



WESTIN HOTELS

NOVEMBER, 1982

Front!

The Arizona Biltmore's
new Terrace Court

(Story, page 2)



Westin introduces



Westin's "Great Opportunity Program" proved to be one of the most successful, widely-publicized and innovative travel agent promotions ever.

During its seven-month life, the program had firmly established the Westin Hotels name as well as an individual property familiarity with travel agents worldwide.

Following that sensational success, what is Westin doing for an encore?

The answer—"Excel Eighty-Three"

Excel Eighty-Three, launched November 1, capitalizes on the Great Opportunity Program's momentum by introducing some exciting travel agent incentives to increase their bookings for Westin.

As with "Great Opportunity", free room nights at the various Westin hotels are offered. Now, however, the agent or agency, is challenged to earn their room nights through client bookings.

A merit certificate point system has been devised in

COVER: A dazzling carpet of floral beds in year-round bloom provide a colorful welcome to guests of the Arizona Biltmore's new Terrace Court Wing

Front!

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which travel agents can accumulate points for booked revenue room nights to qualify for the free rooms. Twenty-five booked revenue room nights, for instance, entitles the agent one free room night for their own use.

The Excel Eighty-Three program also includes some very special bonus incentive awards.

Starting in January 1983 and each month thereafter until June 1983, special travel prize drawings will be held. Attached to each earned merit certificate is a stub that agents can return as their prize drawing entry. Monthly travel prizes will include free airfare, via United Airlines, plus five-night hotel accommodations at Westin hotels in selected destinations including New York, Acapulco and Hawaii.

There's more. Two grand prize sweepstake awards will be drawn in July 1983 (the promotion ends on June 30, 1983). Both prizes consist of two-week trips for two persons to Tokyo, via United Airlines, plus free accommodations at Westin's newest affiliated hotel, The Akasaka Prince.

The Excel Eighty-Three program was announced at the ASTA (American Society of Travel Agents) World Congress in Miami, Florida in early October by Bill Newman, senior vice president, marketing. (The year before, Harry Mullikin had announced the Great Opportunity Program to the same group.)

Actually, Newman's announcement to the some 6,000 attending ASTA delegates, served as an appetite-whetting "teaser". The full program details were included in special mailings sent to the ASTA member travel agency managers on November 1.

In his letter to hotel

managers detailing the Excel Eighty-Three program, Newman noted, "We are extremely excited about Excell Eighty-Three. It will bring you more revenue business, and, at the same time, help maintain an awareness and preference

among travel agents for Westin Hotels."

Initial travel agent reaction to Westin's Excel Eighty-Three "encore", according to Newman, strongly indicates, "...we have another business-building winner on our hands!"



Inner Sun Court features swimming pool and therapy pool.

The ARIZONA BILTMORE unveils new Terrace Court wing

Terrace Court, The Arizona Biltmore's new 109-room luxury wing, is now open to guests of this acclaimed Mobil 5-star resort hotel.

The new wing, compatible in its architectural design with the Frank Lloyd Wright-inspired main structure, is built around two landscaped inner courtyards. All rooms have entrances facing the courtyards.

Terracing allows rooms to open onto sunny patios or balconies, and open corridors give the entire complex a light, airy feeling. The wing also has its own swimming pool and whirlpool spa.

Guest rooms are among the finest and largest in the industry. Bathrooms are over-

sized as well and each features a vanity area and separate tub and shower.

Special room amenities include remote control color television; telephones at bedside, in the bath and on the writing table; and fully-stocked mini bars.

The wing's accommodation mix includes 74 guest rooms, eight convertible parlors, 25 suites of various sizes and two spacious entertainment suites that can accommodate 150 guests for cocktails.

With the opening of the Terrace Court wing, the Arizona Biltmore now offers a total of 500 rooms.

WESTIN CORPS

takes a new approach

The agenda for this year's Westin Corps Seminar promised something different. It delivered.

The major focus of this year's program was to give each attendee feedback about the effectiveness of his/her management practices in areas such as: planning, goal setting, communication, etc.

Additionally, alternative contemporary management techniques were presented along with opportunities to apply them in key situations and team exercises. The prime purpose of these exercises was to enable each individual to self-assess his/her own management style and to gain insight as to how that style impacts on their colleagues.

For most, the three and one-half day session proved a growing, personally revealing and extremely rewarding learning experience. That was attested to by the overwhelmingly favorable seminar evaluation responses.

Asked to choose from a list of some twenty positive to negative statements that, to the individual, best evaluated these sessions, twenty of the thirty-five attendees circled the first statement on the list. That statement, "It was one of the most rewarding experiences I have ever had".

Greg Sadler, Westin Hotels Corporate Manager of Training and Development, who chaired the seminar and conducted the training sessions, gives a clue to that very positive response.

"The program was designed to provide the attendees with ideas, approaches and concepts of personal benefit in maximizing their management techniques. The key to getting the most from any management practice is knowledge

about that practice and a personal awareness of how you impact others when using it. The other part of the equation is an understanding of how others impact your management style.

"Seminar sessions, designed to draw on the individual's life and professional experiences and the use of boss, co-worker and subordinate feedback helped to provide that visualization. With this new awareness, the attendees can go back to their work places better equipped to get optimum results as managers. They can also apply their knowledge in assisting the efforts of their colleagues and subordinates".



Greg Sadler led Westin Corps' "new approach"

Attending this year's seminar, which was held in Seattle in late September, were thirty-five mostly mid-management people as nominated by their management from Westin's hotels and offices throughout the system.

Seminar attendees will qualify for membership in the company's select Westin Corps organization pending approval and successful completion of a post seminar assignment designed to benefit both the respective hotel and individual.



Chuck Agnew (center) poses a problem for group solution.

Varied topic menu sparks F & B analysts workshop

Fifteen food and beverage operations analysts from 14 U.S. and Canadian hotels met in Seattle in late September.

The occasion was their participation in the F&B Division's annual workshop for F&B operations analysts.

Under the direction of Workshop chairman, Chuck Agnew, corporate cost control manager, the three-day event offered a wide-ranging topic menu of highly pertinent application to each attendees professional development.

"We were very pleased this year with the attendee mix", Agnew commented. "The combination of new members to the position as well as more

veteran members made for some very stimulating group interchange."

The agenda itself offered a broad-based mix ranging from the basics of purchasing and control procedures to the latest advances in automation system applications for F&B outlets.

Jacques Bourgeois, corporate F&B director, opened the Workshop sessions with an address that emphasized the increasing importance of the F&B operations analysts' role in hotel's operations. In his remarks, Bourgeois urged attendees to assume greater role responsibilities including more involvement in decision making and in developing assertiveness for taking corrective actions when needed.

Session highlights included procedures for determining and calculating "break-even" points; butcher testing for meat quality/quantity control; and computing potential food and beverage costs.

At Workshop conclusion, attendees were given a case study project as a take-home assignment.

Hotel management changes

The following changes in hotel management positions were announced in early October:

Bill McCreary, general manager of the Williams Plaza, has been named general manager of the Shangri-La, Singapore. McCreary replaces Mike Kalyk who has resigned to join the Kuok Hotel Company.

Andy MacLellan, resident manager of the Westin Crown Center, has been appointed the new general manager at Williams Plaza.

Larry Alexander, general manager of the Westin Miyako, is named the general manager for the Westin Hotel, O'Hare (Chicago) which is scheduled for a January, 1983 opening.



The first grand prize

WINNIPEG—The Westin Hotel, Winnipeg was again host to the Annual Invitational Golf Tournament, recognized as the most prestigious in Winnipeg, in support of the Salvation Army Red Shield Appeal.

Over \$2,400 was raised through the participation of key corporate clients. Prizes were donated by The Westin

Hotels in Edmonton, Calgary and Toronto, and The Westin Bayshore. The two grand prizes were a golf trip to The Arizona Biltmore and a trip for two to Frankfurt and Vienna.

Winner of the European trip, Vernon Nelson (right), receives his award from Ulrich Wall, The Westin Hotel, Winnipeg general manager.

The caption contest winner

WALEA BEACH—When Randy Barcheski saw the shark in the swimming pool cartoon that illustrated the fourth First-Class Caption Contest, he was



reminded of his childhood.

As the youngest of five children that included sisters, he recalled sibling comments made in jest that occasionally reached for the macabre.

This prompted his caption judged the company-wide winner; "Never mind about my sister, all I want is my room key back."

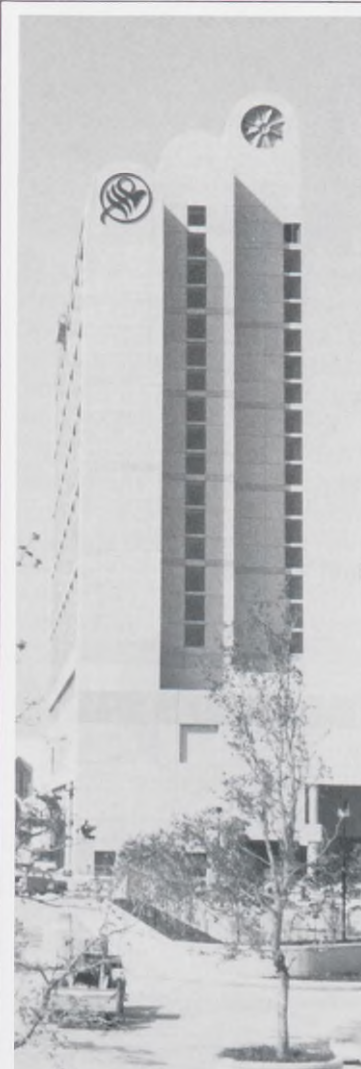
Barcheski, paymaster at The Westin Wailea, Maui, has been employed by Westin for five years beginning his career at The Westin Ilikai, Honolulu as a management trainee.

For being named the company-wide winner of the fourth First-Class Caption Contest, Barcheski is eligible for the grand prize of \$1,000 to be awarded to one of the five winners of the five cartoon contests series.

The last cable car

SAN FRANCISCO—The cable car parade that shut down San Francisco's famed cable car system for a 20-month repair job included one car that carried representatives from The Westin Miyako, The Westin St. Francis and United Airlines. (Robert Wilhelm, managing director of The Westin St. Francis, is vice president of San Francisco's "Save the Cable Cars" committee, organized to raise \$10 million for that cause.)

Riders (from left): Larry Alexander, general manager, The Westin Miyako; Mayumi Florek, dining room attendant and Marina Dimaggio, bartender of The Westin Miyako; Su Shaffer, vice president/Western Region, United Airlines; Rick Layton, manager, The Westin St. Francis.



The high-flying symbol

DALLAS—The recently-mounted Westin Hotels symbol is flying high over Dallas, though the opening of The Westin Hotel, Galleria Dallas is not scheduled until January 1, 1983, with formal opening celebrations scheduled for the end of February.

With their move into their permanent offices in early November, staffers are now calling the fourth floor of this luxury property "home". All mail to the hotel, by the way, should be addressed to: The Westin Hotel, Galleria Dallas, 13340 North Dallas Parkway, Dallas, TX 75240.



The well-deserved diploma

LOS ANGELES—It was a moment that Jim Peters (right), Century Plaza energy manager, had worked very hard for when he was presented recently with his AH&MA Institute diploma. To earn it, Peters had successfully completed twelve AH&MA hotel management courses. Most were passed "with distinction," meaning he had received A or B grades.

Presenting Peters with the Institute diploma in recognition for his exceptional accomplishment, is Larry Saward, Century Plaza resident manager.



The well-cooked duck

SINGAPORE—There are many ways to skin a duck. But to skin a Peking (Beijing) duck, "it's essential to have a steady hand, a very sharp knife and a well cooked duck." So explained Shangri-La, Singapore executive chef, Tham Chen Choy (third from right) to his fellow culinary colleagues who were

specially selected by the hotel to take part in the Singapore Food Festival in Switzerland during September.

The Shangri-La team delighted the Swiss with special Asian dishes as served at the hotel, including Peking duck, during the 22-day food fair held in both Zurich and Geneva.

Leading the team of nine was Tan Cheng Siong, room

service manager (far right). Other team members (from left): See Kiew Wah, sous chef; Ismail B. Din, 3rd cook; Ali Bin Abu Bakar, lead cook; Tan Sock Wei, waitress; Lee Tuck Seng, assistant cook, chef Choy; Tan Juan Hee, 1st cook; and Siong. (Not pictured, waitress Juberlan Oh).

WESTIN ★ ★ ★ ★ ★

SPORTS

SCENE ★ ★ ★ ★ ★

HAWAII—At 7 a.m. on Saturday, October 9, a cannon blast on the Kona coast on the big island of Hawaii was heard (literally, via telecast) around the world.

It marked the start of the Hawaiian Triathlon World Championship, an event of ultimate physical endurance.

Called the "Ironman" because of its rigorous athletic demands, the Hawaiian Triathlon requires participants to swim 2.4 miles in the ocean, race 112 miles around the island on a bicycle, then run a full 26.2 mile marathon!

Among the 700 or so competing "triathletes" was Woody Kinney, sales manager with the Chicago Regional Sales Office.

For the Hawaiian-born Kinney, the event was held on his "own turf" as it were. He was born 29 years ago in Hawi, a community that marked the turn around point of the marathon.

A natural athlete, Kinney has always enjoyed the challenges of physical accomplishment. But his Triathlon participation was not merely one for self-satisfaction. Inspiring his efforts was a personal commitment to an institution for which he gives his whole-hearted support. That institution is St. Jude Children's Research Hospital in Memphis, Tennessee, which specializes in research and treatment of catastrophic illness in children. For his Triathlon participation, Kinney had secured financial pledge donations to the research center from corporate

associates, family members and friends.

The Triathlon, Kinney's first, proved to be both a personal disappointment and triumph for the young sales manager.

The disappointment came during the last, or marathon event of the Triathlon. Earlier, he had successfully completed both the swimming and bicycling events battling against triple-threat conditions of rough waters, high winds and temperatures that soared to the high 80's.

Then, about 17 miles into the 26.2 mile run and feeling overheated, he checked in for a cooling refreshment break.

"I guess I got careless and cooled off too quickly", Kinney explains. "Anyway, I began to feel chilled and developed hypothermia. It forced me out of the run."

"It was a terrible disappointment, because I was confident by then that I could have finished the run. I also figured

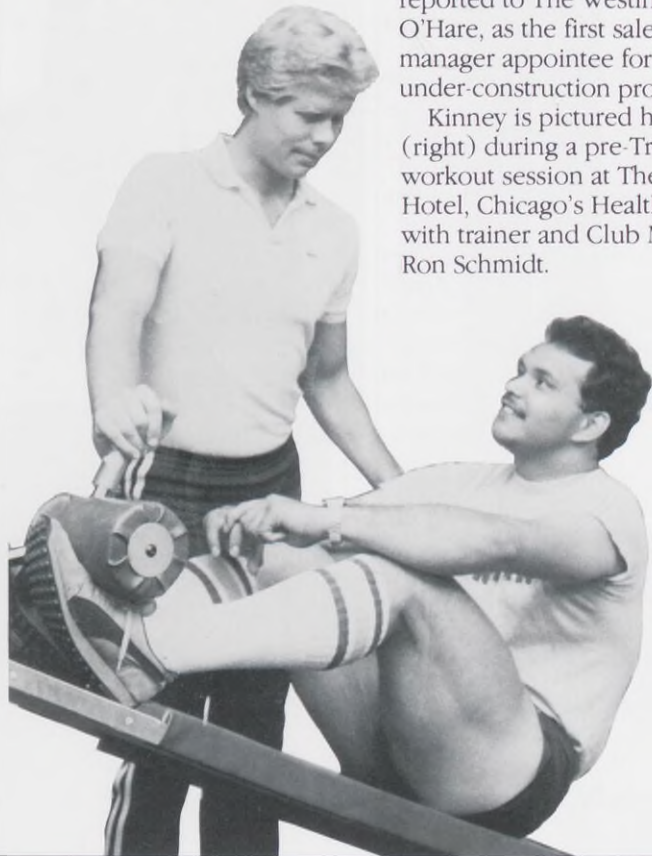
I could have completed all three events of the Triathlon in about 16 or 17 hours, which is pretty good since the average completion time is about 18½ hours."

The knowledge that he could have gone the full distance was the source of

Kinney's triumph. In fact, it has spurred him to apply for entry in next year's event.

If his entry is accepted by the Triathlon selection committee, Kinney will not be carrying the banner for the Chicago RSO next October. Beginning November 8, Kinney reported to The Westin Hotel O'Hare, as the first sales manager appointee for that under-construction property.

Kinney is pictured here (right) during a pre-Triathlon workout session at The Westin Hotel, Chicago's Health Club with trainer and Club Manager, Ron Schmidt.



TORONTO—The "Westin Warriors", the Westin Hotel, Toronto's baseball team, were the top trophy winners in this year's Metro Toronto Mixed Three Pitch Tournament. Seventeen hotels competed during the two-day event.

The happy "Warriors": (Back row from left) Richard Kanewhite, Randy Williams, Angelo Ioannides, Ronny Steward. (Front row from left) David Martinez, Janet Richardson, Marcella Manners, Jannett Bodemann (team organizer), Helen Ioannides, Scott Ruddock.



SAN FRANCISCO—Stan Broderick, captain of The Westin St. Francis softball team, sports a victory smile and a firm grasp on the winning trophy captured by his team in San Francisco Hotel League Championships.

With a record of 16 wins and 4 losses, the hotel team went on to the championship play-offs in late August with a shut-out victory (6-0) over the Hotel Mark Hopkins team. Broderick is property maintenance manager for The Westin St. Francis.



COSTA MESA—The Westin South Coast Plaza recently held its first Golf & Tennis Open to which employees of all Westin Hotels in California, as well as The Arizona Biltmore, were invited. About 50 people from the various properties

participated in a First-Class weekend of activities as coordinated by Mike Scholz, The Westin South Coast Plaza's controller.

Pictured are the winners of the team tennis competition with their team photo-plaque

awards (from left): Bob Hawes and Mike Scholz, The Westin South Coast Plaza; Larry Saward, Century Plaza; Nora Brown and Bill Vasquez, both of The Arizona Biltmore.



SEATTLE—No trophy, but victory smiles and upraised index fingers tell the story for The Westin Hotel, Seattle's Bed Race team who won first place in the recent Downtown Seattle Muscular Dystrophy Bed Race.

The Number One champs who competed against 19 teams are: (From left) Tom Warfield, Don Mattox, David Watkins, Mark Luce, Kevin Roscoe, Philip Thornley, Marion Damo, Charles Abbott, Trevor Kendall (coach), and Marya Duclos.

WESTINPEOPLE

Moving on Moving up

Lawrence Bowen, Executive Sous Chef at the Westin South Coast Plaza to Executive Sous Chef at The Westin Hotel, Galleria Dallas.

Glenn Brooks, Sales Manager at the Los Angeles Regional Sales Office to Sales Manager at Century Plaza.

John Caputo, Night Manager at The Westin Bonaventure, Los Angeles to Restaurant Manager at The Westin Hotel, Vail.

Hans Haberli, Executive Sous Chef at Philippine Plaza to Executive Chef at The Westin Chosun Beach, Pusan.

Doug Hales, Executive Assistant Manager at The Westin Oaks, Houston to Executive Assistant Manager at The Westin Hotel, Galleria Dallas.

Kenneth Humes, Management Development Program Trainee at The Westin St. Francis to Assistant Manager/Front Office at The Westin Peachtree Plaza.

Jacques Lissonett, Executive Sous Chef at the Westin Galleria, Houston to Executive Chef at Williams Plaza.

Bill Lucas, Senior Assistant Manager at The Westin St. Francis to Executive Assistant Manager at The Westin Oaks, Houston.

Colette Moylan, Accounting Trainee at The Westin Crown Center to Assistant Controller at The Westin Hotel, Vail.

Bob Niederhauser, Director of Food & Beverage at HOCASA to Director of Food & Beverage at The Westin Hotel, Copley Place Boston.

William S. Oades, Maintenance at The Westin Bayshore to Chief Engineer at The Westin Hotel, Calgary.

Gary Sachs, Assistant Purchasing Agent at The Westin St. Francis to Director of Purchasing at The Westin Galleria, Houston.

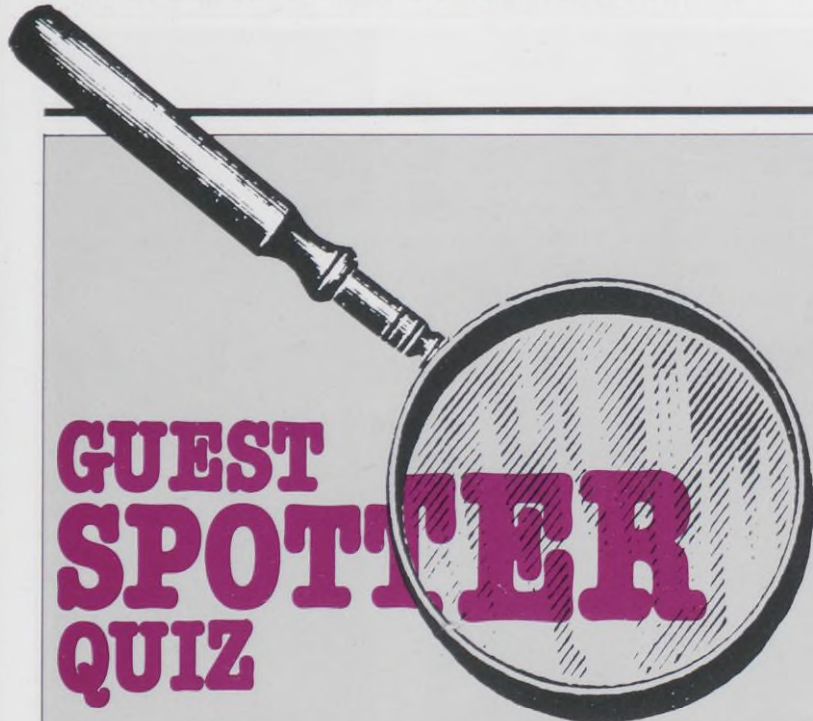
Robert Skaggs, Accountant at The Westin Hotel, Renaissance Center to Assistant Controller at The Westin Hotel, Galleria Dallas.

Jane Suave, Assistant Director of Housekeeping at The Plaza to Director of Housekeeping at The Westin Peachtree Plaza.

Donn Takahashi, Executive Assistant Manager at The Westin Ilikai to Executive Assistant Manager at The Westin Hotel, Copley Place, Boston.

Dean Tinker, Hotel Project Manager at The Westin Hotel, Seattle to Executive Assistant Manager at The Westin Chosun, Seoul.

FIRST-CLASS FAMILY FEATURES



GUEST SPOTTER QUIZ

A look around the lobby or public areas of your hotel and you'll spot guests of all ages, physical descriptions and mannerisms. Each is an individual with his or her own specific reasons for being at your hotel. Yet each will fall into a particular category as seen through the eyes of the hotel's staff—the sales staff, in particular.

The general descriptions presented here give clues as to some of these category classifications. Can you match the descriptions with the guest categories?

CATEGORY

- A. Tour Group
- B. Pleasure Traveler
- C. Sports Team Group
- D. Individual Business Traveler
- E. Meeting/Convention Group

DESCRIPTION

1. Generally a couple or larger family group, and most often spotted in one of our resort properties.
2. Usually well-dressed man or woman; often carrying a briefcase; usually in a hurry.
3. Quite often spotted with a mutual interest group of either or both sexes; will often be wearing a name tag; often found in a discussion cluster near entrances to meeting and banquet rooms.
4. Mostly found in groups of both sexes; usually casually dressed; can often be spotted either entering or exiting a bus along with fellow group members.
5. Another arrival/departure togetherness group, but will often break up into smaller units after check-in; most often male and most often very healthy-looking specimens thereof.