



WESTIN HOTELS

APRIL 1984

FRONT

WESTIN WELCOMES WILLIAM PENN STORY, PAGE 2

Moving on Moving up

Bill Cook, director project administration Westin Service to manager of installation services Raffles City Project.

Janice Goldin, assistant manager front office The Westin Hotel, Seattle to assistant manager front office Century Plaza.

Charles Hopkins, tour coordinator The Westin Hotel, Seattle to administrative assistant The Westin La Paloma, Tucson.

Phil Pool, catering sales manager The Westin Hotel, Williams Center, Tulsa to catering sales manager The Westin Hotel, O'Hare.

Karl-Heinz Saile, executive chef The Westin Bonaventure, Montreal to executive chef Philippine Plaza.

Byron Le Seilleur, manager reservations Westin Sales Office, Toronto to senior supervisor Central Reservations Office, Omaha.

COVER: The William Penn, Pittsburgh's Grand Hotel, has been the city's host to the world since it opened in 1916. As of March 5, this national historic landmark hotel became a proud member of the Westin Hotels family.

FRONT

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

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The William Penn joins Westin family

Pittsburgh, Pennsylvania became Westin Hotels' newest destination city on March 5 when the company assumed management of The William Penn Hotel. The national historic landmark hotel, located in the heart of Pittsburgh's Golden Triangle downtown business district, is wholly-owned by Alcoa Properties, Inc.

Appointed to general manager of The William Penn is Bob Hawes, formerly general



Bob Hawes



Bob Seddelmeyer

manager of The Westin South Coast Plaza. No newcomer to town, Hawes served as general manager of Pittsburgh's Carlton House, a former Westin property, from 1974-78.

Replacing Hawes as general manager of The Westin South

Coast Plaza is Bob Seddelmeyer, manager of The Westin Bonaventure, Los Angeles.

Completion of a current "second phase" renovation of The William Penn will result in a 650 room-count upon project completion.

Within the last few years, the hotel underwent a complete renovation of all its public areas including lobby, meeting rooms, restaurants and lounges and 190 of its guest rooms.



Mike McGinnity (standing) conducts a pre-blitz strategy session at The Plaza's Mayflower Room.

N.Y. Office blitz a 'super' success

There are sales blitzes and sales blitzes.

And then there are "super" sales blitzes like the one mounted by the New York Sales Office earlier this year. This first of its kind canvass zeroed in on a specialized market, the Northeast's high-volume individual travel business.

Involved were 16 sales managers from Westin hotels throughout the U.S. and from

Mexico, the staff of the New York Westin Sales Office, and the hotel sales staffs of The Plaza, The Westin Bellevue Stratford and The Westin Hotel, Copley Place Boston.

The extent of the area covered was also impressive. During the four-day blitz, sales staffers knocked on potential business doors throughout Manhattan, Boston, Philadelphia, Westchester County in New York, Connecticut's Fairfield County and the major New Jersey market.

Each participant was given the

mission to make assigned calls on contacts for corporations and travel agents who book volume individual transient clients worldwide. Calls were made in behalf of all Westin hotels as well as the individual's own hotel.

As coordinated by Mike McGinnity, director of sales, and Henry Goodfriend, sales manager of the New York office, the "super blitz" was planned and executed with the strategy of a military assault.

To cover Manhattan, for instance, arrangements had been made with a computer company to provide territory grids so that each person knew precisely where to go and who to contact within a specific area.

In addition to their territory, members of the New York office staff assisted as supervisors for the Manhattan, Boston and Philadelphia hotel sales teams.

Each evening of the blitz, the sales groups met to review that day's call reports, exchange information and plan the next day.

The results? "Super," enthused McGinnity. "More than 550 calls qualified for individual business for all Westin Hotels."

Call named Westin President: other corporate appointments

On Monday, April 2, Harry Mullikin announced that the Board of Directors of UAL, Inc. and Westin Hotels Company have elected Dwight Call as president and member of the Board of Westin Hotels.

Call's most recent position was as executive vice president/operations.

Also announced was the election of Larry Magnan from vice president to senior vice president with responsibilities for the new Technical Services Division.

A third appointment was the election of Bill McAleer, formerly controller/corporate accounting, to vice president and corporate controller.

As this announcement was made as FRONT went to press, a more detailed report on these appointments will be featured in the May issue.

Whitty named senior VP and treasurer

Raymond J. Whitty has been elected senior vice president and treasurer for Westin Hotels by the Westin Board of Directors, with his appointment effective April 1.

Whitty assumes the post formerly held by Bob Jenks who resigned from Westin to join the Dondi Financial Corporation, a Dallas-based real estate, financial and development institution, as a senior officer.



Westin's excellence wins most 'Excellents' in magazine's travel poll

In a repeat of last year's clean sweep choice, polled readers of TRAVEL/HOLIDAY magazine have selected Westin Hotels as their number one preference.

Annually, the editors of this popular travel publication ask its 2,850,000 readers to evaluate hotels, airlines, cruise lines, tour operators and other travel related services. Readers are asked to judge quality of service based on their actual travel experiences.

In the hotel category, hotels are rated on the following: General cleanliness, courtesy of personnel, adequate eating facilities and check in/check out procedures. Hotel companies are listed under two classifications; domestic (U.S.) and/or foreign. The grading system for each ranges from "Excellent" to "Poor."

As it did last year, Westin

rated the first place position in both of these classifications, receiving more "Excellent" ratings in all areas than did any other hotel company.

The publication's travel poll was taken last fall with the results to appear in the May issue of TRAVEL/HOLIDAY. A plaque, signifying Westin's award winning status, is being presented to Westin.

In a letter to Harry Mullikin notifying Westin of its win,

Sheldon Shane, publisher-president of TRAVEL/HOLIDAY congratulated Westin for "...your operations, marketing people and all the others who helped make you the number one hotel chain here and abroad."

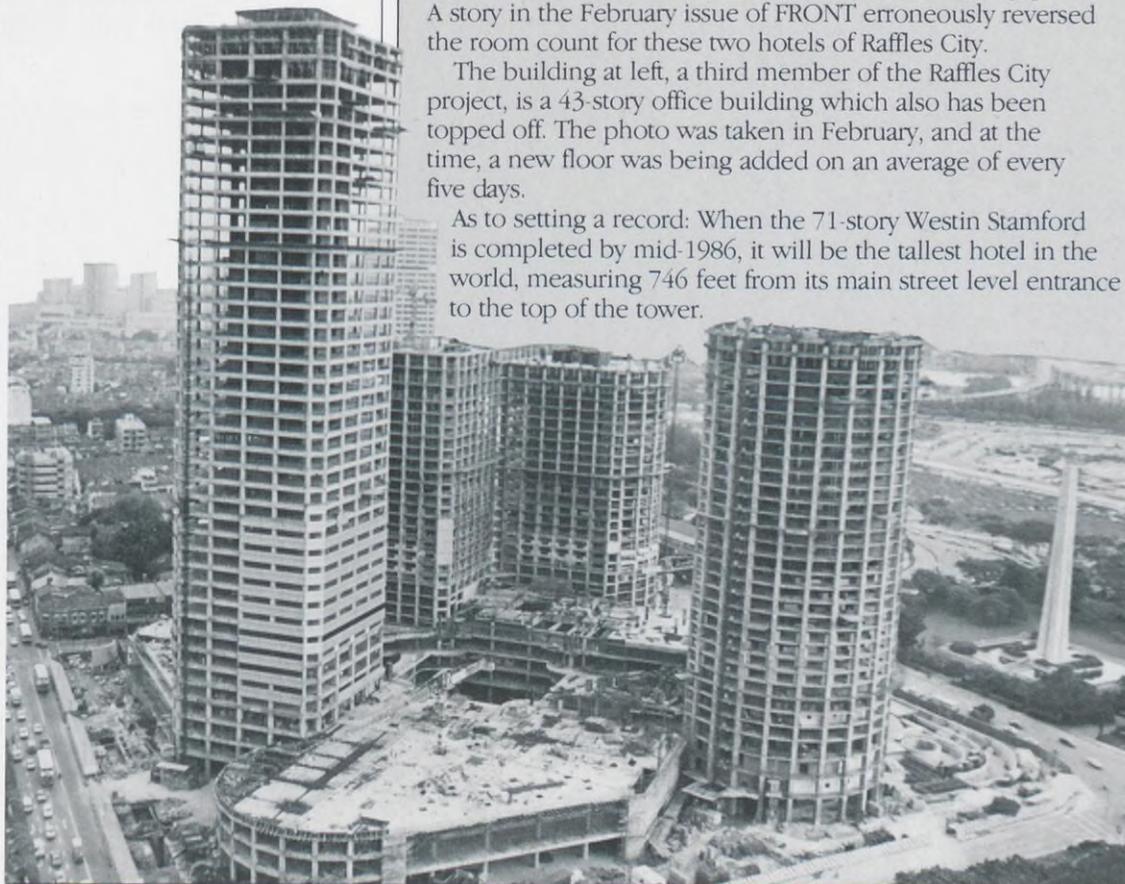
TRAVEL/HOLIDAY magazine, which also promotes the annual TRAVEL/HOLIDAY Fine Dining Restaurant Awards, is one of the leading and most respected consumer travel publications in the United States.

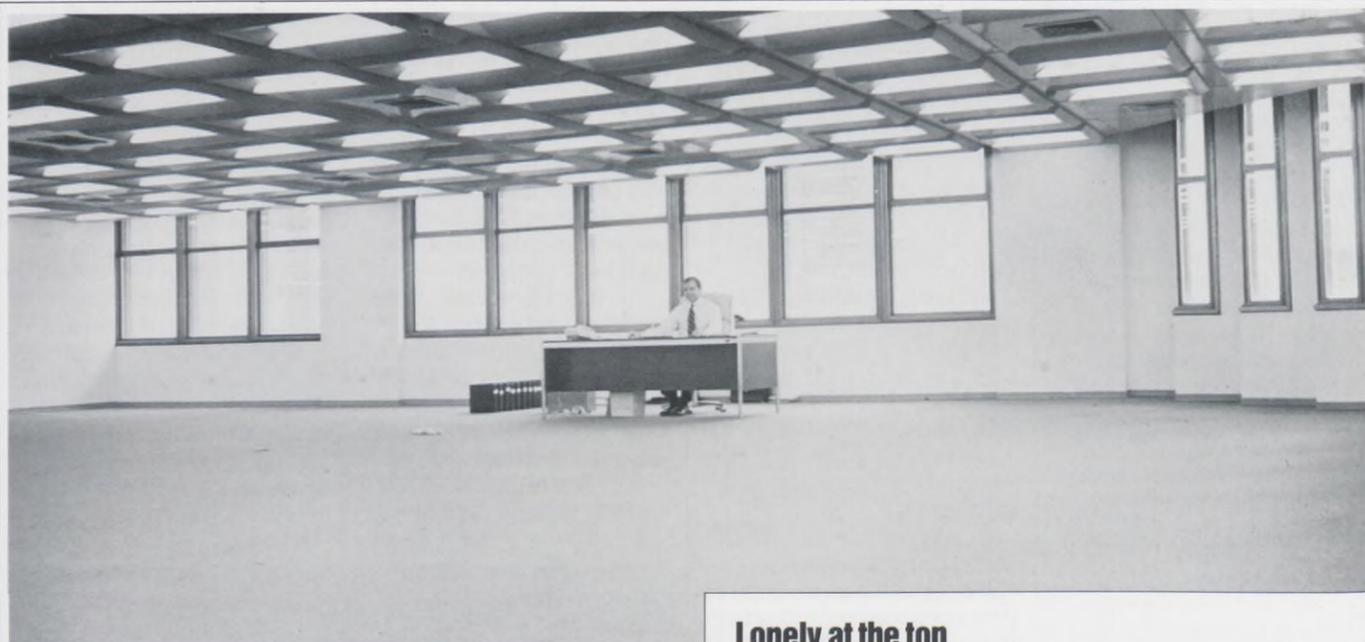
Setting the record straight, and setting a record

First, to set the record straight: the semi-circular building under construction and climbing skyward at right is the 1,200-room Westin Stamford, Singapore. At center, and already topped off, is the 800-room Westin Plaza, Singapore. A story in the February issue of FRONT erroneously reversed the room count for these two hotels of Raffles City.

The building at left, a third member of the Raffles City project, is a 43-story office building which also has been topped off. The photo was taken in February, and at the time, a new floor was being added on an average of every five days.

As to setting a record: When the 71-story Westin Stamford is completed by mid-1986, it will be the tallest hotel in the world, measuring 746 feet from its main street level entrance to the top of the tower.





Lonely at the top

SINGAPORE—That lonesome looking fellow behind the desk is Bill McCreary, general manager of The Westin Stamford, Singapore. In the process of locating an office for McCreary, space was acquired to eventually house the staff for both The Westin Stamford and Westin Plaza hotels while they are under construction. For a brief period, until the walls were installed and other staff members were relocated, McCreary, in one sense, knew how it was to be lonely at the top.



Spinning up enthusiasm

SEATTLE—Doug Whitener, reservationist with The Westin Hotel, Seattle, spins up the enthusiasm of his fellow reservationists for the National Collegiate Athletic Association (NCAA) championship finals which were held in Seattle March 30 to April 2.

The NCAA playoffs, the largest sporting event of its kind to hit Seattle, drew some 35,000 visitors to the city. Official headquarters for the prestigious tournament was The Westin Hotel

which had booked 700 rooms and 18 suites for sports fans and members of the news media.

Admiring Whitener's fingertip ball spin talent are reservationists (from left): Marion Damo, Tom Ross, JoAnn Angelotti, Michelle Montgomery, Marguerite Moore and Cheryl Okazaki.



Traditional balloon race

MONTREAL—This Easter, as it has for the past eleven, The Westin Bonaventure, Montreal drew hundreds of Montrealers to its traditional après-brunch Easter balloon race, a fund-raising activity to benefit the Easter Seal Society of Quebec. Each fund contributor receives a helium-filled balloon with an attached card to be completed with the donor's name and address. Early Easter afternoon, thousands of balloons, including those with attached cards, are released in a colorful explosion to float over the city. From all balloon cards returned to the hotel, a drawing is held for a free round-trip to Mexico for the lucky winner. For the lucky finder, an expense-paid weekend at the hotel.



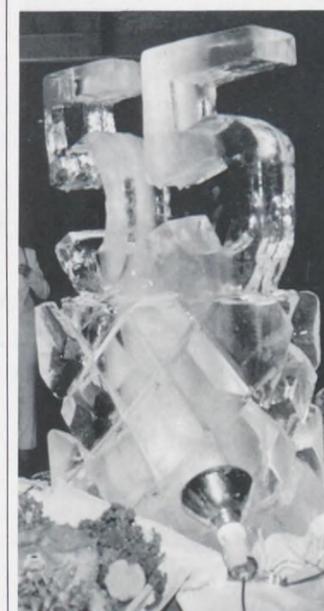
Beaudry's/Blue Gardenia take flight

LOS ANGELES/TOKYO—This month, first-class passengers on Singapore Airlines flights from Los Angeles to Tokyo and Tokyo to Los Angeles are enjoying a unique dining experience. Featured on these flights are specialty dishes

prepared and served on board by chefs of both the Westin Bonaventure, Los Angeles and The Akasaka Prince Hotel in Tokyo. The special promotion involving the two hotels and the airlines, extends throughout the month of April.

Alternating chefs on the Tokyo-bound flight are Werner Glur, executive chef and Fred Mensinga, Beaudry's chef both of the Los Angeles hotel. Featured on the flight are selected dishes from the Bonaventure's gourmet restaurant Beaudry's. On Los Angeles bound flights, passengers are treated to the culinary delights prepared by Mitsuo Shinozawa, chef of The Akasaka Prince's Blue Gardenia restaurant. Here too, menu items are selected from that hotel's specialty restaurant.

Pictured in their "air-kitchen" whites are (left) Werner Glur and (right) Fred Mensinga.



Putting 55 on ice

PHOENIX—The celebration of the Arizona Biltmore's 55th anniversary held in late February was a low-key affair that focused on a commemorative cocktail reception hosted by the hotel's management for long-time guests of the resort property. A "55" ice sculpture formed the centerpiece for a light buffet. Ceremonies were climaxed with the wheeling in of a huge birthday cake topped with a Swiss chocolate "Biltmore block," a replica of the unique construction blocks used in the hotel's construction architecture.



'5 in '85

EDMONTON—These staff members of The Westin Hotel, Edmonton may be signaling a "one," but what they're really after is a "five." The hotel recently launched an all-out hotel promotion aimed towards achieving a Mobile Five-Star and an AAA Five-Diamond rating in 1985. Their slogan, "5 in 85 — Yes We Can."

Supporting the hotel in its effort is hockey superstar Wayne Gretsky, who donated the pictured hockey stick which he signed wishing the hotel and staff success in their "5 in 85" program.

Everything you wanted to know...

Once upon a time, the opening of a new hotel entailed a sort of reinvention of the wheel effort on the part of the hotel's senior rooms staff.

As staff reported on site, they were faced with the tedious and time consuming start-from-stratch exercise of developing job and procedure manuals of specific application to their hotel and their people.

But all that was before the invention of the "stock-model wheel," otherwise known as the corporate Rooms Division's Reference Guides.

Actually, the Reference Guides are "stock model" only in format. Each set of Guides (individual books are designed for the various department operations) is customized to the specific operations and requirements of the user hotel.

Presented in loose-leaf binder form, each Guide set contains probably every policy, procedure, guideline, job specification, activity form and whatever other resource information one would need to know in the hotel's rooms operations.

As David Ling, Westin's Rooms Division director notes, "Unlike the old manuals that were filled with job 'dos' and 'don'ts' and were meant to be read from cover to cover, the Guides focus on operations 'how-tos' and are largely meant to be used as a specific need reference.

"Take a job procedure such as the quarterly rooms linen inventory process for instance," Ling continues. "By referring to the appropriate Guide section and page you'll find a 'how to' flow chart that illustrates the step by step procedures to be taken, accompanied by written text that highlights these procedures. By using the Guide chart you are always assured of a thorough, consistent result. And of course, they are great staff training aids."

The framework for the Reference Guides, which took some 18 months to compile, was developed by the corporate rooms staff. The members drew from their

own expertise and experience (the Division's director of property services, Hanne Dittler, for instance, chalks up an on site opening experience for some 32 hotels), as well as from the best information excerpted from operating hotel manuals.

Customized content is input directly obtained through consultations with the new hotel's manager. Each hotel's Guides, therefore, will show the exact forms, procedures, uniforms, room configurations, job descriptions, etc., as applicable to that property. Everything the incoming rooms department heads would need to know about their department's operation is at their fingertips.



"You've got to use it to make it work for you."

Sandra Kronick
director of housekeeping
The Westin Hotel, Ottawa

Prior to their relocation to the new hotel site, the appointed senior department heads—director of housekeeping, senior assistant manager and front office manager—will spend a week at the Seattle offices for a thorough orientation of Guide usage. Each page of the Guide is reviewed with the appropriate corporate division staff member and, as needed, the visitors are exposed to applicable systems operations of The Westin Hotel, Seattle.

The first hotel to use a customized Reference Guide was The Westin Hotel, Vail. Subsequently, as they've come on line, Reference Guides have been developed for the Dallas, Boston, Ottawa and O'Hare properties.

"Among the many advantages of the Guides," says Ling, "is that because the 'manual' work has already been done for them, the senior rooms people reporting to their new locations, have more free time to learn about their hotel and their city and in training their staff."

One highly enthusiastic supporter of the Guide is Sandra Kronick, director of housekeeping for The Westin Hotel, Ottawa.

"It was my reference 'bible' throughout the hotel's opening," she reports. "I used it constantly and I know it was a big help in making our opening such a success. I'm convinced it's a critical tool for any opening, but, like a lot of other things, you've got to use it to make it work for you."

While the Reference Guides were especially designed to facilitate new hotel operations, much of their general information is applicable to operating hotels. The division, therefore, is currently in the process of indexing the Guides' various sections. These general indexes will be sent to all hotels, from which a hotel could request any sections or pages they might want.

Further, Ling asserts, to assure that the hotels are receiving the best and latest information available, the various general Guide sections will be updated as better ideas are received for consideration and are approved by the rooms staff.

Canadian chefs shine in Culinary Classic

Annually, the J.P. Wiser Distillery Company of Canada promotes its Wiser's Deluxe Culinary Classic recipes competition. Chefs from throughout the nation vie for regional and national awards submitting recipes using products produced or distributed by Wiser. Over the years, the Wiser Classic has come to be recognized among Canadian chefs as a major and highly regarded culinary competition.

Finalists are invited to Montreal to prepare their original concoction for award judging. Here, a 16-member panel, ranging from executive chefs to food editors from across Canada, select the national and regional winners in the five categories of appetizers, poultry/game, fish/seafood, meats and desserts.

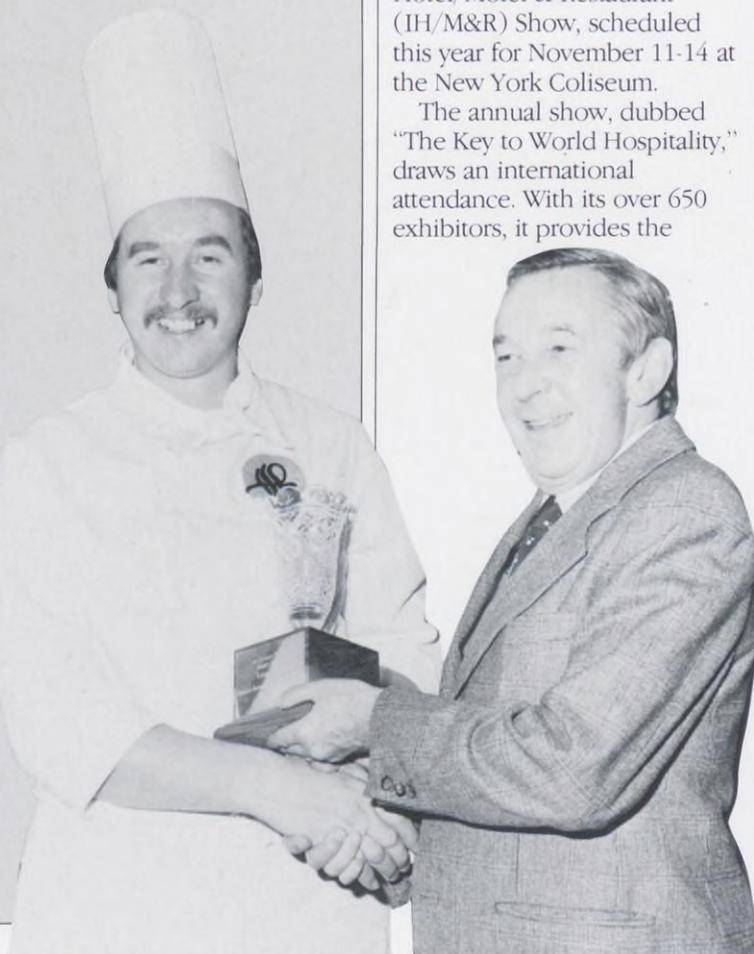
Westin's Anton Walker, sous chef at The Westin Bayshore, was named the National Winner in the meat category for which he was presented with a gold medal and a trophy. Walker's winning dish was his veal creation "Medallions de veau aux morilles farcies."

The competition also produced two Westin regional winners.

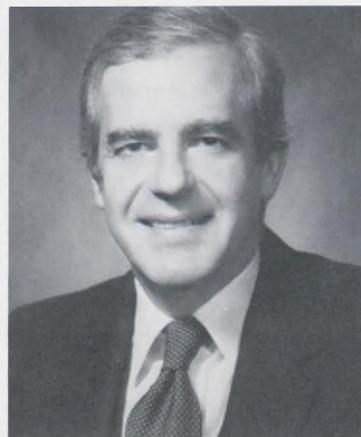
Salim Somani, sous chef at The Westin Bonaventure, Montreal, was named a Regional Winner in the

appetizer/hors d'oeuvres category for his "Paupiette de sole de Douvres a la gelee au Charles Heidsieck."

And Yoshitaka Chubachi, executive sous chef at The Westin Hotel, Winnipeg, cooked up a regional win for his entry, "Mousseline Gold Eye fume sauce champagne" in the fish/seafood competition.



Roger Lachapelle, president of J.P. Wiser Distillery, presents Anton Walker with his National Winner trophy.



Hughes appointed chairman of '84 hospitality show

NEW YORK—J. Philip Hughes, managing director of The Plaza, has been appointed chairman of the 1984 International Hotel/Motel & Restaurant (IH/M&R) Show, scheduled this year for November 11-14 at the New York Coliseum.

The annual show, dubbed "The Key to World Hospitality," draws an international attendance. With its over 650 exhibitors, it provides the

lodging and food service industry with a central meeting place to make buying decisions, share information on technological advances, appraise produce development and view new products.

The (IH/M&R) show is sponsored by the American Hotel and Motel Association (AH&MA) the New York State Hotel & Motel Association and the Hotel Association of New York City.



It's her case now

LOS ANGELES—When Gerda Francois, room attendant at the Century Plaza, found a case of rings under a bed following a jewelry show at the hotel, she had no idea that it was going to cause her problems. Dutifully, she turned in her find to the hotel's security department and forgot all about it. Over the next three months, the security staff tried diligently to locate the owner but with no success. Then, after the 96-day waiting period it was "finders keepers" for Francois. She was presented with the unclaimed case containing 72 semi-precious stone rings by Inge Krieg (right) the hotel's director of property management.

Francois' problem? It's just that every morning she has to face the decision of which ring she should wear that day.

"Everything I like to know about the property is at my fingertips...it's a beautiful ad."

"You get rave notices about The Westin. The ad reflects their excellence."

"This definitely gives all the information you need. All the Westin ads are probably the best in the book."

These quotes singing the praises of Westin were extracted from dozens more similar comments volunteered by a cross section of U.S. travel agents responding to a hotel trade ad survey last spring. They were hotel ads appearing in HOTEL & TRAVEL INDEX, the "bible" reference publication used by travel agents throughout the world.

The publication's editors had commissioned the Harvey Research Organization to conduct a study with travel agents in selected metropolitan areas throughout the United States. The objective was to learn how agents view the HOTEL & TRAVEL INDEX ads in terms of informativeness, usefulness and appeal.

Specific ads from a number of hotel companies were selected for the study in three categories—Commercial, Resort, and Airport hotels.

Since Westin, at that time, did not operate an airport hotel, only ads in the Commercial and Resort category were included in the study. Selected was The Westin Bonaventure, Los Angeles (Commercial) and the Camino Real, Puerto Vallarta (Resort) as representative of all other Westin ads in the publication. (All Westin ads produced for HOTEL & TRAVEL INDEX, as they are for all other trade directories, follow a corporate-coordinated format. That is, while Westin ads may differ from directory to directory, all those in a specific directory are formatted to look alike and to give the same type of information for each hotel featured.)

Agents were asked to evaluate the selected ads on how thoroughly they

EXCELLENCE

&

THE INFLUENCE OF EXCELLENCE

provided the type of information they needed to have about the advertised property. Specifics focused on the completeness of location information, facility information, rate information and the usefulness, if any, of photos or graphics used.

In all areas, the Westin ads rated among the highest.

The key question, however, was, "Taking into account the information presented, would this ad succeed in influencing you to book a client at this hotel when the occasion arises?"

Here's where Westin really scored!

In both the Resort and Commercial hotel categories, the two Westin ads

rated highest with the agents. Their recorded comments in response to this survey question overwhelmingly confirmed that the Westin ads would, indeed, influence them in booking clients at both the Los Angeles and Puerto Vallarta hotels.

But the survey didn't stop there.

Three more questions were asked of very particular relevance to travel agents in satisfying their client/hotel company relationships.

From a listing of some 36 mostly international hotel companies, the agents were asked how they would rate each as to: 1) commission payment policy satisfaction, 2) reservation system satisfaction and 3) client satisfaction.

Again, Westin rated highest. In all three areas Westin (and often by a wide margin) received more "Excellent" ratings than did any other hotel company.

That clean sweep of the Harvey Research survey results prompted Melinda Bush, vice president/publisher of HOTEL & TRAVEL INDEX, to personally commend Westin on its achievement.

Bush noted, "As these awards indicate, your (Westin's) theme of 'Excellence' obviously applies as well in influencing your travel agency relationships. Congratulations."



Marketing staff members display award plaques of excellence following the presentation by HOTEL & TRAVEL INDEX vice president/publisher, Melinda Bush. (From left): Ron LaRue, director of advertising and public relations; Sharon Lee, vice president Cole & Weber advertising; Bill Newman, senior vice president; Laura Thompson, assistant advertising manager; Barbara Sand, advertising manager; Jim Weiss, manager travel industry sales.