

MARCH 1981

Front!



WESTIN HOTELS



Galleria Plaza's Zucchini's:
fresh food, a fresh idea.

Story page 8

On the move

Quality, not quantity

1980 was quite a busy year in our company's development activities.

We announced six new hotel projects to be opened over the next few years. We acquired one hotel, the Bellevue Stratford in Philadelphia. We opened one hotel, the Galleria Plaza in Mexico City. And we opened an eight-story, 72-room addition to the Edmonton Plaza.

Meanwhile, our Development Division researched dozens of other prospects for possible new hotel construction or hotel acquisitions in as many key destination cities.

Perhaps some of you may feel we should be adding many more hotels.

Our goal, however, has never been to compete with other hotel companies as to the number of hotels operated. Rather, our goal has always been one of operating only the best hotels. It's a matter of quality, not quantity.

Let me assure you that your Westin Hotels management is actively dedicated to a program of continuing growth. Our goals for the next five years, for instance, call for the addition of 22 new hotels.

But we will not put our name on anything just for the sake of growth. We want the type of hotel that you — that we all — want to be associated with. Like your own hotel and all the hotels that now comprise our Westin Hotels family.

Because of our high standards philosophy, our guests benefit from what Westin Hotels offers them — quality hotels serviced by professional quality people. That's the philosophy we've built our reputation upon, and it's one we want to continue to build upon.



Harry Mullikin
President and
Chief Executive Officer

Harry Mullikin

Martin Astengo, from executive assistant manager at The Benson, to executive assistant manager at the Washington Plaza.

Alexa Benoit, from convention services manager at Michigan Inn, to convention services manager at Bellevue Stratford.

Anthony Cary-Barnard, from assistant manager-front office at The Westin Hotel, Toronto, to front office manager at Calgary Inn.

Mari Day, from director of personnel at Wailea Beach Hotel, to director of personnel at Mauna Kea Beach.

Robert Fitzner, from management trainee at Michigan Inn, to project coordinator at Chosun Hotel, Seoul.

Greg Hayden, from assistant chief engineer at South Coast Plaza, to energy manager at The Arizona Biltmore.

Rene Jungo, from Montagues restaurant manager at Williams Plaza, to manager of restaurants and bars at Hotel St. Francis.

David Marsh, from sales manager/national accounts at the Detroit Plaza Hotel, to director of sales at Peachtree Plaza.

Cathie McHenry, from director of personnel at South Coast Plaza, to director of personnel at the Los Angeles Bonaventure.

Donna Paulakovich, from housekeeping management trainee at Crown Center, to housekeeper at The Arizona Biltmore.

Marcia Rosenberger, from assistant manager at Michigan Inn, to assistant manager at The Westin Hotel, Cincinnati.

Christoph Steuri, from director of restaurants at Calgary Inn, to assistant director of food & beverage at Bellevue Stratford.

COVER: Zucchini's restaurant in the Galleria Plaza — just one example of the many exciting new restaurant ideas planned for Westin hotels over the next few years. Story, page 8.

Marketing declares war

It was all-out war at the Marketing Conference this year.

Figuratively speaking, that is. Two days of the five-day conference, held February 12-16 at the Century Plaza, were spent conducting "hotel wars," a unique hands-on learning seminar to help attendees develop and implement marketing strategies — strategies formulated to outwit the competition "enemy" and ultimately help win the "marketing battle."

Westin marketing executives from throughout the company learned to better understand their competition, and its impact on each hotel's business. They were taught how to develop an aggressive attitude and spirit toward the competition. They were shown the importance of directing, training and coaching a sales staff, and were taught methods to increase the effectiveness and efficiency of their selling efforts. In short, they learned the principles of "marketing warfare."

As part of the seminar, the marketing people broke into small discussion groups to examine case studies, and to complete individual exercises implementing the warfare strategies they had learned.

In his opening remarks, Bruce McKibbin, senior vice president, Marketing, reported on the Regional Sales Office task force findings. This task force of hotel, Regional Sales Office and corporate marketing people was set up earlier in 1980 to look into how the Regional Sales Offices could best support the hotels.

In other comments, McKibbin told of Westin's stepped-up joint-marketing efforts with our partner in travel, United Airlines. Quarterly meetings have been scheduled with United marketing people throughout 1981 to coordinate these joint marketing activities.

McKibbin also told the group about the new company-wide sales incentive plan, a uniform plan for all hotel sales and Regional Sales Office people.

Williams Plaza to expand upward

By early 1982, Williams Plaza will be 71 rooms and six suites larger, and two stories higher than it is presently. Plans were recently announced by the developer, Williams Realty Corp., to build a two-story addition onto the hotel, which is located in Williams Center. Work on the hotel roof in preparation for the two-floor addition is already underway. Looking over hotel plans at the construction site are (from left): Andy McClellan, executive assistant manager of the hotel; Bill McCreary, general manager; and Bob McCown, construction coordinator.



Westin hopes this "incentive to sell" plan will help fill up hotel rooms during low-occupancy periods.

Another highlight of the conference was the discussion generated by the travel trade industry panel of four travel industry professionals, moderated by United Airlines executive, Bill Jones. The panel discussed marketing to the travel agent in the 1980s.

Ron LaRue, head of the advertising and public relations departments, brought the marketing group up to date on the Westin Hotels name change activities being coordinated by those two departments.

Guest speaker, Boeing vice president John Swihart, spoke on travel in the 1980s.

Chairman for this year's conference was Steve Maroney, director of marketing, Hawaii, and vice chairman was Tom Hurley, director of sales at the Century Plaza.

It's 'Westin Hotel' for Cincinnati and Toronto

When our new corporate name and symbol were introduced at the 1981 Management Conference, the statement was made that, "Westin can also be used as a hotel name."

Now, that "can" has become "is."

In late January, Westin Hotels executive offices announced name changes for these two hotels:

The former Cincinnati Plaza (targeted for its "soft" opening the middle of this month), is now The Westin Hotel, Cincinnati.

And the former Hotel Toronto, is now The Westin Hotel, Toronto.

In making the announcement, president and chief executive officer, Harry Mullikin noted, "We believe there are strong marketing reasons for these new hotel names . . . in the marketing of our new corporate name and its link with all of our fine properties around the world."

The announcement also noted that, ". . . primarily those (hotels) which are now in the development or construction stages" are currently being reviewed for Westin Hotel name affiliation.

Photo news

Hotel 'home-cooking'

OSLO — Hotel Scandinavia's Cafe Royal has gone old-fashioned. At least their food did during their recent Henriette Schoenberg Erken Food Festival. The festival was the brainchild of Cafe Royal manager Svein Petter Haslerud. After reading about the recently re-published cookbook by Erken, who is known as Norway's "mother of home cooking," Haslerud wondered if these old recipes, originally published in 1914, could be successfully prepared in a modern hotel kitchen. They could, and to the delight of restaurant patrons, they were. Further, the local press gave the restaurant and its festival menu of the revived Erken recipes rave reviews. To promote the festival, the hotel set up this "old-fashioned" display in the lobby area, depicting a typical home kitchen setting of the 1914 era.



Helping hands

TORONTO — The salesman does not live by words alone . . . It appears that his hands are as vital to his livelihood as his vocal chords. At least these photos, taken in Toronto at the Canadian hotels' Marketing Expo last fall, handily point to such a conclusion.



"Now, here's the strategy . . ."
 (Left to right): Pierre Quintal, director of sales, Hotel Bonaventure; Timothy Whitebead, general manager, Winnipeg Inn; and Chris Green, director of sales, Winnipeg Inn.



"And what this fascinating object can do for your organization is . . ."
 John Meissner, director of sales, The Baysboro.



Redone, and still number one

COPENHAGEN — The Hotel Scandinavia's Three Crowns restaurant is now more elegant than ever following a recent complete renovation. But it's not its stunning new look or the fact that it's the only rooftop restaurant in town that has earned Three Crowns the reputation as Copenhagen's most popular lunch and dinner dining room. The number one restaurant is also staffed by a number one staff that includes this great team (from left): Bo Manelius, assistant restaurant manager; Kim Frederiksen, chef; Jens Prip Bonnesen, chef; and Ivan Melchior, restaurant manager.



'We'll drink to that'

SEOUL — When the Chosun Hotel opened in 1970, it was the first deluxe hotel in the city of Seoul. Ten years later, and though a number of new hotels have appeared on the scene, the Chosun Hotel continues to maintain its premier position. A lot of credit for this number one ranking goes to the hotel's number one ranking employee staff. During the recent employee awards banquet, this table of celebrants join in on a toast to the hotel's first decade . . . and to the continuing success of its next ten.



"Well, you do have a point, however . . ."
Bruce Pinkerton, right, director of sales, Hotel Toronto, and Steve Halliday, general manager, Edmonton Plaza.



"Now wait. Just let me explain the entire . . ."
Denis Forristal, general manager at The Bayshore.

Photo news



Tie a yellow ribbon 'round the ... hotel?

DETROIT — It's not 'round the "old oak tree," as the song's lyrics have it, but the Detroit Plaza Hotel that got tied with the yellow ribbons. The occasion was the welcome home for the hostages back from Iran, two of whom were from the Detroit area. A giant ribbon with a 40-foot bow was tied on the hotel's exterior glass elevator shaft. It was constructed by the hotel's uniform control staff from yards and yards of reinforced nylon sailcloth. Two other large ribbons were hung in the hotel lobby along with a welcome-home-hostages greeting sign. Here, Pat Spindler, public relations assistant, passes out lapel-sized yellow ribbons to hotel guests and other lobby traffic.



Jazzing it up

SEATTLE — A little bit of ol' New Orleans complete with Dixieland jazz, Creole and Cajun cookin' and a lot of festive Mardi Gras spirit checked into the Space Needle Restaurant in January for a three-month stay. The lively and colorful winter promotion featured Sunday jazz brunches, an exhibit on Louisiana's musical history and such

Southern beverage favorites as mint juleps and gin fizzes. Even the staff got into the act with costumes ranging from the Antebellum to the Dixieland look. Among them (back row): Rose Asselin, Mary Hirata, Dan Merrill, Kathleen Davidson, Susan MacLeod, Ben Morales. (Front row): Jenette Holcombe, Debbie Leikie, and Pauline Bowers.



Tanks for the lift

SAN FRANCISCO — Part of the Hotel St. Francis \$25 million rooms renovation program included two new water cooling tanks to be located on the hotel's roof. Obviously, there was a better way for hoisting the monsters rooftop than using the passenger elevators, as this photo illustrates. As hotel guests and street traffic sky gazers watched, a Sikorsky helicopter skillfully airlifted the tanks to their permanent rooftop home in almost no time.

One small problem' created one giant challenge

Our great name had one small problem. So we made it smaller. Westin Hotels."

Accompany that message with our distinctive new symbol. Throw in a touch of attention-grabbing humor. Then spread the message around and keep repeating it until it takes hold.

That's the strategy behind the corporate advertising program introducing our new Westin Hotels name and symbol to the world.

The corporate advertising and public relations department, under the direction of Ron LaRue, has been given the responsibility for coordinating and handling the myriad of activities



"... it had to be said quickly, simply and memorably."

— Barbara Sand

involved in effecting our name change both within the company and to external audiences. High on their priority list is the job of communicating our new Westin Hotels identification to the external audience.

"It's been quite a challenge," admits Barbara Sand, Westin Hotels advertising manager.

"For one thing," says Sand, "there's such a big audience out there to reach, and then, to get any advertising message across you've got to keep repeating it over and over again.

"With just so much of an advertising budget to do the job, we had to focus our biggest effort on key markets — our present guests and other individual affluent travelers, travel agents and meeting planners."

The next challenge was determining how to tell the name change story and make it stick.

"We felt we had to come up with

something different — something fresh," Sand said. "And it had to be something which could be said quickly, simply and memorably."

Even before the new Westin Hotels name was publicly announced in early January, the creative talents of the corporate advertising agency, Cole & Weber, were hard at work on various approaches.

While there were a number of good reasons for the name change, the decision was made to stick to one obvious reason — that is, a shorter name that was easier for everyone to remember.

With that decision, the agency hit on the "Our great name had one small problem" idea. It was simple and straightforward. And, presented with a touch of light, tongue-in-cheek humor, the ad message would not only be memorable but fun to read.

The name change introductory ad campaign, limited to print media (i.e., newspapers, consumer magazines and trade journals), was kicked off in early January with a full-page announcement in all editions of the *Wall Street Journal*.

A similar full-page ad appeared in Canada's *Financial Post* later that month. Seattle daily newspapers also featured the ad in January.

Beginning in mid-February, the international travel industry began getting the message in repeated ads appearing in travel trade journals.

And by the middle of this month (March), such leading news and other consumer magazines as *Time*, *Newsweek*, *Business Week*, *Travel/HOLIDAY*, *The New Yorker* and, in the United Kingdom, *The Economist* will be repeating the Westin Hotels message to their business and general consumer audience readers.

Though it's the major one, publication advertising is only one of the approaches used by the advertising department to communicate our name change message.

Completed, or planned, are a number of other printed pieces to be used in further support of that effort.

These include a mailing piece to serve both as a hotel statement stuffer for hotel guests and as a direct mail

message to reach some 19,000 travel agents.

All hotels will be receiving easel-backed counter cards for display in public areas publicizing the name change and, at the same time, to further the hotel's identity with the Westin Hotels family in the minds of guests.

Hotels are also being supplied with guest handouts to be given to guests upon registration or to be included in pre-registration envelopes. These handouts contain a printed message from CEO Harry Mullikin on the name change, assuring the guest of the hotel's continuing high standards under the new Westin Hotels name.



"...emphasis on our new corporate symbol."

— Ron LaRue

"You'll find that we've been focusing a lot of emphasis on our new corporate symbol in most everything that's being done," LaRue points out.

"The reason," he explains, "is that we'd like to see the symbol become as easily recognized as our Westin Hotels name and as identifiable with all our hotels. In fact, we're looking towards the day when someone just seeing the symbol by itself would immediately identify it with Westin Hotels just like, for instance, the Shell Oil Company symbol became easily recognized over the years even without the 'Shell' name."

LaRue noted that the new corporate symbol will also figure prominently as a design element in the internal hotel identification.

(The program for internal application of the Westin Hotels name and symbol will be featured in the May issue of FRONT!)

The year could be 1983. And Westin has just opened up another new hotel. One of the hotel's guests wants to host a prospective client to dinner. A special place noted for fine food, fine service and a unique but elegantly fashionable atmosphere is called for.

Where do they eat?

Right in the middle of the hotel's kitchen.

Yes, the kitchen. Probably no more elegant dining exists in the city, and certainly, no more delightful an atmosphere. The diners are ushered into a relatively small, intimate space, seating perhaps 30-40 people. The dining area, situated in the center of a fully functioning restaurant kitchen, is completely enclosed in glass. This unique restaurant concept offers a ringside seat for viewing the entire food preparation process, but without kitchen noises and odors.

The concept briefly described here is a new one for the company. So new, in fact, that you won't see the idea in any hotels for a little while yet. But during the 1980s, this kitchen restaurant idea, along with others just as unique, will be adding fresh excitement to Westin hotels dining.

Says Jacques Bourgeois, Westin's corporate food & beverage director, "The 1980s give us an opportunity for fresh starts. It's the beginning of a new decade and what better time for implementing new, innovative ideas in food service."

One "fresh start" can be found now at the Houston Oaks in Zucchini's, an interesting, and successful, restaurant that has been in operation for six months. The Zucchini's name conjures up fresh, crispy, green images — and it couldn't be more appropriate.

Only the freshest of foods are served at Zucchini's — nothing frozen (except the ice cream) and nothing canned. And much of that fresh food is displayed at a produce "bar" in the restaurant. Produce ingredients found in a Zucchini's salad or in one of their delectable sandwiches are also sold retail at the produce stand. And they are sold. According to Pat O'Brien,

Houston Oaks general manager, produce sales average about \$3,000 per month.

Located in a shopping/office complex, the Houston Oaks' restaurant appeals to more than just the hotel guests. "Actually, our biggest market comes from outside the hotel — shoppers, office workers and store employees," explains O'Brien. "Our plan was to design a restaurant that would appeal to all these markets that was competitive with the other food outlets in the mall." Working together with the corporate Food & Beverage Division in Seattle, just such a restaurant was created.

For a restaurant with a seating capacity of 146, serving an average of 2,000 customers in one day attests to its success. "Our earnings are 40 percent above what we originally projected," says O'Brien.

O'Brien believes that Zucchini's is popular largely because it is "very straightforward" — what you see is what you get. And what you get is appealing, fresh, quality food. The restaurant also offers food for small or large appetites — from a piece of fruit off the produce stand to a hamburger with the works for a heartier case of the hungries. It offers a Scarsdale diet fare for those appetites in strict training, and for the more sophisticated appetites, 16 varieties of bottled waters from around the world.

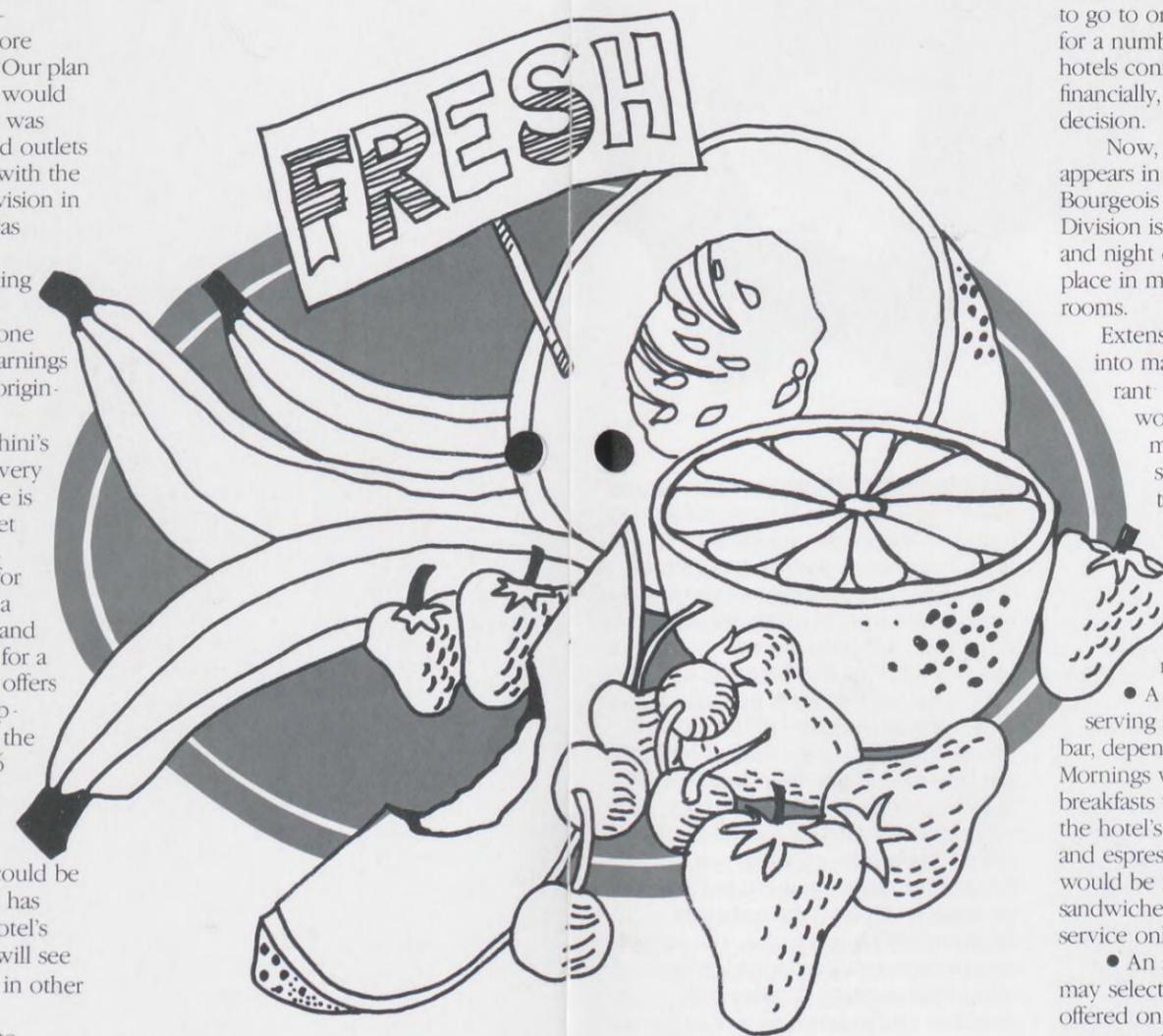
Zucchini's, one of Westin's hotel restaurants of the 1980s, could be called an unqualified success. It has worked well for the Houston hotel's needs. But does this mean we will see this same concept cropping up in other Westin hotels?

Not necessarily, according to Bourgeois.

Westin is not just capitalizing on already successful restaurant ideas — it is also looking ahead to the specific needs and wants of future hotel restaurant markets.

"We can't get complacent just because we've hit upon a few good ideas," Bourgeois emphasizes. "The public's tastes change, and no matter

Westin Hotel restaurants for the '80s



a generous helping of fresh food & fresh ideas

how good that idea may have been at one time in one particular city, we can't count on it working all the time in all geographic areas."

He mentioned the disco craze as an example. During the 1970s, if a hotel didn't have a disco, guests were likely to go to one that did. Disco was "in" for a number of years and many Westin hotels conformed to that trend — and financially, they didn't regret the decision.

Now, however, the flash of disco appears in some areas to be fading, and Bourgeois says the Food & Beverage Division is researching new supper club and night club concepts to take disco's place in many hotels' entertainment rooms.

Extensive research has also gone into many other new hotel restaurant ideas, planned or in the works, to meet the changing market needs. Bourgeois listed some of the ideas that will be taking shape in the decade ahead:

- A Chinese bar with a dim sum station equipped to serve oriental hors d'oeuvres, along with liquid refreshments.
- A multi-functional restaurant serving as bakery outlet/restaurant/bar, depending on the time of the day. Mornings would feature continental breakfasts with freshly baked items from the hotel's bakery, along with fresh fruit and espresso. Around lunchtime, it would be finger foods and open-faced sandwiches with bar service, and bar service only in the evenings.
- An appetizer restaurant. Guests may select from a variety of tasty treats offered on the appetizer menu, accompanied with their favorite beverage.
- An Italian restaurant where patrons may watch the pasta production.
- A "high class" take-out service. The hotel's chef would prepare certain items for sale to the public for at-home consumption. Items like pastries and pates would be ready to eat, while other dishes might require assembly

and final heating at home. A special display/pick-up counter at the front of one of the hotel's restaurants would accommodate this service.

Says Erik Erlandsen, assistant director of food & beverage, "These concepts are examples of how Westin plans to flow with the changes taking place in the restaurant and food industry. But we need to do more than just ride with the trends, we should keep ahead of them whenever possible."

Bourgeois adds, "We have to project into the future as much as we can; a restaurant concept that may be popular today might be totally wrong for a particular hotel by the time it opens in, say, three years."

The food is changing and the food service concepts are changing. Will anything else change as we begin this new decade?

Yes, says Bourgeois.

Westin claims that people make the difference in its hotels. It's going to be the people working in these new food and beverage outlets that will contribute some of what is different about the hotel dining and drinking establishments of the 1980s.

"In many restaurants waiters and waitresses are still too stiff and formal," says Bourgeois. "We want our people to be well-mannered and professional, of course, but we also want them to be outgoing, natural and friendly. We want to extract their individual personalities. We want them to have fun in what they do."

"The service personnel should be acutely aware of what customers need and want," Bourgeois continues. "To help them do this, we are trying to simplify many of the mechanics and procedural systems of their jobs so that they can concentrate more on tending to the guest."

Tending to the guest. That's what the restaurant — and hotel — business is all about. And these fresh new restaurant ideas should make that job a profitable one, not to mention an enjoyable one, for guests as well as employees.

People



A 'model' sales manager

HONOLULU — You might say that Wesley Chong is The Ilikai's "model" sales manager. That is, Chong is a sales manager, and, during his spare time, he is also a model. The modeling career began about 10 years ago when a friend dared him to appear in a Hawaii Five-O episode. One thing led to another, and now fellow Hawaiians can see Chong in a number of TV commercials, print ads, magazines and even the movies. Chong says the modeling is just a hobby, but the exposure he gets in all the advertising gives him a boost in his sales job — people often recognize him and this serves as an ice-breaker before getting down to business.



Repeat recognition

SEATTLE — She almost missed her surprise Employee of the Year award presentation. As dedicated to her community volunteer work as she is to her job at the Washington Plaza's Trader Vic's Restaurant, Marion Murray was busy refereeing a little league basketball game the evening of the award presentation. She was a little late, but she did make it in time to receive personal congratulations from Jim Treadway, general manager. Murray has been with the hotel for 19 years, and says Treadway, "She has become invaluable in the operation of Trader Vic's. The quality of her work is excellent and her attendance record is remarkable." Murray assists restaurant manager Harry Wong, performing clerical duties in addition to working as cashier-greeter-coat checker during the lunch and evening shifts. This is the second time around for major recognition honors for Murray. In 1977 she received the hotel's Thurston-Dupar Inspirational Award.



Walking off with top award

ATLANTA — Carolyn Bryson, public relations director for the Peachtree Plaza, has good reason for that pleased smile. Her entry in the American Hotel & Motel Association's 12th Annual Gold Key Public Relations Awards competition won the first prize in the Special Events Category. Actually, Bryson shared in only half the honors. Her entry was for a joint effort between the Peachtree Plaza and Atlanta's Hyatt Regency hotels designed to attract suburban Atlantans for a night on the town. The hotel's attraction — a progressive dinner and entertainment package — involved the restaurant facilities of both properties. The special rate package resulted in attracting a substantial increase in "after dark" business for the hotel, as well as for downtown Atlanta, from this important local market.



South Coast's super supervisor

COSTA MESA — Linda Swearingen is South Coast Plaza's director of housekeeping. But she's a whole lot more than the title might indicate. Comments Cathie McHenry, the hotel's former director of personnel (McHenry has since transferred to the L.A. Bonaventure as director of personnel), "Working with a staff of more than 70 room attendants, Linda manages her job with an energy that would tax a luggage attendant at checkout time." That energy has been directed toward many projects and employee motivation ventures in her department. Among them, English lessons for her Spanish-speaking room attendants to help them perform their jobs more efficiently. And she did this on her own time. To reward the efforts of her staff, Swearingen also instituted the Room Attendant of the Month award, and she has initiated the practice of posting both the good and bad room critiques so that everyone would be able to learn from the successes and shortcomings of their colleagues. Even such unofficial events as birthdays and anniversaries are recognized in Swearingen's department by words or mementos. And, says



Celebrities

ACAPULCO — Film star Sylvester "Rocky" Stallone, may have been able to escape the mad, mad world of Hollywood while on a vacation break to the beautiful world of the Las Brisas hotel recently, but there was no escaping fans or photographers. With Stallone and facing a photographer, is fan, Patti Castillo, Las Brisas Rooms Division manager.

McHenry, she's the first to volunteer for anything from the bowling team to the Christmas party chairmanship. McHenry continues, "Linda is a student of human nature. She cares about people and motivates them simply by her good example. The result is that her staff has an enviable record of achievement, including a minuscule one percent absenteeism." Swearingen has been with Westin Hotels for 11 years, beginning her career as a floor supervisor at the Century Plaza.



SAN FRANCISCO — Jazz great, Earl "Fatha" Hines (left) is toasted by Miyako Hotel general manager, Larry Alexander, on the occasion of his 75th birthday. Hines, lauded as the world's greatest jazz pianist, was playing a special engagement at the hotel at the time. The party, to which several prominent San Franciscans were invited, was planned as a surprise for Hines by Alexander.

Inn basket

Partners to the rescue — You might have read the news story late last December about the United charter of some 240 Ohio State University fans who were grounded overnight in Phoenix after their plane blew two tires on takeoff. The story, however, might not have mentioned The Arizona Biltmore's follow-up involvement. This excerpt from a letter sent to the hotel's general manager, Cecil Ravenswood, from United Airlines Arizona general manager, John Mumaugh, recounts the circumstances: "... it was about 5:45 p.m. when we called your hotel to ask for nothing less than 118 rooms, dinner for 238 people and an open bar. Within one and one-half hours after the plane was evacuated, our customers were enjoying themselves at The Arizona Biltmore with no less than a reserved room, a table when they wished to be seated, and a 'nerve-calming' drink in every hand. Our incident brought to light how fortunate we are to have a partner in travel here in Phoenix."

One for the road — Paging beepers for hotel guests who are off the premises and want to be notified of important incoming phone calls, is a service offered by many hotels. Now, the Hotel St. Francis is offering an even better idea — METAGRAM. With the METAGRAM system, guests are provided with a pocket-size electronic receiver which allows them to get their incoming messages in readable, electronic letters, up to 940 characters and several miles distant from the hotel. The Hotel St. Francis is the first hotel to offer this service.

Formidable four — Each year for the past three years *Successful Meetings* magazine asks its readers to nominate candidates for the prestigious honor of "World's Best Convention Manager." Readers make their nominations based on actual experiences detailing how and why their convention services nominee helped make their meeting a success. Of the 36 nominees named for the 1980 title, four were Westin Hotels people. The formidable foursome: Jim Bray, Galleria Plaza; Carole Ford, Detroit Plaza; Carol Hagers, Hotel St. Francis;

Aimee Goldberg, Century Plaza.

Tune in for turn-on — Guests of both the Houston Oaks and the Galleria Plaza are now sure to find something to enjoy on their in-room TV sets anytime of night or day. Recently, both properties arranged a hook-up with a local cable television service system — the first hotels in Houston to do so — to receive a custom-designed twelve-channel cable service. Now that TV fare at both hotels is offering something for everyone, it's only a matter for guests to tune in on what turns them on.

Recommended reading — The January, 1981 issue of *Lodging/Hospitality* magazine. Therein, a handsomely presented six-page feature on Western International (read, Westin Hotels) that includes some great color shots of our properties. We never looked so good! Also "looking good," the feature's focus on the company's billion-dollar expansion plans over the next few years recounted through interviews with CEO Harry Mullikin and other Westin Hotels corporate officers.

The January and all 1981 monthly issues of *Lodging*, the publication for the American Hotel & Motel Association (AH&MA). Each month, one of a series of articles by Westin Hotels corporate staff members on the development of human resources within the lodging industry with Westin Hotels reference as basis. The intro article, appearing in the January issue, was authored by Chris Marker, vice president personnel, with many of the subsequent articles also being developed by corporate personnel folk. And coming up in the series, two articles on employee-based communications by members of the Corporate Communications staff. As an available industry reference, *Lodging* plans to compile all of the articles in book form at the conclusion of the series.

Galleria Plaza-ites



FRONT!
correspondent for Galleria Plaza is Becky Bratton. You may contact Becky at extension 6846. (All other Westin Hotels people, submit items to your local correspondent listed below.)

HOTEL ALAMEDA, Ana Galindo.
THE BAYSHORE, Monica Hayes.
BELLEVUE STRATFORD, Judith Morse.
THE BENSON, Gayle Larson.
HOTEL BONAVENTURE, Antoine Khoury.
CALGARY INN, Susan Reeves.
CAMINO REAL, CANCUN, Jose Tamayo.
CAMINO REAL, GUADALAJARA, Carlos Reyes.
CAMINO REAL, MAZATLAN, Lupita Torres.
CAMINO REAL, SALTILLO, Enrique Meyer.
CAMINO REAL, SAN SALVADOR, Ana Maria Vides.
CARLTON HOTEL, Patricia Squitres.
CENTURY PLAZA, Lindsay Geyer.
CHERRY CREEK TOWNHOUSE, Linda Dirkson.
CHOSUN HOTEL, Nancy Langston.
CINCINNATI PLAZA, Carol Brown.
CONTINENTAL PLAZA, Audri Adams.
CROWN CENTER HOTEL, Marilyn George.
DETROIT PLAZA HOTEL, Mozelle Boyd.
EDMONTON PLAZA, Joanne Cass.
GALLERIA PLAZA, Becky Bratton.
HOUSTON OAKS, Nicole Lipson.
HOTELS CAMINO REAL, S.A., Elvira del Valle.
HOTEL SCANDINAVIA, COPENHAGEN, Dorthe Thing.
HOTEL SCANDINAVIA, OSLO, Sissi Solberg.
HOTEL TORONTO, Debbie Ellis.
THE ILIKAI, Valery O'Brien.
LAS BRISAS, Derek Gore.
LOS ANGELES BONAVENTURE, Mary Jordan.
MAUNA KEA BEACH, Sheila Donnelly.
THE MAYFLOWER, Marnie Williams.
MICHIGAN INN, Carolyn Krieger.
MIYAKO HOTEL, Kerstin Bertram.
PEACHTREE PLAZA, Carolyn Bryson.
PHILIPPINE PLAZA, Lynn Romero.
SHANGRI-LA, Hong Kong, Sally Moncrieff.
SHANGRI-LA HOTEL, Singapore, Herbert Teo.
SOUTH COAST PLAZA HOTEL, Judy Perry.
HOTEL ST. FRANCIS, Katie Meyer.
THE ARIZONA BILTMORE, Sally Thompson.
THE PLAZA, Suzi Forbes.
WAILEA BEACH HOTEL, Sheila Donnelly.
WASHINGTON PLAZA, Sue Brush.
WILLIAMS PLAZA, Al Wrinkle.
WINNIPEG INN, Penny Brookes.
WESTIN EXECUTIVE OFFICES, Dorothy Stauffer.
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