



WESTIN HOTELS

FEBRUARY 1985

FRONT

JUDITH MATUBIS
The lady is a winner
(Story, page 4)



NEWSFRONT

Moving on Moving up

Horst Uwe Christiansen, F&B director The Westin Hotel, Renaissance Center Detroit to F&B director The Westin Bonaventure, Los Angeles.

Michael Phillips, Sundial restaurant manager The Westin Peachtree Plaza to director of restaurants The Plaza.



Chappell elected to vice president

Kim Chappell, managing director of The Westin Hotel, Renaissance Center Detroit, has been elected to the post of vice president by Westin's Board of Directors.

Though he will continue to be based in Detroit, Chappell has assumed operations responsibilities for Westin hotels in Chicago (both downtown and at O'Hare), Cincinnati, Kansas City and Tulsa as well as Detroit.

Jim Durham, vice president and managing director of The Westin Crown Center, Kansas City, who has maintained operations responsibilities for a number of the hotels now assigned to Chappell, will be taking early retirement from the company.

Chappell, a graduate of the Hotel and Restaurant Management School at Cornell University, joined Westin at The Sir Francis Drake Hotel in San Francisco in 1965. Subsequent promotions and hotel transfers led him to his first general manager position with The Westin South Coast Plaza in 1974.

In 1980 he was appointed to general manager of The Westin Hotel, Renaissance Center Detroit, and two years later was named managing director for that property.

Newman is Carlson- Himmelman Award winner

Bill Newman, senior vice president/marketing, was selected to receive this year's Carlson-Himmelman Achievement Award.

Newman was presented the award by Chairman Harry Mullikin during the 1985 Management Conference opening dinner held at the Camino Real Mexico City.

The coveted award is presented annually by Westin in recognition of outstanding achievement and service to the company. It takes its name from Edward E. Carlson and L.P. Himmelman, both former chairmen of Westin Hotels. Award recipients are presented with a month's trip to visit the great

hotels around the world.

A 25-year marketing/sales veteran of Westin, Newman joined the company in 1959 following his graduation from Washington State University's Hotel and Restaurant Administration program.

He was named general sales manager for the company in 1968, elected a vice president in 1974 and in 1982 was elected to his present position.

In May, 1984, Newman was named to co-chair the six member Westin Marketing Task Force, formed to study and determine the future marketing direction for the company.



Harry Mullikin (left) pins Carlson Himmelman Award winner Bill Newman.

Management changes

These hotel management position changes were announced in January:

Lee Jenks, managing director of The Westin Bonaventure, Los Angeles, has been named managing director of The Westin Hotel, Renaissance Center Detroit.

James Treadway, formerly general manager of the Westin Hotel, Seattle, is the new managing director of the

Westin Bonaventure, Los Angeles.

Laurel Ames, senior assistant manager of The Westin Hotel, Galleria Dallas, has been appointed executive assistant manager of The Westin Hotel, Williams Center Tulsa.

Steve Shalit, senior assistant manager of The Westin Hotel, Cincinnati, has been appointed executive assistant manager of The Westin South Coast Plaza.

COVER: Judith Matubis, director of housekeeping for the Philippine Plaza, happily basks in the spotlight of a very special moment in her career. Minutes before, she had been presented with Westin's most prestigious employee honor — the Thurston-Dupar Inspirational Award — presented to her by Westin Chairman Harry Mullikin (left). Sharing Matubis' moment is her "boss" Paul Ross, Philippine Plaza general manager and (far right) Werner Meier, the hotel's executive assistant manager.

FRONT

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

Gabe Fonseca
Publications Editor
The Westin Building
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Management Conference
launches Westin's

NEW DIRECTION

A bold new direction for
Westin Hotels!

That was the hard-hitting
and very positive message
that dominated the agenda of
the 1985 Management Confer-
ence held at the Camino Real,
Mexico City on January 7-11.



The message's concept was introduced at Conference outset by Westin Chairman Harry Mullikin in his opening remarks to the audience of hotel managers, corporate officers and corporate staff members.

Said Mullikin, "When the history of 1984 and 1985 is written, I think it will say, in 1984 we learned what needed to be done and in 1985 we started to accomplish those things that needed to be done."

Later on in his presentation, Mullikin elaborated on "those things that needed to be done," listing five basic and essential thrusts to be pursued by the company starting in 1985.

They were presented as:

■ **Westin will grow.** Growth, Mullikin emphasized, was the company's number one goal. "We do not have to be the largest, but we must be larger. We must add additional hotels."

■ **Westin will be market driven.** This point forms a natural tie-in with growth in that Westin would become more fully attuned to marketplace needs in the type and location of hotels that will be added.

■ **Westin will reduce the costs of developing new hotels.** This largely based on market research as to what guests really want and what the market will pay.

"Growth... the
company's number
one goal."

■ **Westin will improve the operating profitability of its hotels and corporate office operations.**

■ **Westin will manage its assets (real estate investments) so as to develop a satisfying return on equity.**

Compatible with this new direction thrust is the company's mission. "Our mission," Mullikin assured, "will remain the same — to take care of our guests, take care of our employees and to take care of our owners. Where the changes will take place is 'how' we will accomplish that mission."

Westin's new direction pursuit was also the overriding emphasis of Westin President Dwight Call's formal remarks.

Assessing Westin's past, Call noted, "The history of Westin Hotels is rich in many ways. You cannot deny the fact that the company has been successful. "But," he went on to emphasize, "our environment has been changing dramatically. The current economic and competitive environment must drive us to find new ways to prosper, to grow and to survive. We must set new directions."

Then he projected ahead at the conclusion of his presentation to express his confidence that "...in 1985 we will position ourselves to be the company that is market driven; that will be known as the high-quality, low-cost operators; a company that is growing and a company that is indeed professional in every regard."

Backed by their commitment, Conference attendees were assured that Westin's positioning goal as the dominating force in the hospitality industry would be realized.

Other Conference highlights included the opening night Carlson-Himmelman Achievement Award reception and dinner; a trade and industry reception and luncheon; and the traditional Thurston-Dupar Inspirational Award Luncheon which, this year, also included the presentation of Mexico's "Merito de HOCASA" Award. (See related stories.)

Attending the four-day conference were some 130 Westin executives from the Westin hotels and corporate offices and HOCASA.

The gathering at the Camino Real marked the first time the annual meeting was held in Mexico. The occasion also commemorated the 25th anniversary of the relationship between Westin Hotels and our Mexico affiliate, Hoteles Camino Real.

Judith Matubis is hardly one of those individuals who sits on life's sidelines and watches the world go by. She is a part of the action. A very involved part.

Hers is an enthusiastic, give-it-everything involvement in the affairs of her hotel, in her profession, and in her community. And it was because of this quality that Matubis was chosen to receive Westin Hotels' most prestigious employee recognition — the 1984 Thurston-Dupar Inspirational Award.

Matubis, director of housekeeping for the Philippine Plaza, joined the Manila hotel's pre-opening staff in 1976 as housekeeper in charge of public areas. She immediately demonstrated her leadership abilities by actively involving herself in organizing the department and hiring and training personnel to suit its needs. Her recommendation that management create a separate pest control section under housekeeping proved an excellent one in terms of cost-savings and enhanced guest service.

Subsequent promotions to assistant housekeeper/floors, assistant director of housekeeping and, in 1983, as director were largely based on her demonstrated leadership and innovative time and cost-saving ideas. A number of her cost and time-saving innovations applied to the hotel's linen management and quality control program of which she is the chairperson.

High on training, Matubis is a member of the hotel's trainer pool. This is a group composed of selected department employees who are trained for four years to assume the trainer role for the various hotel training and seminar programs.

She is also an accredited First Aid course trainer as certified by the Red Cross of the Philippines. That skill has proven an invaluable asset in the hotel's employee safety program.



For Judith Matubis, an emotional moment — a standing ovation.

“... well rounded in all aspects of both her career and community life.”

Because of her active participation in employee activities, she is popularly known throughout the hotel. During its formative years, Matubis held the post of president of the hotel's Board of Athletic Control — the organization responsible for coordinating all employee social and athletic activities. And a very active organization it is that schedules such annual events as the hotel Sportsfest, employee picnic and Christmas party, inter-hotel choral competition and the inter-hotel sports competition.

Currently Matubis serves as vice president/administration of the Employee Tennis Club and participates as a member of the hotel's choral group.

Her community affairs calendar is also a busy one.

Through her involvement with the Red Cross, Matubis regularly conducts First Aid courses in her community. And as a result of previous experience as a nurse

and midwife, she is often called upon to advise expecting mothers particularly in such areas as sanitation and the proper care of babies.

She also volunteers as an advisor with a community youth council on various projects and as manager of the group's basketball team.

In her church, she plays an active role in the Community Catholic Women's League, an organization involved in charitable projects and relief work for victims of such crises as floods, typhoons and volcanic eruptions.

In the furtherance of her profession, Matubis is an active member of the Executive Housekeepers Association of the Philippines. Currently she serves on the Association's Board with particular responsibilities for coordinating guest speakers for the Association's management seminars.

In recommending their candidate for the Thurston-Dupar Inspirational Award, the Philippine Plaza's nominating committee noted, “It is our opinion that Judith Matubis is an outstanding employee, well rounded in all aspects of both her career and community life. We firmly believe that she is an asset to our organization and we wish to strongly recommend her for consideration as overall company winner...”

The corporate offices award selection committee considered — and found a clear-cut winner in Judith Matubis.

She was presented with her Thurston-Dupar Inspirational Award during awards ceremonies that highlighted the 1985 Management Conference held at the Camino Real, Mexico City in early January.

In addition to her personal plaque and service pin disc, Matubis received an all expense-paid two-week vacation (beyond her regular vacation) at the Westin hotel of her choice plus a \$500 check.

Further, her name has since been added to the permanent Thurston-Dupar plaque displayed at the Seattle corporate offices.

JUDITH MATUBIS

Westin's 'most inspirational' employee

PHOTO NEWS

A taste of something else

Every so often a Westin hotel restaurant will break its normal menu pattern to feature "a taste of something else," — the authentic cuisine specialties of another country or culture. These limited run foreign food fests may often coincide with a community-wide salute to the country whose food is being featured and as often may involve the assistance of a guest chef from the featured country. Some of the more recent food fests included:



...a **Holland Days fest** at The Westin St. Francis. The hotel's Dutch Kitchen restaurant provided the appropriate scenario for the two-week event — a Dutch treat of Holland cuisine specialties. Hotel chef,

Jelle Bleyinga (right), previews featured menu items with (from left) Dr. John Van Doorn of Amsterdam, Joop Jeurrisen, Netherlands Consul General and hotel manager Rick Layton.



...a **Royal Swedish Smorgasbord** at The Westin Hotel, Seattle. To coincide with Sweden Week in Seattle, hotel staff went to great lengths to feature one of the most elaborate and authentic smorgasbords imaginable. Production was by Smorgasbord Inc. of New York.

Flown in from Sweden were two chefs, two hostesses and much of the food that was used during the promotion. Over 4,000 guests were served during the six-day event. Here both the Swedish and The Westin's chefs pose behind one of the tables of smorgasbord offerings at the hotel's Market Cafe.



...a **Calabrian Food Festival** at The Westin Hotel, Edmonton. Under the auspices of the Italian Vice-Consul, a little bit of the Calabrian region of Italy came alive in the hotel's Palm Court restaurant. Italian decor, wines and food special-

ties of Calabria drew crowds of delighted diners to enjoy menu items prepared under the direction of Calabrian guest chef Domenico Constantino. Here, chef Constantino prepares a pasta dish.

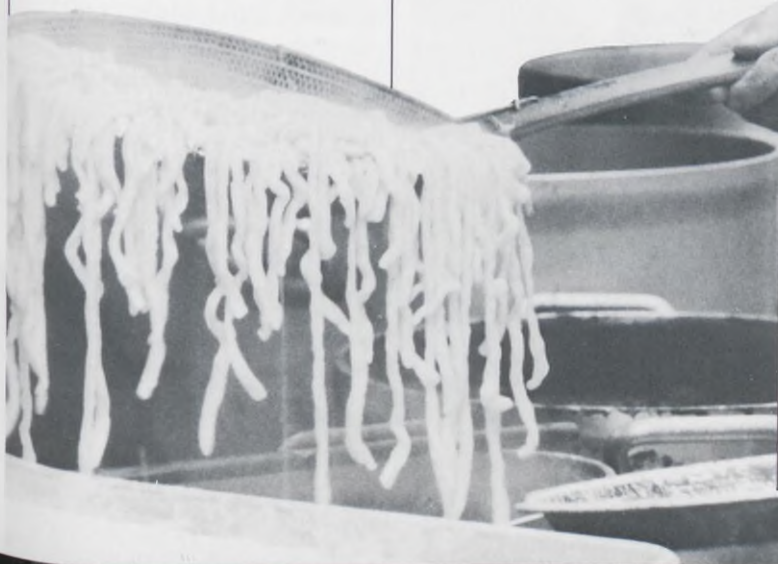


PHOTO NEWS



Tops in tennis tourney

PUSAN—So maybe Nike is tops in sports clothing, but when it comes to sports action they took a second place to the tennis "sports" at The Westin Chosun Beach. In the "1st Annual Nike vs. Westin Chosun Beach Tennis Tournament," the Westin group (pictured here) trounced the Nike team, winning in both the men's and women's doubles by taking eight of the nine matches. A Spring rematch is scheduled.



Hosting the Governor

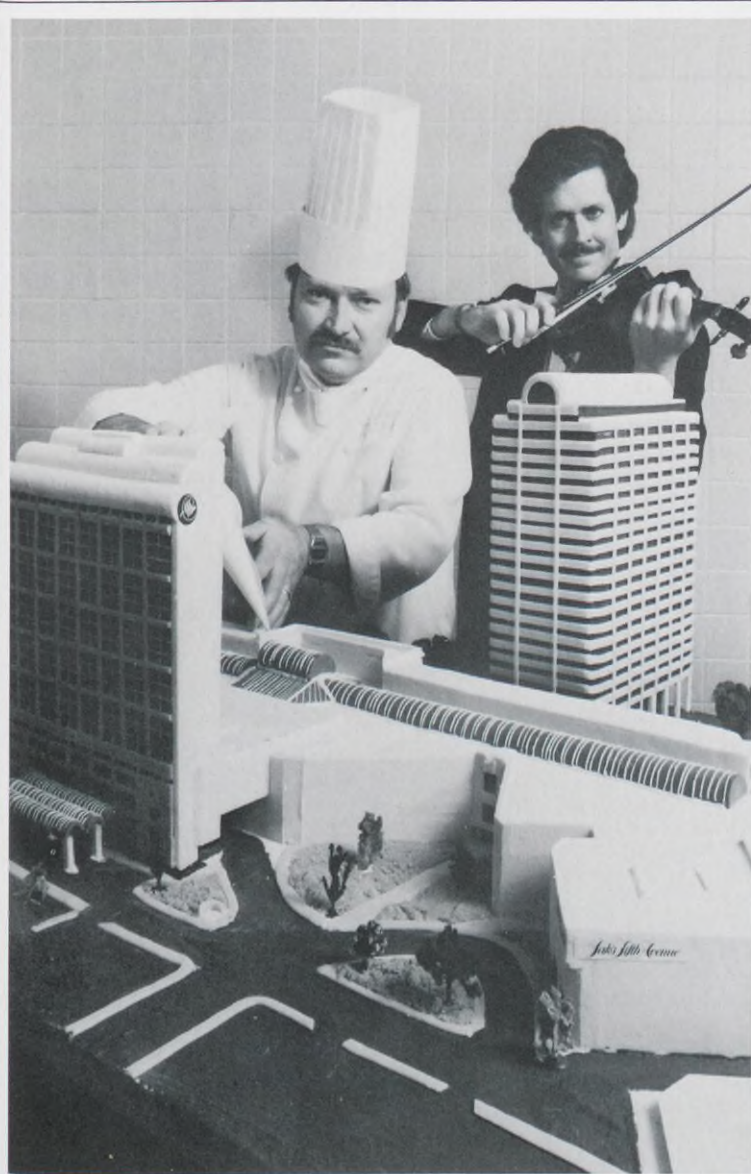
PORTLAND—One of Oregon's most prestigious culinary events is the annual Governor's Dinner sponsored by the Oregon Society of Chefs de Cuisine at which the State's Governor is an honored guest. Host for this year's event was The Westin Benson, and host chef was the hotel's Xavier Bauser. Bauser and his staff prepared an elaborate eight-course dinner that took months in the planning and won rave reviews from fellow Society culinarians as well as the Governor. At each event, a Society member is honored as Chef of the Year. That honor was bestowed on Bauser at the Society's 1982 Dinner.

Show of concern

HONG KONG—The employee council of the Shangri-La showed their concern for the Ethiopian famine victims by setting up collecting stations for contributions from hotel staff. Posters and information were posted on bulletin boards to inform the staff of the situation in Ethiopia, as well as to encourage generous contributions (pictured). A total of HK\$3,344 was raised to help pay for food, blankets and medical supplies.



PHOTO NEWS



'Chocolate Love Affair'

DALLAS—Chocolate reigned as the king of hearts (or rather palates) during a Valentine's week chocolate promotion at The Westin Hotel, Galleria. Billed as a "Chocolate Love Affair," the event involved almost all Galleria tenants from chocolate merchants to restaurants promoting special chocolate desserts and beverages. Events included special chocolate displays, free samplings, a "Great Chefs Chocolate Cook-off" and the sale of "Symphony Sweets" to benefit the Dallas Symphony Orchestra. A popular event attraction was this six-foot-long by two-foot-wide chocolate replica of the Galleria complex including the hotel, the creation of Henri Mahler (left), pastry chef for The Westin Hotel, Galleria Dallas. With Mahler is Patrick Rafferty, associate concert master of the Dallas Symphony.



First Tower guest

LOS ANGELES—In what must be a first for Westin Hotels, the nation's "first citizen," President Ronald Reagan, registered as the first guest of the Century Plaza Tower. On December 27, President Reagan and First Lady Nancy Reagan checked into the

tower's 30th floor Plaza Suite for a two-day stay while in California for the holidays. Escort/greeter for the sportily-dressed chief executive was Bill Quinn (left) vice president and managing director for the Century Plaza.

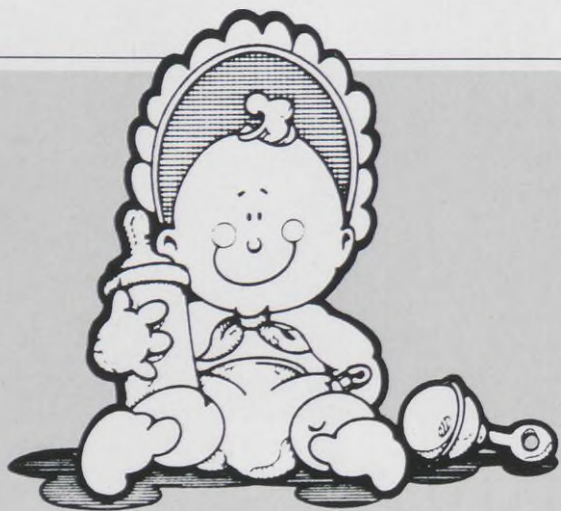
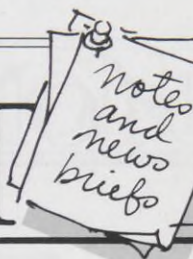


Run for the money

EDMONTON — The annual Terry Fox Run to benefit cancer research was a particularly challenging event for two participants of The Westin Hotel, Edmonton's four-member team. The two, Jan Segers, executive assistant manager (second from left) and Ronan O'Gorman, F&B director (third from left), ran the entire 10km run in 50 minutes dressed in Beefeater

uniforms as worn by the hotel's door attendants. Dressed in more traditional running gear was Robin Jaleel (left), an actual door attendant, and Jim McKeen (right), accounting staff. Team supporter and cheerleader was Mary Lynne Lyons, accounting supervisor (extreme right). The foursome raised \$1,000 in pledges for the cancer fund.

FRONT DESK



The Westin man, the Westin woman. And now... the Westin baby!

So it seems, according to a reproduced copy of a Sixty-Second Critic form sent to us from The Westin Crown Center, Kansas City. The hotel's guest's responses to Critique questions were all favorable. But what caught the eye of the hotel's vice president and managing director, Jim Durham, was a hand written notation.

It's new offices for the new year for...

Bob McCauley, vice president for the Canadian Westin Hotel Company, Ltd., who has moved clear across the country from Vancouver to Toronto. His new address is The Westin Hotel, Toronto. (The Westin Hotels Ltd financial organization, headed by Len Ryan, will remain in Vancouver.) And the corporate headquarters for Hoteles Camino Real (HOCASA) have moved from their overcrowded offices on Leibnitz to more spacious digs nearby. Their new address: Dante 14, Col. Anzurez, Mexico 11590 D.F., Mexico. Same telephone number, however.

It read, "We heard about the Westin on the radio ads talking about being a Westin man. After hearing the ad, we named our new-born son Westin after the hotel."

Well, it does have a nice ring to it, and some day young Westin is going to appreciate his folks' good taste and the fact that they weren't smitten by an Inter-Continental commercial instead.

If the Westin South Coast Plaza seems a mite smug these days, there's good reason.

Here's why. In international gourmet circles, the name Auguste Escoffier, the great French superchef and writer on cooking, shines brightest. Avid Escoffier disciples have helped keep his culinary legend alive through an exclusive society. "Les Amis d' Escoffier," with chapters in major cities throughout the world. Its members are largely comprised of professional chefs and gastronomes dedicated to the excellence and

appreciation of the culinary arts.

The highlight of each Chapter's calendar is the annual Escoffier dinner, a black-tie gala at which the host chef and staff outdo themselves in the creation of the dinner menu. Since its inception 48 years ago, the Los Angeles Chapter of Les Amis has always staged their annual gala in that city's posh restaurant or hotel banquet rooms. (Incidentally, both the Century Plaza and The Westin Bonaventure have been recent hosts to these sumptuous affairs.)

This year, however, the group decided to break tradition and schedule their dinner in Orange County because, as the group's president put it, "We thought it time to acknowledge the growing eminence of Orange County as an epicurean center." Singled out among O.C.'s several epicurean establishments to host the event (you guessed it) was The Westin South Coast Plaza. Impresario and host for the ten-course superfeast, held in early December, was the hotel's executive chef Michael Hoepke.

The dazzling display of gourmet cuisine, with each course complemented by a fine imported wine, was a rousing triumph that earned chef Hoepke and staff a standing ovation from some 200 Les Amis guests. With credit to The Westin South Coast Plaza in Orange County, the Escoffier legend is again proved alive and well in Los Angeles.



It's just what's on the plate that counts. Right?

Well, in fine dining restaurants, it's a little more than that. It's also the plate itself. And the silverware. And the crystal. And the napkins and tablecloth. And mostly how all these items come together on the table top to help create a totally satisfying and visually attractive dining experience.

To stimulate and acknowledge creative table top concepts, *RESTAURANT/HOSPITALITY* magazine promotes an annual "Top of the Table" award program. Restaurants compete for award recognition by submitting photos and setting details of their table top entries for award judging according to cost range categories. Among the 25 award winners in this year's competition were three Westin table tops. In the \$100-\$175 setting category, a Second Place went to the Arizona Biltmore for its Gold Room table top. And in the same category the Mauna Kea Beach took the Third Place for its Garden Pavilion entry. The Arizona Biltmore did it again to win a Third Place in the under \$100 category for its Adobe restaurant.