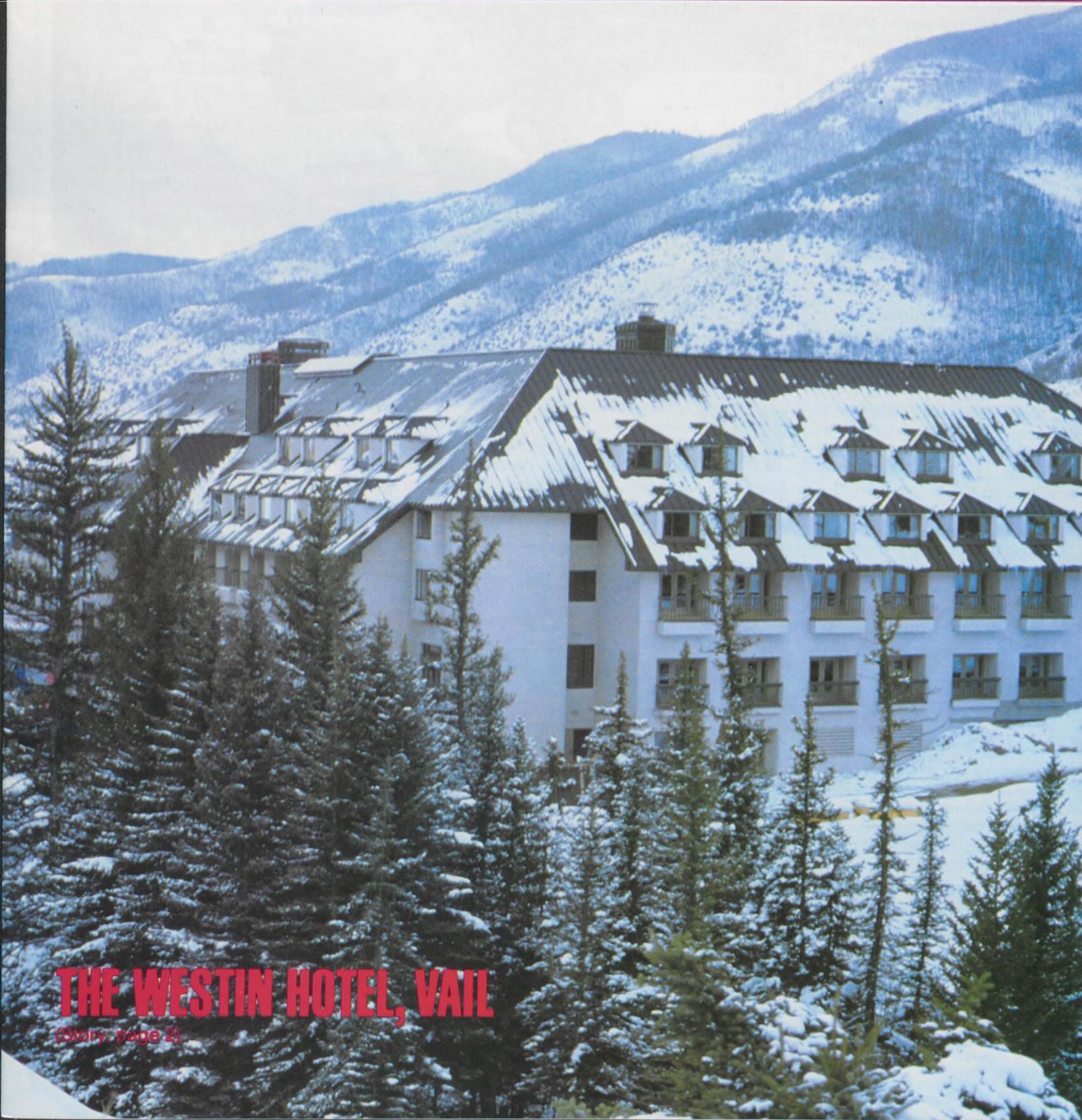




WESTIN HOTELS

DECEMBER, 1982

# Front!



**THE WESTIN HOTEL, VAIL**

(Story, page 2)

## Moving on Moving up

**David Allin**, from executive chef at the Cherry Creek Inn to executive sous chef, The Westin Galleria, Houston.

**Kaye Bartholomew**, assistant housekeeper at The Westin Hotel, Seattle to assistant director of housekeeping for The Westin Hotel, Galleria Dallas.

**Jeanne Brock**, assistant executive steward at The Westin Crown Center to executive steward for The Westin Hotel, Galleria Dallas.

**Donal Drayne**, director of catering for the Williams Plaza to director of marketing, The Westin Hotel, O'Hare.

**Dennis Kolodziejski**, executive sous chef, The Westin Hotel, Seattle to Chef de Cuisine for The Westin Hotel, Cincinnati.

**David McCaslin**, assistant front office manager at The Westin Crown Center to front office manager, Bellevue Stratford.

**Mark Spelman**, sous chef at the Arizona Biltmore, now the executive sous chef, The Westin South Coast Plaza.

**George Vasquez**, restaurant manager, The Westin Bona-venture, Los Angeles to beverage manager for The Westin St. Francis.

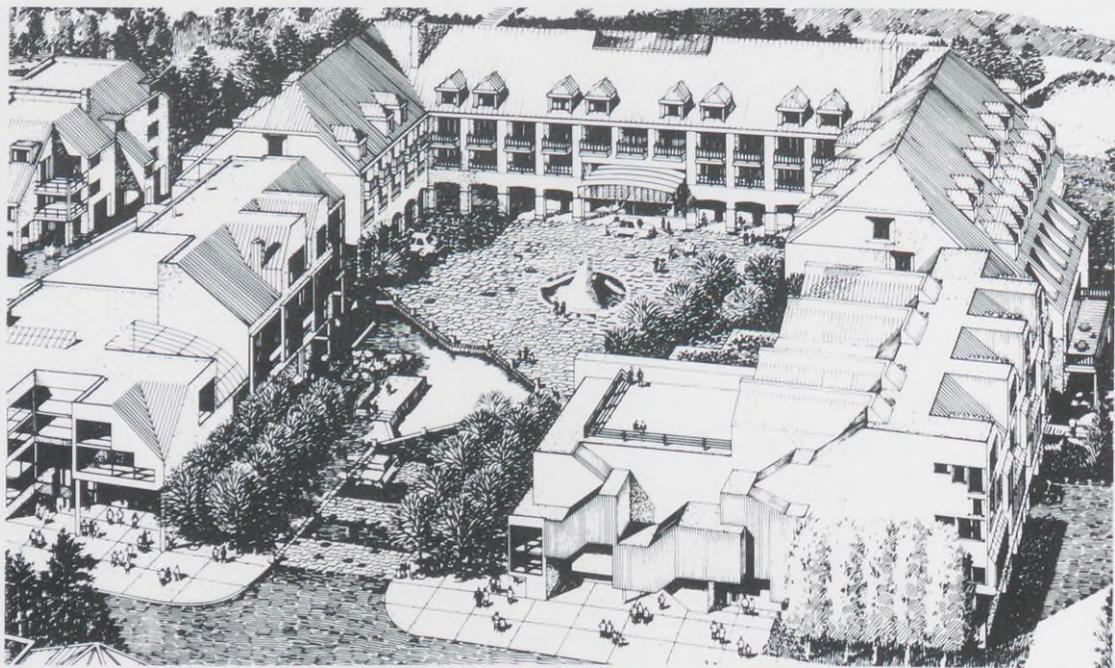
*COVER: When this photo of The Westin Hotel, Vail, was taken in late November, the famed winter sports area was blanketed with a fresh snowfall. This view is of the back side of the resort hotel.*

## Front!

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

**Gabe Fonseca**,  
Publications Editor  
The Westin Building  
Seattle, WA 98121

Printed in U.S.A.



Artist's rendering of The Westin Hotel, Vail and inner courtyard.

## Westin opens year- round resort hotel in

# VAIL

**F**ounded just 20 years ago, the community of Vail, Colorado was quick to emerge as an international ski resort of world-class prominence.

As this thriving community celebrates its 20th anniversary this month, that landmark occasion appropriately coincides with the opening of its first world-class hotel.

It is The Westin Hotel, Vail, which has been easing into a "soft" opening as of the first of December.

This newest addition to the Westin family, the first to be situated in a mountain resort area, is located in Cascade Village at the foot of Vail Mountain.

Combining the charm and European elegance of an Alpine resort, the low-rise, 185-room hotel features all the quality amenities and services that guests have come to expect from Westin. In fact, it is the only hotel in Vail to offer the services of doormen and

bellmen and to provide 24-hour room service and valet parking.

The four-story building is constructed around a large courtyard with fountains, pools and an outdoor winter ice skating rink.

Focal point of the spectacular lobby is a granite fireplace that extends from floor level to the sky-lighted atrium ceiling four levels above. A 25-foot glass wall overlooks Gore Creek and Vail Mountain. An inviting lobby lounge makes the lobby the place to be seen as well as a place to see from.

Additional food and beverage outlets include the "Good, Better, Best" Bar (the bar menu features its beer, wine and liquor brands under these three categories) featuring live entertainment; Alfredo's, a fine dining room specializing in northern Italian cuisine; and The Cafe, a three-meal-a-day restaurant.

Spacious guest rooms and luxurious suites feature all Westin amenities as well as mini-bars and refrigerators. All rooms have either balconies or European-style dormer windows with views to the mountains or the courtyard.

Recreational amenities include an outdoor, heated swimming pool, hot tub and a health club.

The Westin Hotel, Vail plans to play a prominent role in the area as a meeting and convention host. Its varied and fully-equipped facilities include the Cascade Ballroom, a multipurpose room, a 250-seat auditorium/theater and 13 smaller meeting rooms.

According to Steve Harper, general manager, the hotel will not only attract the season's skiers, but sports enthusiasts and leisure travelers year-round as well as meeting and convention groups of all seasons.

## Management appointment

Tom Cortabitarte, executive assistant manager at The Westin Hotel, Chicago, has been named general manager of The Westin Miyako, San Francisco.

Cortabitarte replaces former general manager, Larry Alexander, who had been appointed general manager at The Westin Hotel, O'Hare.

## The Westin Ilikai's Yacht Harbor Wing goes TIMESHARE

In a boldly innovative marketing move, and one unique to a major hotel company, Westin Hotels has entered the timesharing business in Hawaii.

Beginning in early 1983, through its wholly-owned subsidiary, Ilikai Properties, Inc., Westin will be selling long-term leasehold interests in all 374 units of The Westin Ilikai's Yacht Harbor Building. (The 426 rooms in the main tower of The Westin Ilikai hotel complex will continue to operate as a resort hotel.)

The Yacht Harbor timeshare concept, known as The Ilikai Resort Vacation Lease Plan, allows purchasers to buy a leasehold interest in one or more specific units in the building for specific intervals of one



The Westin Ilikai complex. At right is the main hotel tower, and at left is the Yacht Harbor Building.

or more weeks a year — to the year 2044.

John Calvert, executive vice president for Westin, labels the venture as "timesharing with a difference." He explains, "Timeshare purchasers will benefit from amenities and services that are available to guests of The Westin Ilikai. As part of its maintenance obligation, for example, The Westin Ilikai will provide round-the-clock security and daily housekeeping service."

Calvert noted that the timeshare concept is conceived as a new and effective way to market an existing resort hotel in a primary destination with-

out materially changing the use of the property.

Lawrence E. Turner, Hawaii resident and president of Turner Management Corporation, will administer the operation. His affiliated firm, TMC Vacation Sales, will market and sell the offering under an exclusive contract with Westin.

According to Turner, timeshare "owners" will have the opportunity to exchange their units with owners of comparable timeshare units worldwide through membership in Vacation Horizons International, one of the largest and most reputable exchange

services now operating in the United States. Further, leasehold interest can also be transferred or bequeathed to children or others. Harry Mullikin, chairman and president, noted that the benefits of this project to Westin Hotels should be obvious. Among them, a short-term contribution to company revenues, assurance of high levels of occupancy over an extended period of time, stable employment for The Westin Ilikai staff, and a salutary contribution to the economy of the Islands in which Westin has a substantial investment.

Ron LaRue, director of advertising and public relations, has assumed the responsibility for project coordination involving Westin, the sales agent and the advertising/public relations agency, Cole & Weber.

All units in the Yacht Harbor Building wing will continue to be available as hotel rooms until they are sold.



At The Westin South Coast Plaza, security officer, Bill Lee, alias Smokey the Bear, distributes fire safety literature to hotel guests.

## 'RED HOTS' IN HOUSTON; 'SMOKEY' AT SOUTH COAST

National Fire Prevention Week (October 3-9) ignited some highly imaginative employee awareness programs at both The Westin Oaks, and The Westin South Coast Plaza hotels.

Sparking the Houston hotel's program was a Fire Safety Poster Contest with a \$100 prize going to the winning entry. Further, all contest entrants were given T-shirts emblazoned with a message that, well, suggested an alternative for smoking in bed.

Films on fire safety — both

hotel oriented and in the home — were shown during the week. Along with their paychecks, employees received a box of "Red Hots" candies with a "burning match" insert listing four steps to follow in case of fire.

The 'burning match' theme also appeared on table tent cards placed throughout the employee cafeteria, Our Place. The cards read, "Hotel Fire . . . Food for thought . . . Think fire safety more often than not."

Pleased with the program's awareness impact, Randy Guthrie, general manager, noted "Thanks to the creativity

and teamwork of Sharan Nunn, director of personnel, Bob Karch, senior assistant manager, and Jay Mann director of security, the week of October 4-9 was packed with 'hot' ideas to 'smolder' in the minds of all of us for a long time to come."

At The Westin South Coast Plaza meanwhile, Bill Lee, hotel security officer in the guise of Smokey the Bear roamed both the back of the house and public areas promoting fire safety awareness. Lee handed out fire safety literature and buttons imprinted with the Westin Hotels symbol and the slogan "Every week is fire prevention week at Westin."

# PHOTONEWS



## Club 777 goes Western

MANILA—The Old West lived again for one rootin' tootin' evening at the Philippine Plaza when hotel staffers hosted a Western party for 777 Club members — secretaries to the hotel's top corporate clients. Lots of square dancing and games highlighted the party in a Western setting complete with chuckwagons, haystacks and beer barrels. Here "sheriff" Paul Ross (left) general manager, and "gunslinger" Bob Hutchinson, director of marketing, pose with "outlaw" Merle Rivera (second from left) and "prairie girl" Tina Dolendo, both from the hotel's public relations office.

## Send in the clowns

DETROIT—More than 400 clowns from across the country gathered at The Westin Hotel, Renaissance Center Detroit recently for the Ninth Midwest Clown Roundup, sponsored by the Clowns of America. The group meets annually to learn new tricks, exchange jokes and view the latest in costumes, gimmicks and makeup. Here, Ray Stone, the hotel's director of marketing, clowns around with a member of the Detroit Fire Department Clown Team.



Dr. Jeph  
 Caffery Bar  
 Cafe Restaurant  
 Cafe Express  
 Innu Circle  
 Catering, Sales,  
 Convention Service,  
 and Executive Offices  
 Shops  
 Airline Ticket Offices  
 Chatz



## The numbers game

LAS VEGAS—Twenty-one Westin Hotels sales people, occupying 70 feet of booth space in the Las Vegas Convention Center, held 20 minute interviews with nearly 300 international wholesale tour operators from 56 countries during the 1982 Discover America International Pow Wow. Extolling the romance of the Islands (foreground) to two prospective buyers are Lehua Kauhane, Westin Wailea Beach and Earle Loo, The Westin Ilikai. From other booths (stretching into the distance), other Westin Hotels staffers pitch the attractions of their mainland destinations and hotels.



### In print

EDMONTON—The October issue of SKYWARD, the inflight magazine for Canada's Pacific Western Airlines, catches the pleased attention of these members of The Westin Hotel, Edmonton (from left): Steve Halliday, general manager, Klaus Christiansen, F&B director, and Ian Campbell, executive chef. Featured was a major article, mouthwatering in its praises of the hotel's fine dining room, The Carvery, that included Chef Campbell's no longer secret "secret recipes".



### Santas hit streets for sales

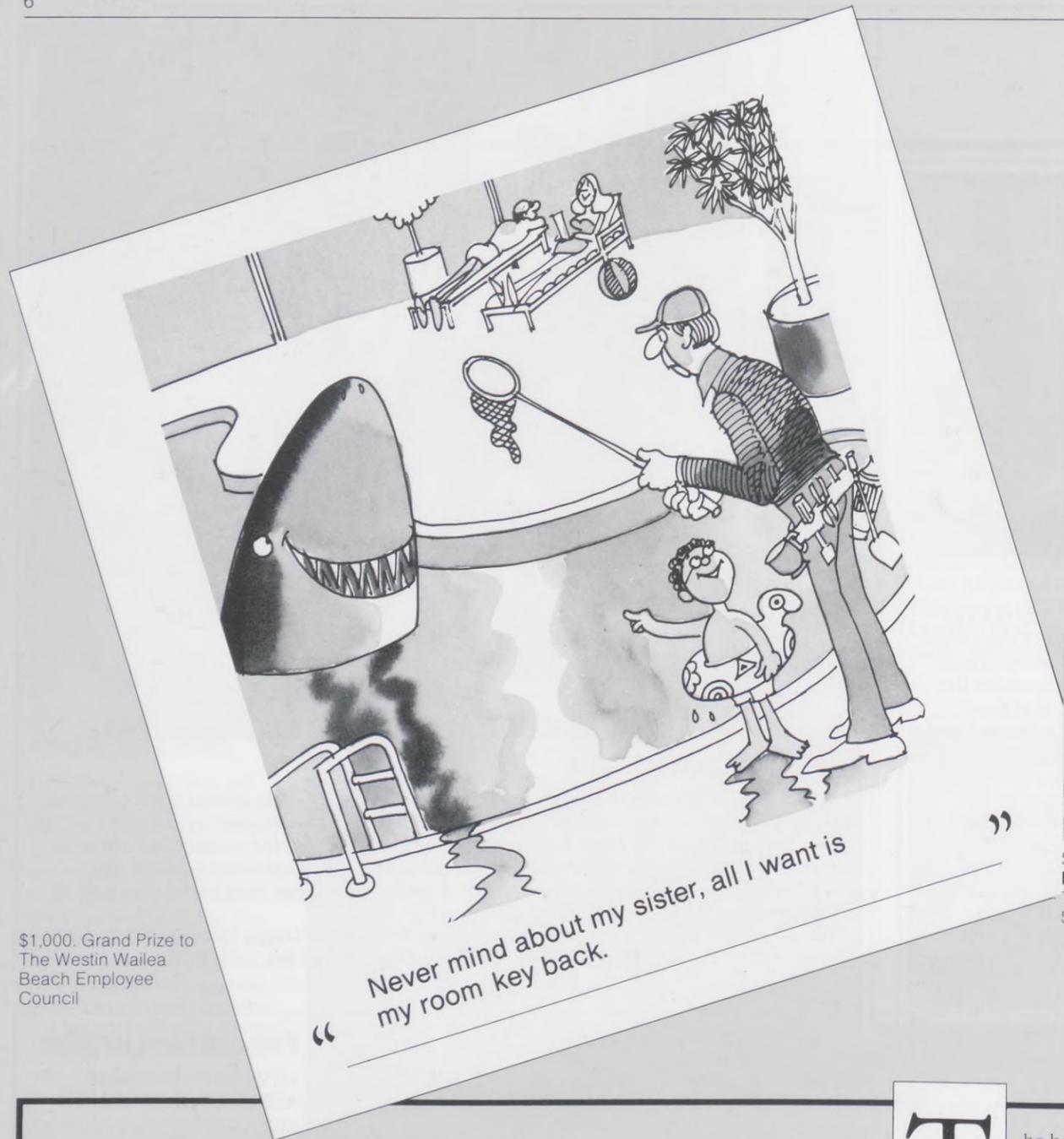
MONTREAL—Several startled Montrealers must have taken a quick check of their watch calendars when they came across this group of Santas in early November. The Christmas cookie carrying Santa Clauses were staffers of The Hotel Bonaventure, Montreal on a sales blitz of downtown offices to promote the hotel as the ideal party place for companies to celebrate the festive season. The promotion not only proved a booking success, but made a photonews story for the front page of Montreal's largest English language newspaper.

The costumed crew (back row from left): Philippe Braud, Philip Longo, Odette Lemoyne, Lucien Drogue, Linda Levasseur. (Front row from left): Rene Bates, Michel Rea, Linda Phillips.

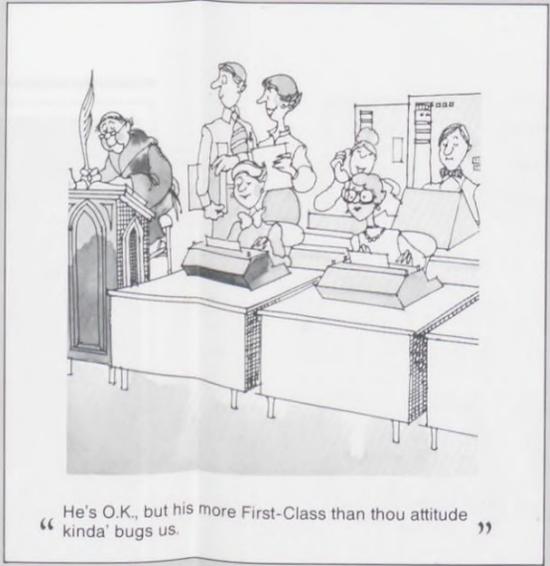


### Pink and silver birthday

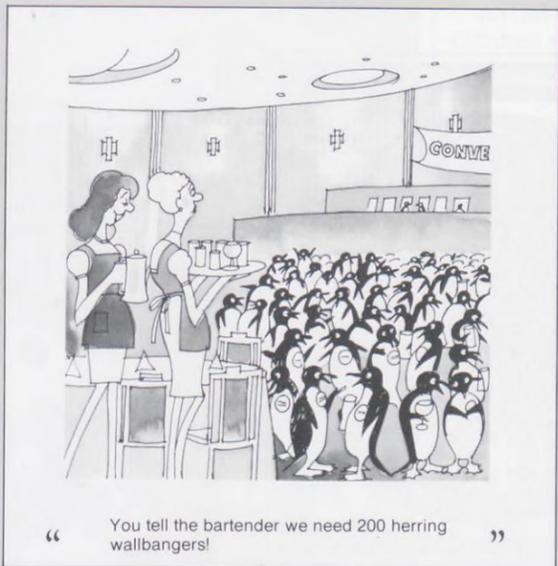
ACAPULCO—Las Briasas, Acapulco's unique and most exciting resort hotel, celebrates its 25th (silver) anniversary this month. The "Pink Paradise" (so called because of the pink color scheme throughout including a fleet of pink and white striped jeeps) is celebrating in grand style with some very special events. Among them; a sailing regatta in Acapulco Bay and other sporting events, a mass in the Chapel of Peace which is located on the summit of the hillside Las Briasas grounds, and a grand pink and white dinner to cap the hotel's silver anniversary occasion.



\$1,000. Grand Prize to The Westin Wailea Beach Employee Council



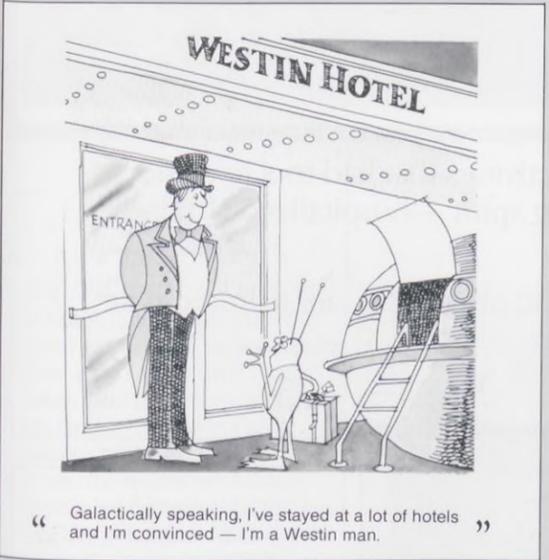
\$500. Second prize winner **Gabe Fonseca**  
Westin Hotels corporate offices



\$250. Third Prize winner **Jeff Richardson**  
The Westin Hotel, Cincinnati



\$100. Fourth Prize winner **Kim Sung-Eun**  
The Westin Chosun, Seoul



\$50. Fifth Prize winner **Bruce Calen**  
The Westin Bayshore



# FINALISTS CASH IN ON FIRST-CLASS CAPTION CONTEST PRIZES

**T**he holiday season brought an early and totally unexpected "Christmas present" to The Westin Wailea Beach as a result of former employee Randy Barcheski's entry in the First-Class Caption Contest being judged the \$1,000 Grand Prize winner. Since Barcheski had left the hotel's employ prior to the contest judging, the prize money was presented to the hotel's employee council.

The cartoon caption from the Westin Wailea Beach had been

one of the five First-Class Caption Contests promoted as part of the 1982 Employee Involvement Program. Winners qualified to compete for the \$1,000 Grand Prize Award in the final judging.

Winning second place, \$500., was Gabe Fonseca of Westin Hotels corporate offices. Third place winner, \$250., was Jeff Richardson of The Westin Hotel, Cincinnati. Kim Sung-Eun of The Westin Chosun, Seoul, won the \$100. fourth prize, and Bruce Calen, The

Westin Bayshore, took fifth place for \$50.

Award checks and congratulations were sent to these individuals and The Westin Wailea Beach employee council in mid-November.

Finalist judging was done by Irwin Caplan, nationally recognized Seattle artist and cartoonist. Caplan, creator of the cartoon series, was also sole judge of the five individual

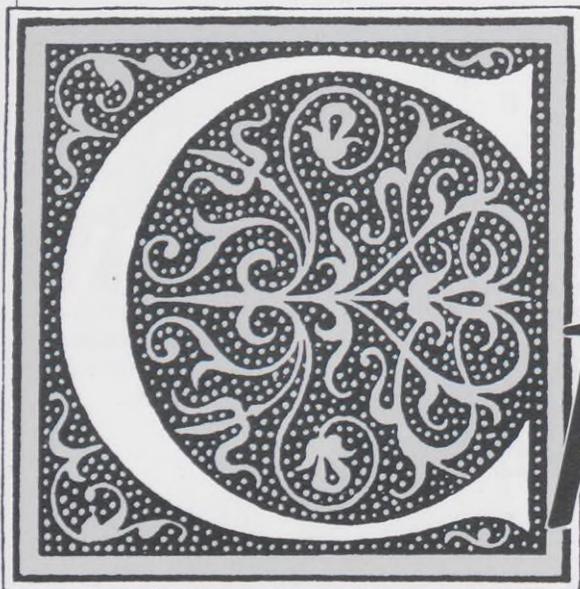
caption contests to select the company-wide winner from among the hotel winning entries.

Says Caplan, "I probably enjoyed the contest as much as any Westin employee did. Being a gag writer myself, when I drew the cartoons it was with some caption ideas in mind. So I was especially delighted with the many inventive caption ideas that were submitted which would never have occurred to me."

Caplan also pointed out that the contest again proved that a

good sense of humor is universal. As he noted, "Each of the five contests produced some funny lines from all the participating hotels and, in total, the entries seemed to be pretty representative of all hotel departments."

The five cartoons of the series and their prize-winning captions are featured here.



# THE TRUE SPIRIT OF *Christmas*

... is the generous spirit of giving. So it is throughout our Westin Hotels family. Late last December, Front! correspondents submitted photos and stories reporting on their hotel's Christmas season activities.

Not surprisingly, several of the items focused on activities that had touched and brightened the lives of those most in need of a giving spirit —hospitalized children, homeless children, needy families and the elderly.

A few of these items, selected at random from Front! photo files, are featured here. They represent the giving way it was ... last Christmas.



THE WESTIN HOTEL,  
TORONTO—From three  
sponsored events, The Westin  
Hotel, Toronto helped raise a  
total of \$11,000 as a Christmas  
gift to the city's Hospital for  
Sick Children last year.

For one fund-raiser, a \$5  
donation was pledged for every  
guest celebrating a birthday at  
the hotel's Trader Vic's restau-  
rant during 1981. The 187 cele-  
brations resulted in a check for  
\$935, presented here by Rudy  
Valiani (left) Trader Vic's man-  
ager, to a delighted Darryl  
Sittler, Toronto Maple Leafs  
hockey team member and hon-  
orary chairman of the Christ-  
mas fund for the hospital.





SHANGRI-LA, HONG KONG—Children at the Duchess of Kent Hospital for Disabled Children, had their spirits brightened considerably when Santa presented them with a huge gingerbread house on Christmas Eve. The elaborately decorated gingerbread house, over five feet in height, was donated to the hospital by the Shangri-La hotel.



THE WESTIN BONAVENTURE, LOS ANGELES—Last year, the hotel's PBAX staff took a whole new approach to their usual select-a-name department gift exchange. Oh, names were selected, all right, but this time it was the names of children from a list furnished by the Los Angeles Adoption Agency. Close to Christmas, a stack of gaily wrapped gift packages from the generous PBAX crew were sent on their way, via the hotel's limousine, to brighten the lives of several homeless children on Christmas morn. The truly Christmas-spirited PBAX staff liked the idea so much that they are repeating it again this year.

Here, PBAXers and other hotel staff members help load the "Santa's sleigh" limo with the gifts for delivery to the adoption agency.



THE WESTIN BAYSHORE—The Twelve Days of Christmas took on a special meaning at The Westin Bayshore last year. For a 12 day period just before Christmas, the hotel arranged to bus about 100 seniors a day from various Vancouver centers for the elderly to the hotel for a Christmas choir program, refreshments and gifts.

A highlight for these visitors was viewing the stunning lobby displays and Christmas decorations. Last year's event included five animated lobby displays depicting a "Christmas Remembered" theme that included this old-fashioned scene of a postman delivering seasonal cards and gifts.

# WESTINPEOPLE



*Chili chefs (from left): chili champ Glenn Miller (background); Marcia Bower, Westin Hotel, Chicago; Sue Forbes, Westin Hotel Galleria Dallas; Mark Mareski, Williams Plaza; David Hernandez, The Westin Crown Center; Richard Barrera, The Westin Crown Center.*

## Glenn Miller's greatest hit —

# 'BARN BURNING' CHILI

The tantalizing aroma of cooking chili and the sound of bluegrass music drew close to 30,000 Tulsans to the grounds of the Williams Plaza one early September weekend.

The occasion was the Fourth Annual Green Country Chili Cookoff and Bluegrass Festival. Its main event was the International Chili Society's sanctioned cookoff. The winner would go to Los Angeles for the International Championship finals.

Among the 60 or so chili concoctors competing for top honors was Glenn Miller, sales manager for Houston Regional Sales Office.

The day before, Miller had competed in a preliminary event, that had come to be known as the Westin Hotels/

United Airlines Chili Cookoff. Other Westin entrants included: Marcia Bower, The Westin Hotel, Chicago; Richard Barrera and David Hernandez, Westin Crown Center; Sue Forbes, The Westin Hotel Galleria, Dallas; and Mark Mareski, Williams Plaza.

Miller, a last minute entrant asked to fill in to represent the two Westin hotels in Houston since entrants for both these properties had to bow out because of other commitments, placed first. This earned him a place in the sanctioned event as Westin Hotel's representa-

tive and winner of the traveling trophy.

Though he did not win the top spot, his recipe made high marks with the judges and, especially, with the public who were treated to entrant result samples.

Says Miller, "I made the required 10 quarts of chili with one quart of that going to the judges. The remaining nine quarts were gone in less than 10 minutes!"

The recipe is one Glenn learned from his dad with some variations of his own. He labels it "8 State Barn Burner" referring to the eight states competing in the regional cook-off in Tulsa.

As for the Festival itself, a Williams Plaza Front! correspondent reported it as being "a roaring success with lots of media coverage, excellent exposure for the hotel, and a big boost in our community relations. Everybody had a great time. Its gotten so that the event is becoming one of the most looked forward to in town."



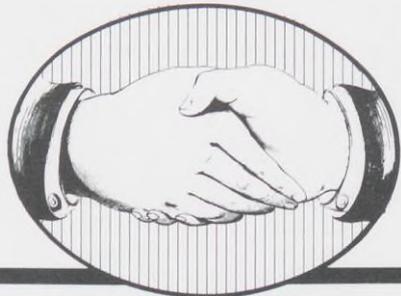
## Voice of Canada

TORONTO—Recently appointed the public relations "voice" for the Canadian hotel operation is Pamela Jackson. Jackson, an accredited member of the Canadian Public Relations Society, was most recently area director/public relations for The Sheraton Corporation and as public relations director for The Sheraton Centre of Toronto. Operating from the Toronto Regional Sales offices, Jackson will manage the public relations activities for the Westin Hotel Company, Ltd. in Canada.



## Catering's top man

LOS ANGELES—Julian Sigrist, director of catering at The Westin Bonaventure, Los Angeles, was recently elected national president of the prestigious National Association of Catering Executives (NACE). Sigrist, a former chef and with the hotel for the past six years, was installed in his new post during the NACE Convention held in Anaheim, California. Sigrist has previously served as the Los Angeles NACE Chapter president and the Association's national vice president.



## QUALITY CIRCLES

roll up a rave response at two hotels

It's become a regular and eagerly anticipated activity at the Bellevue Stratford for over a year now.

Once a week for about an hour, small groups of employees, each with its own group leader, meet for some creative workplace problem solving and goal attainment planning.

The number of groups varies with the size of the hotel's 18 participating departments. Housekeeping, for instance, has formed seven groups. Meeting formats for each, however are similar. Only meeting times and locations, and specific department-related discussions matters might differ.

This is "Quality Circles" in action, an employee involvement program that's been working with glowing and growing success ever since it was initiated at the Bellevue Stratford in October, 1981.

Less widespread, but no less successful, is the Quality Circles program instituted at The Westin Oaks in April of this year. The Westin Oaks' program, began as a pilot project for Housekeeping Department people, has, as of last October, expanded to the Front Desk and Guest Services areas.

Quality Circles, for those of you unfamiliar with the term, is a concept wherein teams ("circles") of employees doing similar work participate in aspects of their department's decision-making process. It's basic premise is that the employee doing the job is most familiar with his or her area of operations, most familiar with its problems, and, often, best equipped to come up with solutions to these problems.

Quality Circles provide just the forum opportunity for employees of like departments to work as a team in identifying and analyzing department problems. They make their own decisions as to how best to solve these problems.

Quality Circle teams at both hotels work at not only solving workplace problems, but also on the attainment of goals involving safety, productivity, cost-cutting, etc. and on improving their quality consciousness.

At the Bellevue Stratford, hotel-wide goals are prepared by a Quality Circles Steering Committee comprised of the senior assistant manager, the director of personnel, and the training manager.

These goals are discussed with each Quality Circle group leader by the Division and Department heads with application to that particular department.

They are then presented to the Quality Circles team members for discussion, action planning and follow through.

Once a particular goal is reached, which

may take up to three months to achieve, the results are reported back to the Division heads by department managers. Each department selects 12 goals for the year and are committed to achieve at least nine of them.

Says the Bellevue Stratford's training manager, Debi Newby, "Our Quality Circles program is really working. Because of it, we've reduced waste and breakage, improved safety, improved service consistency, increased sales, and stimulated creativity.

"But most of all," she adds, "the program has given employees a great morale boost. They are finding their jobs more interesting and rewarding. Working together as a team they can make meaningful changes in their workplace and experience the benefits resulting from their own thinking and efforts."

*"... we've reduced waste and breakage, improved safety, improved service consistency, increased sales, and stimulated creativity."*

As equally enthusiastic is The Westin Oaks of its Quality Circles program.

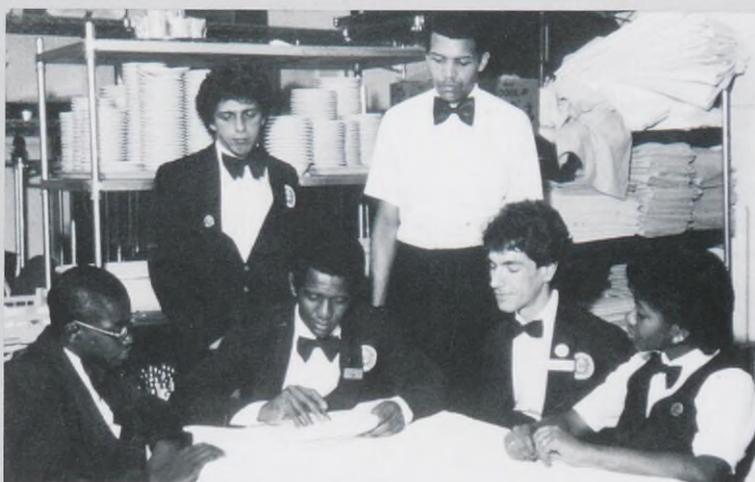
Sharan Nunn, director of personnel for The Westin Oaks, reports a very positive feedback from participants.

"The most often expressed comment," says Nunn, "is to the effect that never before had they (employees) felt such a personal sense of contribution to the hotel's success. More importantly, they felt they were being listened to and their input valued."

Quality Circles is, indeed, working. And from the experiences of both the Bellevue Stratford and The Westin Oaks, Quality Circles is proving a "win-win" situation in benefiting management/employee relations.



At The Westin Oaks, a Housekeeping circle for Spanish-speaking members draws the rapt attention of Martin Flores and Reina Gutierrez.



At the Bellevue Stratford, members of a Room Service circle hear a goal-setting progress report from their leader at one of their weekly meetings.

# LOOKING BACK... AND AHEAD

**I**f we were to apply labels to each of Westin's first three years of this 80's decade, they might be expressed as follows:

**1980 — a Year of Celebration.** The celebration of our company's 50th anniversary.

**1981 — a Year of Change.** The change to our new Westin Hotels name and symbol.

**1982 — a Year of Challenge.** The challenges we've all faced in surmounting one of the most severe and far-reaching recessions of recent times.

Throughout the good and the more recently not-so-good times we've experienced over these last three years, we've continued to maintain, even enhance, our guest preference and industry leadership reputation.

And we've continued to stay on course in the pursuit of established objectives for growth and growth planning, for improving the quality of our product, and for encouraging the career development of Westin people.

For this we credit a consistently first-class performance by a lot of first-class people — the men and women of our Westin Hotels family.

As former Westin Hotel's president, Bob Lindquist, noted in a recent *Front!* story reporting on his retirement, "They (Westin people) are the best and that, of course, is why the company is so great." We totally agree.

Now, as we look ahead to the rapidly approaching new year, we are tempted to take a stab as to what might be an applicable label choice for 1983.

A big factor will be the economy. Most predictions indicate that while 1983 will see some gradual improvement, for the most part it will remain a pretty flat year.

If that's the case, labeling 1983 as a Year of Opportunity might be most appropriate.

A year, that is, for all of us to seize every opportunity we can to help speed our return to economic good health. A year to seek out new marketing opportunities, to explore new opportunities for being more innovative and productive, to take advantage of cost cutting opportunities, and to prepare ourselves for career and personal growth opportunities.

But in the forefront of all these is our commitment opportunity for continuing to assure our guests of a completely satisfying experience throughout their stay with us. That's an opportunity within the grasp of each one of us.

And speaking of opportunities, I would like to take advantage of one right now. That is to wish all of you a very Merry Christmas and a happy and opportunity-filled New Year.



**Harry Mullikin**  
*Chairman and President*