



WESTIN HOTELS

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FOR WESTIN HOTELS CORPORATE OFFICE EMPLOYEES

JUNE 18, 1984

THANKS FOR RESPONDING

For those of you who took the time to respond to the recent HOMEFRONT survey, our thanks and appreciation. A total of 66 replies were received for a slightly better than 20 percent return, which, according to survey experts, is very respectable.

We haven't as yet had the time to tabulate all response information, particularly your write-in suggestions and comments. When that is completed, we will report back details in HOMEFRONT.

A quick review, however, strongly indicates that HOMEFRONT is doing a pretty good job in its internal communications efforts. And, with one exception, every respondent indicated that they wanted to continue receiving it. So . . . on with what's happening.

STRATEGIC PLANNING UNDERWAY

During his employee "Sounding Board" sessions, Chairman Harry Mullikin gave some mention to the Strategic Planning Project now underway at our corporate offices as basis for the company's next five-year plan (1985-1990).

We supplement his remarks with this overview:

The corporate project was launched in late May by the Senior Management Committee with the stated objective, "To develop a comprehensive strategic plan for Westin Hotels. To establish the direction of the company's development

and to set specific return on investment, earnings and asset growth objectives. To develop a unified company research information and analysis system. To establish a program for implementing the company's strategic plan."

Heading the project is Byron Brady, director of corporate planning. Working with Brady is a strategic planning team from Arthur D. Little, Inc., the international management consulting firm with Roger Hearne, an Arthur D. Little vice president, heading that team.

Brady is also chairing a separate strategic planning group comprised of corporate executives; Duane Knapp (as vice chairman), Ken Mallory, Dan McClaskey, John Schneider and Ray Whitty.

Also, a corporate staff support group was formed to provide direct and continuing assistance in developing and implementing the project work program. The members representing major corporate functions, include Jon Ballard (project finance), Ken Hughes (management information systems), Lou Martinelli (hotel operations), John Matthysee (growth planning), Bill McAleer (financial services), John Olberg (project management), Ron Olstad (marketing), Myrna Weissman (legal) and Walker Williams (personnel).

On a full-time basis to work on the development of an ongoing research information system is Doug Detloff, manager, planning information systems. Additional corporate staff will be added to the group based on the project's need.

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The project's timetable calls for completion of the strategic plan in October, with development of implementation plans in November and December.

Q's AND A's - THOSE YOU MISSED

The recent Chairman's Sounding Board sessions were spread over eight repeat meetings both for question interaction intimacy and to allow everyone an opportunity to attend. A good idea, except that questions from the floor - and Mullikin's answers - for any particular meeting was limited to that audience. Happily, Barb Ogle recorded these from-the-floor questions and their answers and is compiling them for general staff distribution.

THIS ONE IS SPECIAL!

Seattle's Seafair organizers have come up with a nifty idea for this year's event, and it's one in which Westin people are invited to participate.

It's called the "Seattle Sister Cities Festival" in honor of Seattle's ten Sister Cities: Beer Sheva, Israel; Bergen, Norway; Chongqing, China; Christchurch, New Zealand; Kobe, Japan; Limbe, Cameroon; Mazatlan, Mexico; Mombasa, Kenya; Nantes, France and Tashkent, USSR.

Mayor Royer has invited the Mayors and their spouses and a delegation of trade officials, performers and artists from each of these cities to visit Seattle during Seafair to celebrate the largest international Sister Cities festival ever held in the United States. Host for the Sister City Mayors is The Westin Hotel. The Festival is scheduled July 27-August 5.

Now, here is where you come in.

Seafair's Sister Cities Committee has arranged for a full calendar of events for our Sister City guests. They range from sightseeing tours of Seattle to an authentic Indian salmon barbeque at Tillicum Village.

Needed are Seattle citizens, such as yourself, to accompany these guests to one or more of these activities. In cooperation with the Seattle Jaycees sponsors, there is no cost to you. Transportation, meals, admissions, etc. will be taken care of as it will for the foreign guests. Nor do you have to speak the native languages of any of our Sister City guests (though it would be a plus). Your role would be that of a Seattle host to look after the enjoyment and general well-being of these important visitors.

It's your chance to become an active participant in Seafair; show off your city; meet some very interesting people; and have a lot of fun.

If you would like to volunteer as a Sister City host, Paul Taylor of MIS on eight has the details. Give him a call on extension 3158. But do it soon, because openings for this unique opportunity are sure to fill up fast.

PEOPLE

A Westin welcome to these new faces: Janice Slonecker, expeditor/Westin Service (5243); Joni Morishita, buyer/Westin Service (3106); Dan Thompson, accountant/Westin Service; Larry Johnson, senior telecommunications programmer/analyst (5191); Mary Nelp, project analyst/development (6501).

And to these new faces to corporate but not to Westin: Jack Knudtsen who transfers in from The Westin Bellevue Stratford, Philadelphia, as vice president for Westin Service (5034). Diane Undi-Hagen transferring from The Westin Hotel, Seattle where she was assistant director of housekeeping, to Westin Service as account manager (8979).

Congratulations to Hanne Dittler who has been appointed corporate director of the Rooms Division from director of property services (5147). Hanne replaces David Ling, who, last month was named general manager of The Westin Hotel, Williams Center Tulsa.

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And an inter-office transfer for Marion Kopp from secretary in the F&B Division to the Development Division as secretary for Peter Blyth. New extension is 5150.

This final note: Though she may still be listed under the "T's" in the directory, the recently wedded Rhonda Tande is now Rhonda Carlson.

CABLE VISION

Ever wonder how they string the banner cable across the two towers at The Westin? Well, wonder no more. Our "resident cartoonist", Chuck Brown, MKT13 visualized the answer:



"SO THAT'S HOW THEY STRING THE BANNER CABLE"

AND A WHOLE LOTTA' THINGS

* The way we figure it, it must be someone on a diet who doesn't bring a lunch, then begins to regret it around lunchtime and goes prowling through the fridge in Harry's. What other explanation for the recent rash of brown bag disappearances that have been reported?

** If you're not attending the Employee Awards Banquet this Wednesday eve, you can watch the goings on on TV - or parts of it, anyway - just as it's happening. It seems that KOMO-TV's "Weeknight Show" will be featuring Westin on its June 20 program plugged for 7:30 p.m. Featured also will be some people from the corporate offices as well as from The Westin Hotel. It's all part of a KOMO special on Westin being chosen as one of the "Top 100 best companies to work for in America" as reported in the recently published book of that name. Tune in.

* Warren Sakai asks that you don't reach out and unplug your phone if you're moving from your present location to another. Doing so sets off an alarm and a scramble to locate the source. If you've become so attached to your phone that you have to take it with you with your move, let Warren know and he'll have the phone people make the switch.

* Maybe you workout-aholics who are Clark Hatch regulars already know that our resident physical fitness center has acquired a new manager. He is Terence "Terry" Burger, an exercise physiologist, formerly with the Kansas State Department of Health and Environment. A real pro in the field, Terry's responsibilities will include close personal supervisions of members' fitness programs as well as staff selection and training.

** Welcome to our newest hotel family member, The Westin Hotel Utah, Salt Lake City, with us as of

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June 15. Tom Hosea, former GM of The Westin Hotel, Cincinnati, is the man in charge of this 560-room class operation. The address is: Main at South Temple, Salt Lake City, Utah 84110.
Telephone: (801) 531-1000.

* Personnel has distributed SESRA flyers offering discount tickets to "Sugar Babies" and "Jerry's Girls", both coming to The 5th Avenue; the China exhibit at the Pacific Science Center; and some travel opportunities that include Mexico and Hawaii. If you've mislaid or did not receive your set of flyers, call Carolyn Stear (5055) and she'll be happy to send you copies.

* Yep, it was our own Linda Plumb (MKT13) whose striking solar home was featured in the June 10 issue of "Pacific", the Sunday supplement of The Seattle Times/P.I.

* Reminder: Chain letters should not be sent through inter-office mail. Or surreptitiously placed on someone else's desk for that matter. (Who needs the guilt that come from either breaking the chain by not sending the letter on, or worse, reprinting and anonymously distributing the letter to "20 of your close friends."?)