford, I knew I would be back."

For Jimmy Callos, the hotel's almost legendary Hunt Room where he had served as maitre d' for over 40 years was, after all, his "home."

Just as it was "home" to more than one generation of Philadelphians — including many of the city's most prominent politicians and business leaders. What helped make the Hunt Room like home for so many was its warm and gracious host, known affectionately as Jimmy.

With the hotel's closure in 1976, Callos moved on as room manager at another hostelry in the downtown area and he brought with him many of his loyal followers.

Two years later, the extensively refurbished hotel reopened under the Fairmont name. Some of these patrons returned to the Hunt Room, but, somehow, it just wasn't quite the same without Jimmy.

Then, shortly after Westin took over in late 1980 and renamed it the Bellevue Stratford, Callos received a phone call from Hunt Room manager, Bernard Lafferty, asking him if he would like to come back to his old post. (Lafferty had worked for Callos for some years before the hotel's closure. Then, returning

during the Fairmont period, Lafferty had worked up to the position of room manager.)

"I was delighted with the offer," Callos recalls. "In fact, I would have left the best job in the world to come back."

Word of Callos' return quickly got around town. On his first day back, there was a sizable line-up at the door of welcome-back well-wishers.

For Callos, the homecoming brought back a flood of very pleasant memories. They went back to 1932 when his dad, then a cook at the hotel, helped him get his first job as busboy.

Another highlight recalled was his appointment to the Hunt Room maitre d' position shortly after the room opened in 1937.

But mostly he recalled the people, especially the many notables he had gotten to know over the years. There were the movie personalities, for instance, such as John Wayne and Cary Grant who always visited "his room" when in town and staying at the Bellevue Stratford.

And there was Philadelphia's own Grace Kelly (now princess of Monaco) and her family. Her dad, in particular, frequently dined in the Hunt Room.

Now under the Westin banner, it's like the good old times at the Hunt Room for Jimmy and its long-time patrons.

And for a new generation of Philadelphians and hotel guests now experiencing that satisfying being-cared-for feeling in the good hands of Jimmy Callos, it's the "good new times."

It looks like Hunt Room patrons may continue to enjoy Callos' attentions for a while yet, in spite of his almost five decades of service.

When asked about plans for retirement, he's quick to protest, "I think I'd go crazy if I woke up some morning knowing I wouldn't be going to work."



Central Res employee gets schooling boost

OMAHA — This year's winner of the Bruce Pierce Memorial Scholarship (corporate offices equivalent of the hotel scholarship program) was Cheryl Himmelberg, a reservations agent at Omaha and soon-to-be student at Creighton University in that city.

Here, Mike David, Central Reservations office manager, presents Himmelberg with her check for \$1,000 which she will

be applying toward her schooling in either medicine or psychology.

Himmelberg, who has been with the Central Res office for two years, graduated from her high school last spring in the top 25 percent of her class and was active in softball and the German Club.

With an older sister and brother also attending Creighton University, Himmelberg says the scholarship "will definitely come in handy."



Miles for money

WINNIPEG — Mark Oxenham, national sales manager at The Westin Hotel, Winnipeg, raised over \$1,400 for the mentally retarded this summer — the hard way.

He did it by running 26 miles in the annual Manitoba Marathon, and then collecting the pledges he had obtained earlier for each mile run.

This was Oxenham's first marathon, finishing 1,293rd in a field of over 5,000 with a time of 4:28.

Pretty respectable, considering he only started training three months before the race.



An 'inspirational' trio

Three recent hotel Thurston-Dupar Inspirational Award recipients

At The Westin St. Francis it was storekeeper, Abellardo Pacia.

Prior to coming to the United States and the Westin St. Francis, Pacia worked 25 years as a civilian employee of the U.S. government in the Philippines.

In making the award presentation, hotel Managing Director Bob Wilhelm (upper, right) noted that Pacia has "... proved himself to be the ideal employee devoting his life to his family, his community and the hotel with a vigor which is an inspiration to us all."

At The Westin Bonaventure, Los Angeles it was director of guest services, Gary Kjenslee.

Kjenslee (middle, left), was presented with his award plaque by Lee Jenks, managing director, who commended him for his "outstanding leadership within the hotel and in the community as well."

An avid sports enthusiast, Kjenslee has served as president of the hotel's bowling league and has been

active in his community's Little League program.

And, at the Century Plaza it was lead upholsterer, Ben Feinman (bottom, center).

The award was a particularly unexpected surprise for Feinman who, though he had retired a few months ago, had decided to attend the Employee Awards Banquet as a reunion with old friends only to find himself the "star" of that event.

"Feinman's selection was based upon his exemplary work and attitude," said Bill Quinn (left), vice president and managing director. "His dedication, integrity and professionalism, along with an optimistic attitude and quick wit, have contributed to his popular reputation among fellow employees," Quinn added.

Attending the dinner and assisting in the presentations was Harry Mullikin (right), chairman and chief executive officer, who opened the Century Plaza in 1966.

May the (sales) force be with you

LOS ANGELES — Pat Reinhart, who recently transferred to the new Westin hotel under construction in Vail, Colorado as director of sales, left her mark in Los Angeles while holding her former post as tour and travel sales manager for The Westin Bonaventure, Los Angeles.

Just prior to her move, Reinhart was honored by the Los Angeles Chapter of the

Sales and Marketing Executives Association as recipient of the 1980-81 Distinguished Sales award, also known as the "Sammy."

She was nominated by The Westin Bonaventure for "... her tremendous enthusiasm, organization and dedication that has spurred the tour and travel department to reach greater goals each year," said Lee Jenks, managing director.

Reinhart, who celebrated her 21st year in the hospitality

industry this summer, worked at the Chicago Regional Sales Office before joining The Westin Bonaventure staff a year-and-a-half ago.

Presenting Reinhart with her "Sammy" is Ron Spelley, director of marketing for the hotel.



Kudos for Compass Rose

— Judged first place in *Restaurant Hospitality* magazine's first annual Interior Design Awards competition in the Hotel Restaurants category was the Compass Rose in The Westin St. Francis.

The four-member judging panel praised this exciting off-the-lobby room as having "all the touches that can add an exotic dimension to lunch, dinner and late evenings in San Francisco."

Then, more recognition from the experts. This from The Woodwork Institute of California who presented GM Bob Wilhelm with an Award of Excellence plaque for the outstanding use of architectural woodwork in Compass Rose.

Royal wedding royally celebrated

— Among the hotels caught up in the royal wedding fever was the Continental Plaza, which celebrated the nuptial day, well . . . royally.

Outside the Union Jack was hoisted. Inside, at the Chelsea, a three-tiered wedding cake, topped with a miniature Prince Charles and his princess Di, held the spotlight and English Trifle proved a sell-out on the dessert menu.

In the Lion Bar it was fish and chips accompanied by imported English beer to toast a royal hip, hip hooray to the wedding couple.

Adding a nice Buckingham Palace touch — that made some guests wonder if they were still on Chicago's "miracle mile" and not off London Way — was Beefeater uniformed sales rep, Marc De Preez, who served as the CP's official greeter for the occasion.

. . . and for Delmonico's

— The posh restaurant at The Westin Hotel, Cincinnati, selected by *Esquire* magazine as among "The 100 Best New Restaurants in America" as featured in their August, 1981 issue.

As the reviewer glowingly and savoringly reported, "Delmonico's offers a spectacular view of Fountain Square and specialties that include a wonderful duck pate; snails in creamy garlic sauce; salmon en croute; and rack of lamb."

. . . and more kudos

to — Ron LaRue, director of advertising and public relations for Westin, for his election to president of Marketing Communications Executives International (MCEI). The association, with chapters around the world, includes in its membership representatives from all areas of marketing communications from advertising to market research.

LaRue was instrumental in establishing the Pacific Northwest chapter formed in 1979.



Get the message? — A hint: The Carlton is doing a little remodeling in two of its restaurants — the Koffiehuis and the El Gaucho.

Decoded it yet? If you haven't, it reads: "The Carlton is putting on a new face."

The humorously-styled coded message continues in the same vein to explain about the restaurant renovations in a guest handout. In the handout

guests are also encouraged to try for a prize (a hotel restaurant gift certificate) by correctly answering two questions pertaining to the food outlets.

"It's been a fun way to apologize to guests for the renovation inconvenience, and it's been very well received by them," reports Pat Squires, director of public relations.

Bellevue Stratford month

— July was "Bellevue Stratford Month" for passengers on United flights from Los Angeles, San Francisco, Denver and Chicago to Philadelphia.

Welcome coupons, distributed on board, offered a special corporate rate of \$65 at the hotel with bonus free transportation to the hotel and a complimentary breakfast or dinner at Bellevue Stratford's O'Brien's restaurant.

The offer, good through September 8, not only brought in a lot of biz to the hotel, but for many first-timers at the Philly property it was an "I tried it, I liked it, and I'll be back" experience.

FRONTREPORTER



Bellevue Stratford

FRONT! correspondent for the Bellevue Stratford is Judith Morse, director of advertising and public relations. You may contact her if you have news for FRONT!, at the Bellevue Stratford public relations office.

Thomas Baird, from director of housekeeping, The Westin Peachtree Plaza, to director of housekeeping, Camino Real, Ixtapa.

Patricia Beutler, from reservations manager, The Mayflower, to reservations manager, The Westin Galleria Plaza.

Ruth Burdette, from director, telephone department, Crown Center, to telephone department manager, The Westin St. Francis.

William Cook, from project manager, The Westin St. Francis, to director of project administration, Westin Services.

Regina Henry, from public relations representative, NY RSO, to director of advertising and PR, The Plaza.

Charles Graver, from senior assistant manager, Continental Plaza, to senior assistant manager, The Westin Ilikai.

Andrew Jones, from executive assistant manager, The Westin Hotel, Calgary, to executive assistant manager, The Westin Bayshore.

Billiejean Kam, from tour manager, The Westin St. Francis, to front office assistant manager, The Westin Ilikai.

Jean Osburn, from assistant director of housekeeping, The Benson, to assistant director of housekeeping, The Westin Hotel, Seattle.

Louis Palacios, from assistant chief steward, Century Plaza, to executive steward, The Westin Bonaventure, Los Angeles.

Rene Purro, from manager, Trader Vic's, Crown Center, to manager, Trader Vic's, The Benson.

Richard Ransome, from executive assistant manager, The Westin Bayshore, to general manager, Hotel Scandinavia/Oslo.

Patricia Reinhart, from sales manager, The Westin Bonaventure, Los Angeles, to director of sales, The Westin Hotel, Vail.

Jane Sauve, from assistant director of housekeeping, Crown Center to assistant director of housekeeping, The Plaza.