



WESTIN HOTELS

MAY 1982

Homefront

Great Opportunity Program proves to be a great investment

The "Great Opportunity" Program, Westin's offer to travel agents of complimentary four-night stays at any of our 55 hotels throughout the world, officially ended on March 31.

During the six-month program, the hotels hosted almost 120,000 travel agents, giving them personal familiarity with Westin's first-class service.

Translated into normal rack rates, the program amounted to more than a \$25 million investment in our future business — an investment which already seems to be paying off. Current revenue bookings by travel agents are showing a 38% boost over the same period last year.

While the hotels were playing host to the travel agents, many others, including the marketing staff here in the corporate offices, were busy promoting the program and reporting its results internally, as well as externally.

Even before the program's official end, Internal Communications staff began work on special reports for *Front!*, *Homefront*, *Management Newsletter*, *Communications Report*, and *Marketing Newsletter*.

The Public Relations staff were busy with a variety of external audience activities including sending news releases to all travel media, with copies to board members of the American Society of Travel Agents (ASTA). They also developed a special business-angle story for the key consumer business media, and a general lodging-oriented story for the hospitality industry media.

To further ensure that our employees worldwide learned of the program's success — a success which can be attributed not only to each hotels' first-class facilities but to a genuinely first-class service that so impressed the travel agents — marketing communications staff provided a draft story for use in each hotel's internal newsletter, and a draft news release targeted to local media.

Further, the Tour and Travel Department's Spring issue of *The Traveler*, sent to 22,000 travel agents in North America plus 1,600 travel writers and editors, featured a program wrap-up story that thanked the enthusiastic travel agents for their support, then challenged them to double their business efforts on our behalf.

A personal endorsement from Joe Stone, Chairman and Chief Executive Officer of ASTA acknowledging Westin's quality first-class service, and hundreds of letters from appreciative travel agents describing Westin as truly first-class, worldwide, attest to the ultimate success of the program.

Our company's investment in the Great Opportunity Program should continue to pay off as travel agents, personally familiar with our quality product, enthusiastically sell Westin Hotels to their clients.

Service awards banquet to honor 200 employees

If you've been with Westin Hotels for five or more years, you're invited to a special event June 15.

It's the annual Employee Service Awards Banquet to be held at The Westin Hotel, Seattle's Cascade Ballroom. Cocktail hour will begin at 6, with dinner to follow at 7 p.m.

Master of ceremonies for the awards banquet will be Pat O'Brien, vice president/Westin Services.

Employees celebrating their five-year interval anniversaries with the company will receive new service pins, and the corporate offices Thurston-Dupar Inspirational Award winner will also be announced that evening.

Plan now to join the 200 — the number of Westin corporate employees with five or more years of service. Free parking will be provided nearby.



Order your first-class T-shirt here

Included in this month's *Homefront* is your first-class T-shirt order form.

The T-shirts (and golf shirts) are being provided to all Westin employees at special low prices as part of the company-wide First-Class Employee Involvement Program.

The T-shirts come in men's and women's styles in two colors: burgundy and white. The golf shirts (white) also come in men's and women's sizes.

You can have shirts shipped to your home or office — whichever address you specify on the order form. Allow about two weeks for delivery.

Maybe you've noticed

If you've checked the bulletin board in your area recently, you've probably noticed that listings for corporate office position openings seemed to have moved up a grade or two.

Well, it's four to be exact.

The corporate personnel office is now posting position notices up to and including grade 19 — or up four grades from the previous grade 15 cutoff.



'Super' retirement send-off staged

Joan White, an accountant for six years here at Westin, retired the end of March and her fellow employees saw to it that her last day on the job was one she won't soon forget.

She was paid a visit by a Comedy-Gram messenger disguised as Clark Kent. And much to Joan's glee (embarrassment?) the mild-mannered reporter proceeded to strip, down to his true identity — Superman.

Joan is making her retirement home in Chimacum, Washington where, by now, she is probably elbow deep in her vegetable and flower gardens or digging for clams on the nearby beaches. Joan has a son and daughter-in-law living nearby. Another daughter, Carolyn Eisen, works here at Westin in Risk Management.

Another conference room available

While Westin does have a number of conference rooms of varying sizes throughout our ten floors, we now have access to one more.

That conference room is located on the 33rd floor of The Westin Building and may be used by any building tenant. The room seats about 18 people, and is rented by the hour: 0-2 hours, \$10; 2-4 hours, \$15; and 4-8 hours, \$25.

To make reservations for the room, call Hadley Properties, 682-2141.

Sleuthing for the best buys in town...

It's human nature to look for the best buys around — whether it's food, entertainment, clothes, or whatever. We feel good and our pocketbooks feel good when we've found a bargain — like these reported here as a result of a recent *Homefront* "best buy" survey.

Some of you, however, indicated some reluctance to reveal your "best bargains." Said one recalcitrant respondee: "What makes a 'best buy' is that not everyone knows about it — if it becomes exploited it's not enjoyable for anyone — like the neat little restaurants that aren't neat anymore because they were published in a Seattle restaurant guide."

But others of you apparently felt it was relatively "safe" to share some of your best-buy discoveries.

Karen Taylor, Corporate Office Services: Last summer I discovered a place called Toshi's Teriyaki Two. They serve wonderful teriyaki chicken (one-half chicken, rice and Japanese-style cabbage salad) all for the amazing price of \$2. They also serve a teriyaki beef dinner for only \$2.50, both only available for take-out.

What is so nice about Toshi's is the location: about one block from Green Lake. Great beginnings for an impromptu (and inexpensive) picnic.

Jeff Balough, Marketing: I've found a "best buy" to be the discount movie tickets that can be purchased through Westin — SRO theater tickets for just \$3.25 instead of the regular \$4.

Moodette Blanco, Marketing: For good clothes, at a reasonable price, some of the best bargains in town can be found at Nordstrom's Clothes Rack, basement floor, on the budget floor.

You can get good, well made, name-brand clothes there much cheaper than if you bought the same item in the store's other departments. Most of the clothes there are returned items from their original departments, or just inventory, out-of-season stock. They carry clothes for women, men, and children.

Shopping here takes more time than usual because you have to sort through the racks, but the amount of money saved will make it well worth your time.

Bob Graves, Credit: A super buy from the Washington State Liquor Control Board: a dessert wine — 1977 Madera Emerald Reisling by Angelo Papiani.



This wine sells for anywhere from \$5.10 to \$5.40 per bottle. It is an estate bottled, late harvest grape wine, made from hand-picked botrytised grapes. (Botrytised is the term applied to grapes which start to mold while on the vine.)

Susan Picht, Rooms Division: The Belltown Cafe, 2309 - 1st Ave. Excellent food, very reasonable. Casual atmosphere. And for clothes Jana Imports, Inc., 216 Westlake N. and 15038 Bothell Way, Bothell. Retail outlet at wholesale prices. Clothing for year-round wear — cotton outfits, quilted jackets, raincoats and jackets. Also batik placemats, napkins, cosmetic and jewelry bags.

Edith Ford, Corporate Office Services: Good food at very fair prices can be found at the Clark Hatch Fitness Center in the basement of The Westin Building. And non-members are welcome to eat there.

Need a form?

There seems to be a form for everything, and they always seem to be floating around everywhere — except when you need one, right?

Well, the Corporate Personnel and Corporate Office Services Departments believe they've partly solved that problem for us.

In each floor's coffee or copy room you'll find a sectioned plexiglass container which holds all that sometimes elusive paperwork — medical and dental forms, Connecticut General envelopes, complimentary room request and job applicant referral forms, among them.

So, instead of calling Personnel for any of the sundry forms you may need, you may now pick one up in either your coffee or copy room.

FIRST-CLASS T-SHIRT



When you're a first-class act, it's hard to be modest. So since you've got it, flaunt it with a First-Class, Worldwide T-Shirt.

Try one. They're the tops for fun and fashion.

You can order one or a teamful. They come in burgundy with white lettering (burg. w/w), or white with burgundy lettering (white w/b), both very first-class colors. And all you have to do to get one is fill out this convenient order form:



WESTIN HOTELS

PLEASE SEND ME:

COLOR/SIZE

STYLE	WHITE W/B				BURG W/W				QTY.	COST
	S	M	L	XL	S	M	L	XL		
MEN'S T-SHIRT \$2.50 EA. (30.00/DOZ.)										
WOMEN'S FRENCH CUT \$2.50 EA. (30.00/DOZ.)										
MEN'S GOLF SHIRT* \$6.85 EA. (82.20/DOZ.)										
WOMEN'S GOLF SHIRT \$6.85 EA. (82.20/DOZ.)										

MY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

1.50

SHPG & HNDLG
FEE PER ORDER
PER HALF DOZEN
WASHINGTON RES.
ADD 6.4% SLS TAX

TOTAL AMT.

OFFER GOOD THROUGH OCT. 31, 1982 (PHOTOCOPIES OF ORDER FORM ACCEPTABLE.
PLEASE ALLOW 2-4 WEEKS FOR DELIVERY)

I HAVE ENCLOSED A CHECK MONEY ORDER PAYABLE TO: VOLER © INC.

1164 INDUSTRY DRIVE
TUKWILA, WA 98188

HOTELS OUTSIDE U.S. PLACE ORDERS THROUGH
EMPLOYEE PROGRAM COORDINATOR

WHT-S-82

* AS SHOWN IN ILLUSTRATION ABOVE.

Letter

Editor:

I've asked a few different people and have received a few different answers, so am turning to you for the official printed word.

In planning our 1982 vacation schedules, it would be helpful to have official clarification regarding observed holiday dates . . . especially since Christmas and New Year's fall on Saturdays this time around.

(Name withheld upon request)

(Editor's note: the 1982 official holiday dates were distributed to employees back in November 1981. Many departments/divisions have posted them on their bulletin boards, but in case yours isn't, here's the remaining schedule:

Monday, May 31 — Memorial Day

Monday, July 5 — Observance of Independence Day

Monday, September 6 — Labor Day

Thursday and Friday, November 25 and 26 — Thanksgiving weekend

Friday, December 24 — Christmas holiday

(New Year's eve day, December 31 is not a holiday.)

New 'card' security system

Many of you may have already noticed the mysterious Honeywell boxes with the little red "eye" that were installed in our two west elevators several months ago.

Those boxes are part of Westin's security system.

The system, which became operational in mid-March, allows those people with special security access cards to gain entrance into The Westin Building during off-hours.

When the building is closed the cards will give card-carrying employees access through two building entrances and will activate the two shut-down elevators on the west side of the lobby.

The building is open between 6:30 a.m. and 11 p.m. Monday through Saturday and 8 a.m. to 4 p.m. on Sunday. Anyone coming to work at other times will need these cards to get in and to use the elevators.

Cardholders are primarily those individuals that had previously indicated their need to gain access to their offices during "closed building" hours.

Togetherness is a three-year wait



The Riveras — Anna, Cristina and Ed — reunited after a three-year wait.

Imagine being separated from your wife and child by thousands of miles of ocean — for three years.

And imagine finally reuniting with your family after all that time and distance.

That's exactly what happened to Ed Rivera, accounts payable clerk.

Ed immigrated from the Philippines in late 1977. One year later, he returned to his homeland to marry his sweetheart, Cristina. After a short stay, however, Ed had to return to America. But because of immigration quotas his wife could not accompany him — not yet.

"We had to wait three years for our reunion, because there are so many applicants who want to immigrate. I

went back once for a two-month visit with my wife and new baby, but then had to come back to the United States — alone," Ed said.

Finally, all arrangements had been made for Cristina and two-year-old Anna to fly to the United States to join Ed in January this year.

But a hitch developed at the last minute when a malfunctioning jetliner delayed the impatiently-awaited flight. So the three-year wait was stretched a little longer.

"But," says Ed, "it was worth the wait."

And that long wait was made doubly memorable when his fellow workers threw a surprise luncheon for Ed to celebrate his family's arrival to the United States and their new Seattle home.

Profile brief

It's a bird, it's a plane— it's Sandy Peiser

"Kids often want to grow up to be a fireman, or a baseball player. I wanted to be a bird."

Ever since Sandy Peiser was a child, he wanted to take to the skies like a bird. So, a year-and-a-half ago, he began learning how to fly — in a plane, though.

Sandy, in his second year as director of taxation for Westin, thought about becoming a commercial pilot while at the University of California at Berkeley. "But at 18, I didn't fully realize how much I would love flying, and I was lured away in pursuit of a business degree."

The Pacific Northwest skies are especially wonderful to fly, according to Sandy, with the majestic Cascades, the miles of dense forest and the peacefulness of Puget Sound.

"From 2,000 feet you can see so many more details than you can in a car or from a jetliner at 35,000 feet. You can see boats on the Sound, cars on the freeway, and Mt. St. Helens — in between eruptions of course."

On the average, Sandy flies twice a week from Boeing Field in a rented single-engine plane. Most of the time it's for pleasure, but once in awhile it's for business entertainment purposes. But whether for business or pleasure, the flights always bring new and beautiful sights.

"One night flight I'll never forget," Sandy recalls, "happened as I was coming through the clouds, and there was a full moon. Peeking through the clouds was snow-capped Mt. Rainier with moonlight shining on the top of the 14,000 foot giant. It looked like a huge ice cream scoop — absolutely fantastic."

A few of his favorite destinations are the Bellingham area, Orcas Island, and in the summer, Ocean Shores.

Adding to the visual delights of flying, Sandy enjoys the sensation of speed felt in a small plane. "When cruising above the clouds around 500-1,000 feet on a sunny day, those clouds just seem to whiz by."

Sandy believes flying a small plane is more challenging than flying a jetliner. Small planes are more responsive and the pilot has complete control over the plane. He can't just push a button as in a jet to let the computer take over.



Sandy Peiser: "I always wanted to be a bird."

Many people are hesitant to fly in a small plane, he adds, owing to fears generated by newspaper and television accounts of fatal crashes. These people believe jets are much safer. Sandy, however, feels a small plane is just as safe a way to fly.

"If you happen to lose an engine in a small plane, you have time to glide down to the ground. Usually, you can find somewhere to land, whether it's a farmer's field, a beach, or beside a highway. A jet, on the other hand, just goes straight down," Sandy says.

"The major reason for small plane accidents is pilot error," Sandy continues. "Pilots sometimes fly in weather they aren't ready for. They become disoriented, lose their perception."

"Pilots have also been known to run out of gas, which I can't understand. A plane's fuel only lasts a certain amount of time. If you can't read your watch, you have no business flying a plane."

At the moment, Sandy is continuing his education for a multi-engine license. Then he'll be able to fly a larger plane for longer distances. If it weren't for a limited amount of time and money, Sandy says he would love to fly around the country — even around the world. He eventually wants to buy a plane, maybe with a partner, or invest in an older plane.

"I guess," Sandy smiled, "this is as close as I'll ever get to my childhood dream of being a bird."

Bill Newman named Marketing senior VP

Congratulations to Bill Newman, our new senior vice president in Marketing.

Bill was named to the post after Bruce McKibbin resigned from the position in mid-March.



Bill was formerly sales vice president in the Marketing Division and has been with Westin for 23 years in marketing-related positions.

Moving in — moving on

WELCOME TO . . .

Ellen Hickey, secretary, Credit.
David Hill, programmer, Hotel EDP.
Steve Malcolm, accountant, Corporate Accounting.
Jeffrey Olsen, administrative assistant to the treasurer.
Joanne Van Deurzen, secretary, MIS.
Cynthia White, general supplies clerk, Westin Services.

AND MOVING ON . . .

John Olafson, from assistant to the treasurer, to project analyst, Development.

Correspondents

Corporate Office Services	Karen Taylor
Credit	Susan Byszeski
Design & Construction	Charlotte Mirick
Development	Ramona Erickson
Executive Offices	Margie Watkins
Financial Services	Vicki Caldwell
Food & Beverage	Marlon Kopp
Insurance	Carolyn Eisen
Marketing	Moodette Blanco
Personnel/Group Benefits	Jennifer Kenline
Real Estate	Merla Moody
Rooms	Lydia Kyle
Westin Services	Nancy Newman

HOMEFRONT is a monthly publication for the employees of Westin Hotels corporate offices and Westin Services and is produced by the Internal Communications department.

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