



WESTIN HOTELS

APRIL 1983

Front!



THE WESTIN
PEACHTREE PLAZA'S
'LAKESIDE RESORT'

(See COVER caption, page 2)

NEWSFRONT

Moving on Moving Up

Laurel Ames, assistant F.O. manager, The Westin Bonaventure, L.A. to senior assistant manager The Westin Hotel, Galleria Dallas.

Maurizio Binotto, sous chef The Westin St. Francis to executive sous chef The Westin Bonaventure, L.A.

Phil Brezinski, senior assistant manager, The Westin Hotel, Cincinnati to senior assistant manager The Westin Hotel, Copley Place Boston.

Jeff Brock, project manager The Westin St. Francis to FF&E manager The Westin Hotel O'Hare.

Ray Brum, director of sales, Westin Sales Office/Midwest to director of sales The Westin Galleria, Houston.

Anthony Cherone, F&B director, The Plaza to F&B director The Westin Oaks, Houston.

Gary Cope, reservations manager, The Westin Peachtree Plaza to director of reservations The Westin Bonaventure, L.A.

William Godfrey, director of advertising, Hoteles Camino Real, S.A. to director of sales The Westin Hotel, Chicago.

Janet Jacobs, assistant controller, The Westin Hotel, Chicago to assistant controller The Westin Hotel, Copley Place Boston.

Lisa Laster, reservations manager, The Westin Hotel Renaissance Center, Detroit to reservations manager, The Westin Peachtree Plaza.

Bernd Liebergesell, executive sous chef, The Westin Oaks, Houston to executive chef Cherry Creek Inn.

Jean Osburn, assistant director of housekeeping, The Westin Hotel, Seattle to director of housekeeping Bellevue Stratford.

Robb Robertson, sales manager, The Westin St. Francis to sales manager Westin Sales Office/Southwest.

Christine Scala, assistant controller, The Westin St. Francis to controller Bellevue Stratford.

Andrew Seaman, F&B director, The Westin Oaks, Houston to manager/special projects Corporate F&B Division.

Steve Shalit, senior assistant manager, Williams Plaza to senior assistant manager The Westin Hotel, Cincinnati.

Hilke Visser, director of housekeeping, The Westin Bonaventure, L.A. to director of housekeeping The Westin Hotel, Copley Place Boston.

Norman Wade, executive chef, The Westin Hotel, Cincinnati to executive chef The Westin Hotel, Copley Place Boston.

COVER: To guests of The Westin Peachtree Plaza, the hotel's seven-story atrium with its suspended pods, foliage and half-acre lake has always been a stunner. Recent renovations has made it an even more spectacular people-gathering attraction. The lake has been resurfaced and repainted a deep crystal blue. The Cafe Express restaurant has been extended out into the lake with the addition of a 30-foot peninsula. At its tip, a tiered and lighted waterfall spills into the lake. Now, enhanced by the trees and shrubs that dot the area, an atmosphere has been created suggesting that of a delightful lakeside resort.

When the cover photo was taken, the hotel was hosting a miniature boat show of radio-controlled sail and motor boats, which contributed even more to the lakeside resort ambiance.

Front!

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

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Safety Award: Houston hotel is first TWO-TIME WINNER

Good safety practices are no now-and-then thing with the employees of The Westin Galleria, Houston. They've become regular habits. And like all consistently applied good habits, they pay off.

They paid off two years ago when the hotel won the Westin Hotels Safety Award for Outstanding Achievement for 1980. And again this year, when the hotel was named the company-wide Safety Award winner for 1982 — the first hotel to win it twice! Further, last year, The Westin Galleria qualified as one of the top three contenders for 1981 honors.

On both occasions the hotel was presented with a recognition plaque and a cash award of \$1,000 for use by their employee's council.

Much of the credit for this

consistently high safety record achievement can be traced to Tom O'Brien, the hotel's assistant director of security. O'Brien heads the hotel's very active fire and safety control committee responsible for developing and promoting the hotel's safety program.

The Safety Award program, introduced in 1976, was designed to stimulate greater hotel safety awareness, reduce job accident injuries among employees, and to encourage employees to contribute towards a safe environment for employees and guests alike.



Naveen Abuja (left) general manager, The Westin Galleria, Houston, congratulates Tom O'Brien on the hotel's Safety Award win.

IT'S TEAMWALK TIME!

On the weekend of April 23-24, hundreds of Westin folk in the U.S. will be joining thousands of others across the country in the annual WalkAmerica/Teamwalk, a fundraising activity for the March of Dimes Birth Defects Foundation.

Last year, twelve Westin hotels participated in the Teamwalk with pledges amounting to nearly \$31,000.

This year, the challenge to beat that record is up to you . . . and your feet! (If you are prone to foot blisters, be assured that they will be first-class blisters — a badge of honor, as it were, for your participation in this first-class cause.)



IN VANCOUVER B.C.—Westin Baysshore executive chef Xavier Hetzman greets Prince Philip and Queen Elizabeth. Chef Hetzman and his staff created and prepared the banquet held for the Queen in the hotel's Grand Ballroom.

As practically everyone knows, Queen Elizabeth, Prince Philip and members of the royal household, toured the West Coast of North America on the royal yacht, H.M.S. Britannia, in February and March.

What everyone might not know, however, is that four Westin hotels figured prominently in those occasions involving major State functions, receptions, even accommodations, at various stopovers along the way.

The Queen's first taste of Westin was literally just that.

The occasion was a State Luncheon in her honor during a stopover in Puerto Vallarta, which was hosted by Mexico's President, Miguel de la Madrid, at a private residence. Catering that posh affair, with a posh menu to match, was the F&B staff of the Camino Real, Puerto Vallarta, under the direction of the hotel's executive chef, Jose Yerena.

Her next Westin experience happened in San Francisco.

Because of the storms that battered the coast of California, the royal party abandoned plans to sail from Los Angeles and stay overnight aboard the yacht while in San Francisco. They flew in instead, and hasty arrangements were made for their accommodations (46 rooms and suites) at

IN SAN FRANCISCO—At the Westin St. Francis, the Queen and Prince Philip (right) are introduced to Jerre Riffle, director of conventions, by Bob Wilhelm, managing director. Awaiting their introductions (left) are Rick Layton, hotel manager, and Antoine Zolinsky, reservations manager.



FOR THE QUEEN — A TASTE OF WESTIN

Her Majesty, Queen Elizabeth II of England, a "Westin Woman?"
And does Prince Philip qualify as a "Westin Man?"
Well . . . read on.

The Westin St. Francis for two nights.

The San Francisco stopover also included a State Dinner for the royal pair, hosted by U.S. President, Ronald Reagan, and held at the city's de Young Art Museum across town from the hotel. (Incidentally, President and Mrs. Reagan were also guests of The Westin St. Francis during their San Francisco stay.)

Selected by the White House staff as caterers for this official occasion was the F&B staff of The Westin St. Francis. As one White House spokesperson put it, "they have the capacity to create a great meal and transport it on trucks."

Conceiving that "great meal" was the hotel's executive chef, Norbert Brandt, who also worked with his staff in its preparation. A stopover in Seattle followed.

After a whirlwind day of public appearances, the party rode the city's Monorail to downtown Seattle, then walked two blocks from its terminus to The Westin Hotel,



IN SEATTLE—Crowds lined Fifth Avenue to catch a glimpse of the Queen as she strolled the two blocks from the Monorail terminal to The Westin Hotel, where a reception was hosted in her honor.

Seattle for a reception in the hotel's Grand Ballroom. (By this time, the Westin symbol was becoming a familiar one to the royal visitors.)

Back aboard the Britannia that evening, the group sailed to Victoria, B.C., then on to Vancouver.

Here, another official event involving yet another Westin hotel.

This was Canada's turn on the State Dinner circuit. Host was Canada's Prime Minister Pierre Trudeau. That grand affair was held in the Grand Ballroom of The Westin Bayshore. It featured yet another superb fit-for-a-queen banquet as created and prepared by the hotel's executive chef, Xavier Hetzman and staff.

In summary: the royal family's Westin experiences included three State functions — two catered meals and one in-hotel — plus two nights accommodations at one hotel and a reception at another.

The suggested "Westin Woman" and "Westin Man" status for the royal couple that introduced this article is, of course, only editorial whimsy. There is no doubt about the fact, however, that it's Westin's status that has been enhanced for being selected by the governments of Mexico, the U.S., and Canada to accommodate the royal visitors.

Marketing Conference

'... squaring off for the tough times.'

Even before attendees to the 1983 Marketing Conference arrived at the Westin Hotel, Seattle meeting site, they were well aware of the conference theme.

Introduced as "The Challenge" in their program previews, its general reference was to the selling challenge for 1983 and beyond, or, "... squaring off for the tough times to be ready for the good times."

Participating in the four-day event (February 8-11) were sales and marketing executives from Westin's hotels and sales offices as well as Marketing Division officers and selected staff members.

It wasn't long into the program agenda when the theme's specific meaning and significance began to take shape. That began with senior vice president/marketing Bill Newman's opening remarks to the group.

Newman's challenge was one of self evaluation. He presented it in two parts.

First, he requested each individual to ask themselves a few simple but very penetrating questions relating to their selling, operations and management styles. They were asked to evaluate what they were now doing in these areas and, more importantly, how they could do it better.

Secondly, each attendee was asked to approach his or her severest critics, then ask them for frank answers to two questions: "How am I doing?", and "What do you expect of me?"

While Newman noted that

his second challenge may be among the hardest things they would ever have to do, he also assured them that it could be the most rewarding.

In a following session, a team of attendee panelists raised yet another challenge for group consideration. The challenge of the competition.

Each panel member presented in-depth reports as to the strategies and tactics being employed by other hotel companies with probable impact on Westin's sales and marketing efforts.

In keeping with the conference's overall "selling in 1983" challenge, subsequent sessions focused on strategies and tactics to be employed by Westin's people for accomplishing selling objectives.

Discussion group sessions, covering a broad spectrum of pertinent topics, provided the

'Doorknocker' winners

Innovative ideas. Fresh approaches to everyday challenges. The determination to go that extra mile in pursuit of an objective. The qualities are all part and parcel of the successful sales and marketing individual.

A select group of Westin sales and marketing people who have exemplified the most outstanding application of these qualities during 1982 were recognized at special Marketing Conference ceremonies with "Doorknocker Award" plaque presentations. The award recipients:

Marie Kriss, director of sales, The Westin Crown Center, for the design of a hotel lead exchange program recommendation and for her pre-opening assistance for the Vail and Denver properties.

Michael Holehouse, director of sales, Westin Sales Office/Europe, for seeking out and implementing the Service 800

reservations program in Europe.

Creighton Casper, director of marketing, The Westin St. Francis, for repositioning that hotel in the corporate travel market.

David Marsh, director of marketing, The Westin Peachtree Plaza, for significantly expanding the hotel's group and corporate business base.

Charles Brown, manager sales development/Westel development, for his contributions in the design and implementations of Westel.

Bob Hutchinson, director of marketing, Philippine Plaza, for merchandising a joint marketing program for the Asian properties.

John Meissner, director of sales, The Westin Hotel, Ottawa, for developing the "Super Saver" concept as an effective merchandising program that is now being used by a number of hotels.

Also, a special award went to the sales and marketing staff of The Westin Hotel, Copley Place Boston for developing a special company-wide promotion targeted to the meeting planner market.

approach. Subjects ranged from forecasting, planning and budgeting to pricing strategies and from sales planning to sales blitzes. At each session, group participation and idea exchange were key.

Reserved for a concluding session was one of the most eagerly anticipated conference highlights — the presentation of the Doorknocker Awards (Story details this page).

And with conference conclusion, came full realization of the significance and meaning of "The Challenge" theme concept. For the conference attendees, their direction was clear for the year ahead. Their response, a wholehearted "go get 'em tiger" enthusiasm.

Conference chairperson was Dave Evans, vice president/marketing.



Marketing Conference attendees take time out for a tour of a Boeing facility in Seattle where they observed some of the new 757's under construction for United Airlines.

F&B Conference

... facility rebuilding for community leadership

You can't run a successful hotel company any more without successful food service."

That statement from guest speaker Stephen Michaelides, editor of *Restaurant/Hospitality* magazine, was addressed to the attendees of the 1983 Food and Beverage Conference.

More pointedly, Michaelides later directed this challenging comment to his audience, the executive chefs and directors of food & beverage of all Westin's hotels, "You are critical to the success of your company."

An indication of that group's critical role in Westin's success came during the conference's opening session when Chris Marker, executive vice president/management services, presented Westin's philosophy with regard to hotel food and beverage facilities.

It was stated as, "Food and beverage capital expenditures and management decisions will be directed to support rooms occupancy and revenues while increasing the appeal of all food and beverage operations to local markets."

The application of that philosophy was focus of the keynote address delivered by Jacques Bourgeois, vice president for the F&B Division. Bourgeois interpreted that philosophy by posing it to the group as a two-part challenge.

The first challenge, to increase the quality levels of all F&B operations and to attract a greatly enlarged local market base. The other, and equally as critical challenge, was to ensure the best possible — and profitable — use of space allotted for hotel F&B operations.

Together, they identified the conference theme, "The Challenge of Change."

It was a challenge demanding immediate conference attendee participation. That was made clear by Bourgeois when midway through his address, he announced, "The take-home assignment, normally given to you at the end of the conference, is waiting for you (in the meeting room) next door!"

Actually, that "next door" session, as well as most of those that followed during the three-day conference, was designed to lay the ground work for a major assignment that attendees would indeed take home with them for completion and return by May 1, 1983.

The assignment was not only focus for what the conference was all about, but its completion, return and analysis would be key to Westin's future investment in food and beverage facilities and operations direction.

As Bourgeois put it to the group, "I am asking you to rebuild a proper mix of facilities and make them *all* leaders and trendsetters in your communities." He visualized that facilities mix as, "... less but better, simple but sophisticated" and, most importantly, "more customers per square foot, per hour."

Input for the conference "ground work" sessions was a stimulating mix of panel topics, general and discussion group sessions on topics ranging from the new "California Cuisine" to a review of "Quality Levels." Additionally, there were presentations by outside speakers of acknowledged

reputation in the industry, by Westin's corporate and F&B staff and by selected conference attendee members.

This year's conference, held February 6-13, was hosted by The Westin Hotel, Seattle, and chaired by Jacques Bourgeois.



Kurt Pozzato (center) executive chef for the Philippine Plaza, accepts the hotel's two first place awards — Silver Spoon for room service menu and the Chef Reinhold Keller Award — from Walter Roth (left), executive chef for Westin Hotels and Harry Mullikin (right).

F&B awards: These are the winners

Trophies, plaques, medallions, award pins — the symbols of winners — were claimed by these category competition winners during the F&B International Awards Luncheon presentation ceremonies:

Golden Chalice Awards

Best Wine/Beer Presentation: The Westin Hotel, Cincinnati.

Outstanding Beverage Promotions: A tie between The Westin Bonaventure, Los Angeles and The Westin Peachtree Plaza.

Outstanding Wine List: Palm Court, The Westin Hotel, Seattle.

Silver Spoon Awards

Specialty Restaurant Dinner Menu: Margaux's, Shangri-La, Hong Kong.

Room Service Menu: Philippine Plaza.

Employees Cafeteria Luncheon: The Westin Hotel, Seattle.

Daily Specials: Beaudry's, The Westin Bonaventure, Los Angeles.

Chef Reinhold Keller Awards

(Entrants were required to develop a main entree recipe for a banquet luncheon for a party of 500 women.)

First Place: Rigibor Filimon, Philippine Plaza, for his "Filet Filelle".

Second Place: Roger Kintz, Century Plaza, for his "Marinated Seafood Salad with Lime and Ginger Dressing."

Third Place: Yoshi Chubabchi, The Westin Hotel, Winnipeg, for his "Chicken Breast Gourmet Style".

Master Chefs

Each year the Westin Hotels Academy of Master Chefs inducts into its ranks those executive chefs who have held that title with the company for five consecutive years. This year's inductees were: Otto Weibel, Shangri-La, Hong Kong; Werner Glur, The Westin Bonaventure, Los Angeles; Franz Hoefler, The Westin Hotel, Winnipeg.

PHOTO NEWS



Boston buses Westin

BOSTON—Westin's elegant symbol of hospitality is going out on the town in Boston. The city's fleet of double-decker buses are displaying poster panels announcing the summer opening of The Westin Hotel, Copley Place as the one pictured being secured by Jay Riley, the hotel's national sales manager. (Similar panels also appear on Boston's Grayline tour buses.)

A giant version of these posters in billboard form, and dominated by the Westin symbol in gleaming gold, is also grabbing some eye-catching attention around town. The board's location is changed periodically for maximum exposure to traffic traveling some of the city's busiest thoroughfares.



Wealthiest

NEW YORK—The Plaza's Warren Lugo (right) is undoubtedly Westin's — maybe the world's — wealthiest security officer. As one of six New York State lottery winners, Lugo shared in a record \$9 million jackpot drawn in early January. Lugo's pre-tax take was \$1.2 million. His investment was four dollars for four Lotto tickets.

In spite of his instant millionaire status, Lugo firmly intends

to continue his security officer career at The Plaza where he has been employed for the past six months. A sports enthusiast, he is considering now — affordable vacation plans for entering the Tour de France world-class cycling competition and a long held dream to do some cross-country skiing in Europe.

Congratulating Lugo on his jackpot windfall is J. Phillip Hughes, managing director of The Plaza.

Oldest

PHOENIX—At age 80, John Rotunna, groundskeeper at The Arizona Biltmore, may not be the oldest Westin employee, but it's practically a sure bet that he has set an age record for Thurston-Dupar Inspirational Award recipients.

The energetic octogerarian, a former vaudevillian, was cited for devoting his weekends to entertaining senior citizen groups with his wife Ruth, and for devoting his greenthumb magic to the care of the hotel's gardens, weekdays.

Rotunna (left) was presented with the award plaque from Bill Quinn, Westin vice president, at the hotel's Awards Banquet ceremonies.





Westin's 'Akasaka-six ambassadors'

LOS ANGELES—Six Westin Hotels employee "ambassadors" accompanied by sales executives of Prince Hotels International, gathered for a dinner at Beaudry's at The Westin Bonaventure, Los Angeles in late February. The occasion was to celebrate the beginning of their trip to Tokyo the following morning to participate as pre-opening assistants for the Akasaka Prince Hotel.

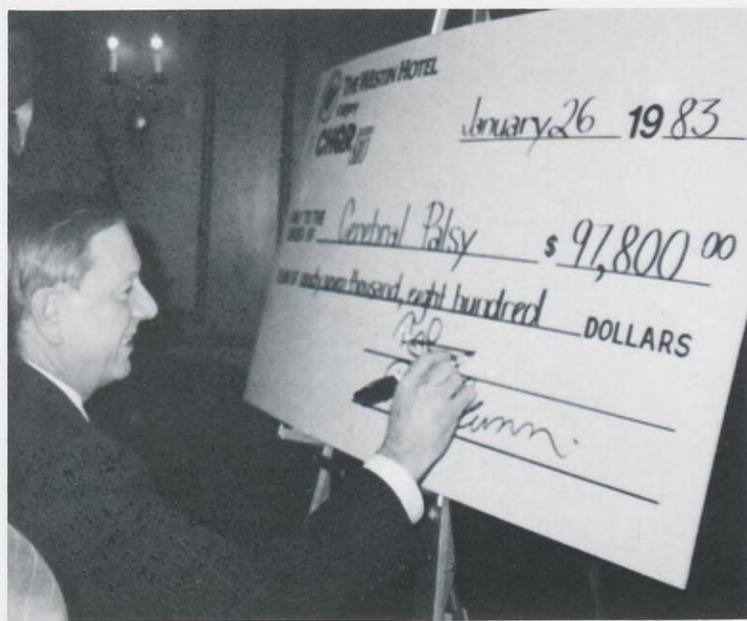
The six, chosen from Westin's West Coast properties, were assigned responsibilities related to their normal duties during their four-week stay at the Westin affiliated hotel.

The group (from left-back

row): Scott McKibben, beverage manager, The Westin St. Francis; Frank Lopez, sales director, Western Region U.S., Prince Hotels International; Robin Singer, catering sales manager, The Westin South Coast Plaza; Kirsten Nielsen, cocktail server, The Westin Seattle; Karen James, cocktail server, The Westin Bonaventure, L.A.; Joe Thompson, beverage manager, Century Plaza; Doug Edgeworth, door attendant, The Westin Bayshore. (Front row) Hideo Matsumoto, sales manager/Western Region U.S., Prince Hotels International; Mrs. Frank Lopez.

'Light Up' with a check

CALGARY—In spite of it being a tough year, Calgarians dug deep into their pockets and hearts in support of the "Light up a Child's Life" cerebral palsy campaign co-sponsored by a local radio station and The Westin Hotel, Calgary. The 1982 campaign, promoted during the month before Christmas, netted \$97,000, which was more than \$12,000 over the projected \$85,000 goal. Volunteer groups in the hotel's lobby solicited contributions, and for each dollar contributed one of the light bulbs strung along the corner windows of the building was turned on. Here, Arthur Oades, general manager, happily signs the ceremonial check for the total contribution given to the Cerebral Palsy Association.



Single sale is one for the record book



Lannis Feifer and BPA site selection chairman Fred Bergendorff.

Eighteen thousand plus definite room nights booked in a single multiple sales agreement transaction.

That impressive sales achievement, a first for Westin Hotels, is credited to Lannis Feifer, sales manager with the Westin Sales Office/Los Angeles.

That agreement resulted in three concurrent annual convention bookings at three Westin hotels for the national Broadcasters Promotion Association. The benefiting properties are The Westin Peachtree Plaza, Atlanta for 1987; The Westin Bonaventure, Los Angeles for 1988, and The Westin Hotel Renaissance Center, Detroit for 1989.

According to Feifer, the entire transaction, from

initiation to the signing of the final contract, took about six months to work out.

In relating the sequence of events, Feifer noted, "My initial and continuing contact was the Association's site selection chairman and president-elect Fred Bergendorff, whose office is in Los Angeles. The three hotels were naturally excited about the possibilities and gave their full cooperation.

"The big pitch was made in Atlanta last October, when sales representatives of the three hotels, Dave Evans (vice president/sales) and I made a presentation to the Association's Board members meeting in that city. They were impressed, but

it wasn't until their next Board meeting this January in Reno that their decision to sign was made.

"I was very delighted, of course, when I heard the news," Feifer added, "And I was especially pleased that all three convention bookings ran through a weekend when group business is most appreciated by the hotels."

Feifer began her Westin career eleven years ago in the sales department with the then Westin managed Cosmopolitan Hotel in Denver. Subsequently she was transferred to another former Westin property, the Michigan Inn in Detroit. She has been with the Los Angeles office for the past five years.

CONSTRUCTION Update

In major destination cities whose locations span a continent and reach to the Orient, exciting new Westin hotels are emerging and changing the shape of local skylines. Here's an update on these hotels, now in various phases of construction in Ottawa, Boston, Chicago, Denver and Singapore.



The Westin Hotel, Ottawa. "... all it needs is the Westin symbol."

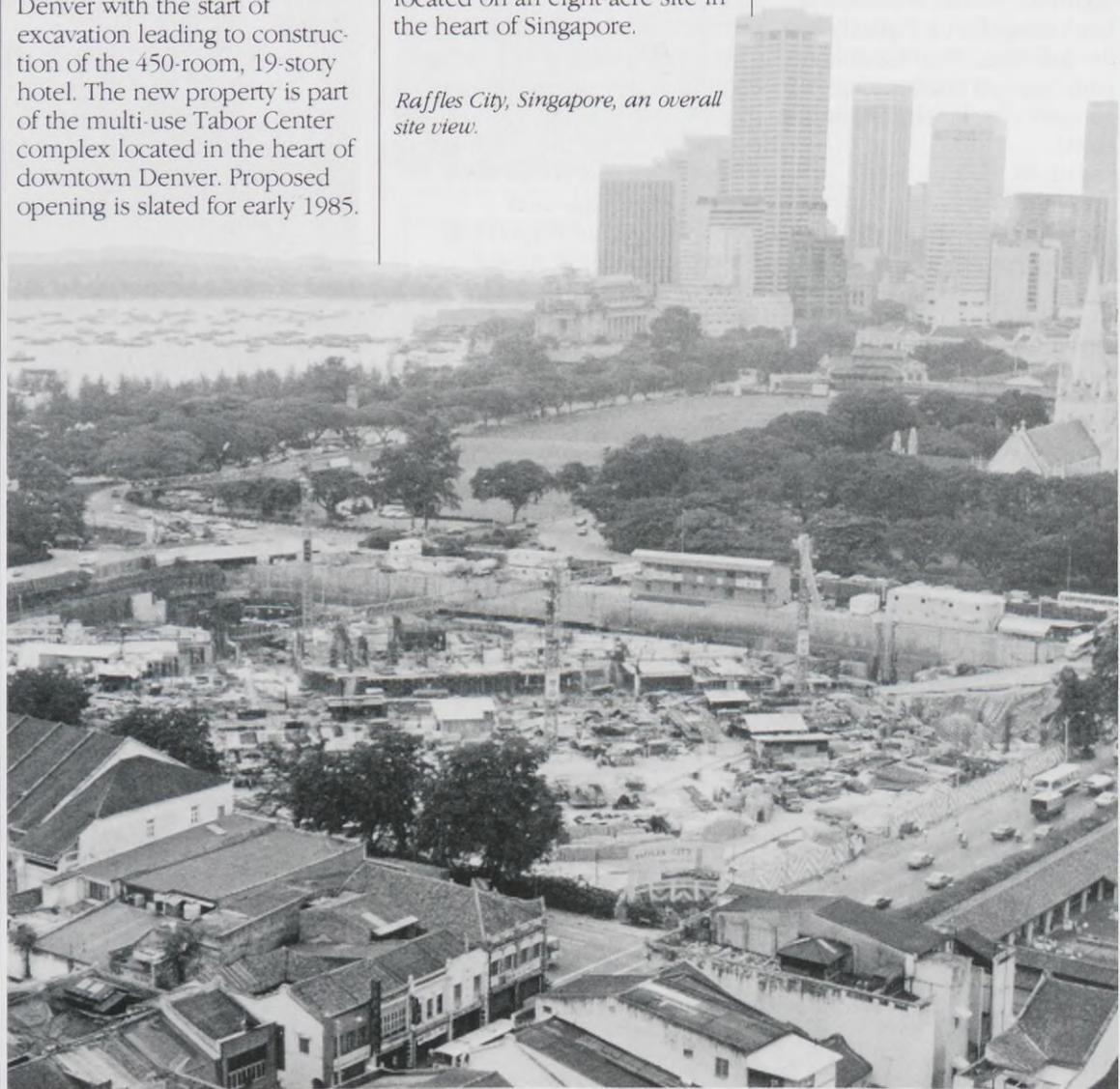
OTTAWA—Looking good from the exterior (all that's missing is the Westin symbol — see photo), The Westin Hotel, Ottawa races towards its October opening. The focus now is on interior work on the 480-room hotel located in the heart of downtown Ottawa's Rideau Centre. Several of the Centre's 200 planned shops, and other retail businesses opened in mid-March. The hotel-connected Capital Congress Convention Centre is scheduled to open in December.

DENVER—February 15 was D-Day ("D" for dig) for The Westin Hotel, Tabor Center Denver with the start of excavation leading to construction of the 450-room, 19-story hotel. The new property is part of the multi-use Tabor Center complex located in the heart of downtown Denver. Proposed opening is slated for early 1985.

CHICAGO—With installation of pre-cast concrete panels, the guest room windows and the roof completed in March, The Westin Hotel, O'Hare is now completely enclosed. The 550-room hotel is on schedule for its projected January, 1984 opening.

SINGAPORE—It's moving-right-along progress on the Westin hotels of Raffles City, Singapore project. The Westin Plaza, a 29-story-twin core hotel tower with 800 rooms and the 42-story adjoining office tower are at grade level topping a three-level underground garage. The hotel is scheduled to open in mid-1985. Nearing grade level is The Westin Stamford, a 71-story hotel tower offering approximately 1,200 rooms. The two hotels are part of the comprehensive mixed-use Raffles City development located on an eight-acre site in the heart of Singapore.

Raffles City, Singapore, an overall site view.



BOSTON—With a July opening projected, The Westin Hotel, Copley Place Boston reports on-schedule construction progress. As the pattern of doing two floors a week continues, finish of all 36 floors of the 804-room hotel should be complete by mid-June with carpeting and furniture installations following closely behind. Work on the seven-floor podium base, housing the public areas, kitchens, etc. is also progressing well. Site work — paving, walkways, landscaping, etc. — began in mid-March.

Work is also well underway on the adjoining Copley Place development complex that will include a Neiman-Marcus department store along with a gallery of shops, restaurants, entertainment facilities, offices and residential housing.