



WESTIN HOTELS

JUNE, 1982

# Front!



In Vail —  
Planning and a preview  
(Story page 4)

## Moving on Moving up

**Frank Cangelosi**, from sales manager, New York Regional Sales Office, to international sales manager, The Plaza.

**Bjorn Gullaksen**, from executive assistant manager, Hotel Scandinavia, Oslo, to executive assistant manager, The Westin Hotel, Winnipeg.

**Christopher Larson**, from sous chef, The Westin Peachtree Plaza, Atlanta, to executive sous chef, Century Plaza.

**Keith Schaffner**, from assistant director F&B, The Westin St. Francis, to director F&B, The Westin Hotel, Cincinnati.



*In this scale model of the Tabor Center Complex, the Westin Hotel, Denver is at left with the two office towers at right. At far left is the May/D&F Tower, an historic Denver landmark.*

## Denver site slated for new Westin property

Denver, Colorado, the "mile-high city," is slated to join Westin's growing list of major destination cities.

Announced in mid-May was Westin Hotels' intent to manage a new hotel to be constructed as part of the developing Tabor Center Complex in the heart of the Denver business district.

The property, to be called The Westin Hotel, Denver, will be a part of a multi-use complex which will also include two office towers, a retail center and a 2,000-car garage.

Planned is a 450-room, 19-story hotel which will contain a main ballroom and 12 meeting rooms, with banquet and meeting facilities totalling more than 17,000 square feet.

Other features will include a specialty restaurant, lobby bar, another three-meal, full-service restaurant, 24-hour room service and pool-side beverage service adjacent to the hotel's indoor-outdoor swimming pool.

The Westin Hotel, Denver will also include a health club, two racquetball courts, sauna, whirlpool and hot tub facilities, news and sundries shop, airline counters and car rental offices.

Groundbreaking for the new hotel is scheduled for mid-summer, 1982 with a projected opening date of April, 1984.

Project developer is the Williams Realty Corporation of Tulsa, Oklahoma who also developed the Westin-managed Williams Plaza in Tulsa.

The Westin Hotel, Denver,

will join The Westin Hotel, Vail—which is scheduled to open its first phase of hotel rooms in late 1982—as the second Westin property in Colorado.

This newest venture is a return to the Colorado capital city for Westin who had been previously represented in Denver with the management of the Cosmopolitan hotel from 1953 to 1976.

## Detroit Regional closes

Effective June 1, the Detroit Regional Sales Office terminated its operations.

The Chicago Regional Sales Office has subsequently taken over the geographical and account coverage formerly maintained by the Detroit office.

*COVER: At the April meeting of Westin's directors of sales in Vail, Colorado, attendees were treated to a preview hardhat tour of the Westin Hotel, Vail, which is scheduled to open this November.*

## Front!

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

**Gabe Fonseca,**  
Publications Editor  
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## Westin's first-class response to

**"Funny girl"**

Miss Kim, Sung Eun, is a "funny girl." Her witty way with words that placed her as the company-wide winner of the first Westin First-Class Caption Contest attests to that. She is also a very lovely lady, as this photo attests.

Miss Kim, an employee of the Westin Chosun, Seoul personnel department, joined the hotel staff as cashier in 1975. She was appointed to her present position in 1977.

Her reaction to her win was one of complete surprise as she felt she didn't stand a chance in the overall competition, but felt "very proud" to have been selected the first winner.

Miss Kim's hobbies include flower arranging, playing piano and flute—she's given two public flute concerts—and listening to music. The multi-talented young lady is also proficient in Japanese and English as well as her native Korean.

(Miss Kim's winning caption, as announced in the May Front!, was "Galactically speaking, I've stayed at a lot of hotels and I'm convinced—I'm a Westin Man." Winner of the April cartoon caption contest will be announced this month.)

**"Funny guy"**

Creator of the cartoons for Westin's First-Class Caption Contests and sole judge of each competition's winning entry is "funny guy" Irwin Ca-

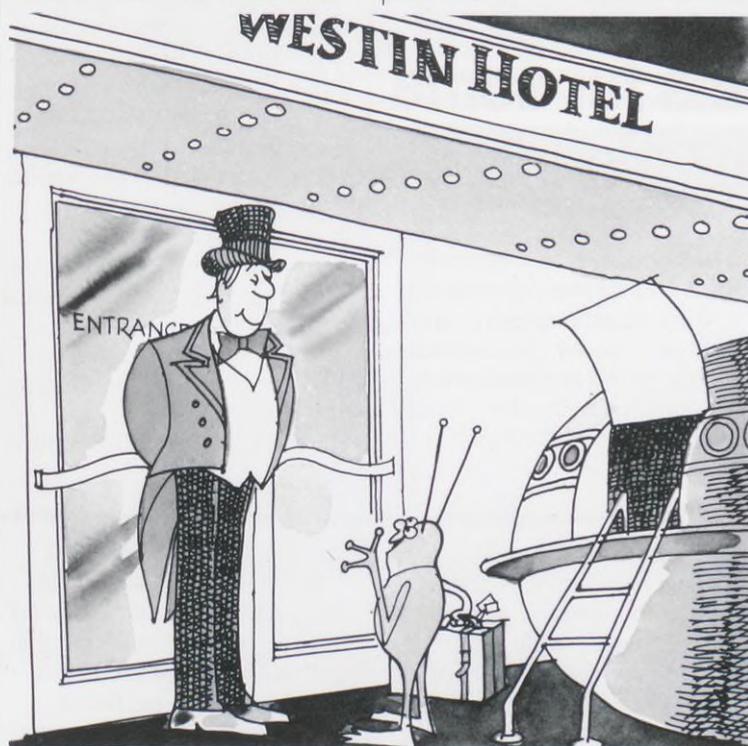
plan, Seattle cartoonist, writer of gags and graphic designer.

A nationally recognized magazine cartoonist since the 1940s, Caplan's cartoons had appeared regularly in such leading consumer publications

as *The Saturday Evening Post* and *Colliers*. With the demise of these magazines, Caplan helped form Graphic Studios in 1958, a Seattle group specializing in advertising art and graphics.

Most recently, Caplan was named Advertising Cartoonist of the Year by The National Cartoonists' Society at their annual Awards Dinner held this year at The Plaza in New York. Given for work done the previous year, Caplan's award was based in part on his artwork done for Westin Hotels, through the Cole and Weber agency, in the campaign announcing Westin's name change ("Our great name had one small problem," etc.).

"There were an awful lot of good lines," Caplan commented after judging the first competition entries, "and the final decision was tough to make. But the one I finally chose struck me as being a little off-beat but, at the same time, very much to the point."

**Ron Olstad elected VP Hotel Sales**

Ron Olstad, formerly Director of Marketing for The Westin Hotel, Seattle, has been elected Vice-President/Hotel Sales by the Westin Board of Directors.

Olstad, a 10-year veteran of Westin Hotels, joined the company in 1972 as national sales manager at the Westin Hotel, Renaissance Center Detroit,

and was subsequently promoted to director of sales then director of marketing for that property. He joined The Westin Hotel, Seattle in 1981 as director of marketing.

Recently named as Olstad's replacement as the new director of marketing for The Westin Hotel, Seattle is Ron Spellecy, formerly director of marketing for The Westin Bonaventure, Los Angeles.



Byron Brady, left, moderates a planning session on sales strategies.

## RDS group meets for some "mountain high" planning

With its spectacular setting some 7,600 feet above sea level... "mountain high" planning was the fitting theme for the Vail, Colorado meeting of Westin Hotels' Regional Directors of Sales.

The company's world-wide

network of eleven Regional Sales Offices was represented in the Colorado meeting April 22 and 23 under the chairmanship of Robin Hooks, Los Angeles regional director of sales.

Planning was the basic

theme of the two-day session as Byron Brady, director of corporate planning, moderated sessions that focused on the identification of marketing opportunities and on sales strategies for the offices for the next two years.

Joining the meeting as special participants were Bill Newman, senior vice-president, Marketing; Dave Evans, vice-president/hotel sales; T. Peter Blyth, vice-president, Development; Walker Williams, director of personnel; Jim Weiss, manager of travel industry sales; Debbie Sturza, controller for the Marketing Division; and Ron LaRue, director of advertising and public relations.

Newman briefed the regional directors on a number of plans designed to further enhance Regional Sales Offices' communications capabilities and group sales programs.

Blyth reported to the international marketing representatives on the progress of a number of hotel projects under construction as well as pending projects looking to Westin's expansion into a number of key market areas over the next two to three years.

Williams reviewed a number

of personnel related subjects as they reflect the involvement of the regional sales directors as managers of fully-staffed offices.

A highlight of the two-day planning session was a tour of the Westin Hotel, Vail, scheduled for a November opening, hosted by General Manager Steve Harper and Director of Sales Pat Reinhart.

Harper noted that the area is becoming more and more committed to year-around activities and the new hotel should prove to be a major destination for professional and management groups seeking a "retreat" environment for meetings.

Evans expressed the group's evaluation of the meeting as one of the most productive in recent years. "We were," Evans noted, "able to reach a much more specific definition as to the responsibilities and contributions of regional sales operations."

## Westron system to go Westin—world-wide

Prior to year's end, Westin's Westron system, the most sophisticated reservations system in the hotel industry, will be extended throughout Westin's world.

Currently, Westron links only those hotels and offices in the United States, Canada and Mexico. Transmittal to and from overseas properties is by international Telex. That system, however, has some definite drawbacks. It denies users a direct access to Westron-linked properties and, most importantly, to the computerized rate

information and inventory management capabilities available in the Westron system.

"A company-wide Westron hookup had been an objective that Westin has been working toward for years," says Harvey Cannova, Westin's Manager of Reservations Systems. "Now our persistence has paid off and recently we were able to connect with an overseas network to tie in with Westron that offers us the high-speed capabilities we wanted at a reasonable cost."

The first of these overseas installations, according to Cannova, is scheduled in mid-June to include both the London

and Tokyo Regional offices.

By the end of June, Hong Kong will be on-line followed by Oslo in mid-July, Copenhagen and Manila at the beginning of August, and Seoul, Korea in mid-August. No date has been set for Johannesburg.

The first of two two-week training classes for the overseas hotels and sales office reservations managers was conducted in Omaha in late May. The second two-week session (for those properties last to come on-line) is scheduled for mid-July. Mike David, Central Reservation Office manager, with

members of his staff, are conducting these highly intensified training sessions.

"By year's end," Cannova says, "the entire Westin-wide system should be functioning—Mexico City will be 'talking' directly to Manila, the London office to the Century Plaza, and everybody to Central Reservations."

But most importantly, Cannova notes, "Our clients and customers will also be doing a lot of talking—about how they are benefiting from our newest capabilities to provide them with speedier and more accurate reservations and confirmation service."

# Westin's first-class response to Walkathon

Aftermath of this year's Walkathon benefitting the March of Dimes Birth Defects Foundation brought in a barrage of enthusiastic result reports to Front! from the participating U.S. hotels.

Thousands of dollars were pledged. Hundreds of miles were walked. And dozens of Westiners—from The Plaza in New York to The Westin South Coast Plaza in southern California—put their best feet forward as they tramped their locally-designated routes for this most worthy cause.

Most hotels participated during the "official" WalkAmerica weekend of April 24-25. Others, such as The Arizona Biltmore, hit the pavement a month earlier (March 27), and The Bellevue Stratford team made their march on May 2.

All in all, it was a first-class turn-out with the majority of participants going the full 32 kilometers including 51-year-old Georgina Frye of The Westin Hotel Renaissance Center, Detroit's stewarding department. And at least one participant, Victor Lopez of The Westin Bonaventure, Los Angeles, ran most of the distance to cop a "first-in" award.

At the Arizona Biltmore even on-duty staffers got into the act. Several working employees were issued pedometers and collected pledges based on their miles walked in the course of their day's activities.

Pictured, a sampling of this year's Westin Walkathon action.



Westin Miyako walkers, including General Manager Larry Alexander (left), were welcomed at way points by on-duty housekeeping staffers who provided refreshments.



Wearing their twin tower T-shirts, The Westin Hotel, Seattle team gathers at the sign-up start-up gathering post. The hotel pledged a dollar per mile per employee.



Wearing Westin T-shirts and carrying a Westin Hotels flag, The Westin Galleria, Houston team left no doubt as to its first-class affiliation.



Armed with their Westin First-Class balloons, are Arizona Biltmore superwalkers (from left) Dan Drabick, Diane Vlassie and Nora Brown.

# WESTIN PEOPLE



## Chefs at sea

ACAPULCO—For years, one of the highlights for a select group from among the full-cruise passengers of the Queen Elizabeth 2's annual 'round the world cruise was the special luncheon hosted at Las Brisas during their Acapulco stopover.

This year's cruise went one better. Taken on board the Cunard liner during its Acapulco stop were three Westin Hotels' chefs—Antonio Reynoso and Alejandro Heredia of the Camino Real, Mexico City, and Tiburcio Orozco of Las Brisas. The trio didn't come along for the ride, however. For the next 15 days or so as the luxury cruise ship sailed through the Panama Canal to Port Everglades, Florida—with stops at exotic ports of call along the way—the chefs were spending most of their time at an assigned ship's kitchen station.

In addition to the regular cruise fare, the chefs prepared a daily selection of lunch and dinner menu items featuring such Mexican specialties as Red Snapper a la Veracruz, Duck in Plum Ole Sauce and

Steak Ranchero. By the time the chefs left the ship in Florida to return to their respective hotels—and some 10,000 individually prepared meals later—their culinary creations had confirmed to delighted passengers that Mexican cuisine indeed ranks with the finest in the world.

Pictured here in the QE 2 kitchen station (from left): Antonio Reynoso, Alejandro Heredia, Silliam Soutter (QE 2 chef), Tiburcio Orozco.



## First birthday—first TD winner

CINCINNATI—March 19 was a big day for The Westin Cincinnati—it was the hotel's first birthday. The following Monday, March 22, was an even bigger day as the hotel's employees gathered for the first Annual Employees' Awards Banquet, a gala affair held in the hotel's Presidential Ballroom. Among the employee recognition events that highlighted the evening's ceremo-

nies was the presentation of the Employee of the Year Award to Tracy Meridith, luggage attendant, and the Thurston-Dupar Inspirational Award to Lloyd Hodges, building superintendent, who is pictured here receiving his certificate from General Manager Tom Hosea (left). At right is Vice President Jim Durham, general manager for the Westin Crown Center and operations officer for the Cincinnati hotel.



## Kids treated at restaurant opening

SEATTLE—The opening of The Westin Hotel, Seattle's newest restaurant, Market Cafe, was a multi-event affair, that, over a period of days, ran the gamut from test meals for hotel and corporate employees to a press luncheon, a preview breakfast for city taxi drivers and a complimentary dinner for senior citizens groups.

One scheduled highlight was the fund-raising party for the Children's Orthopedic Hospital. Here, the hotel's F&B director, Frits Gehner, instructs youngsters attending the complimentary event in the fine art of making a chocolate sundae.

## Chef of the year

KANSAS CITY—Peter Inauen, executive chef at The Westin Crown Center, recently received some impressive peer recognition when he was named Chef of the Year by the Greater Kansas City Chefs' Association. In addition to highest culinary standards, qualifications for this annual award include involvement in related professional activities. Winning high marks for Inauen is his involvement as a "teaching chef" that currently includes the development of three apprentice participants in the Westin Hotels' Culinary Apprentice Program at the hotel.



## Painting the town

MONTREAL—The recent completion of The Hotel Bonaventure, Montreal's total renovation was the signal for a dozen staff members to hit the streets and "paint the town" with the news. Dressed in attention-getting white painter jumpsuits imprinted with the Westin and the hotel's symbols, the staff teams covered downtown Montreal contacting 15 major office complexes during a three-day sales blitz.

Each "painter" carried shiny

gold buckets filled with flowers and flyers describing the hotel's new guest amenities and first-class standard of service.

Even the daily lunch breaks provided some traffic-stopping attention. The teams gathered al fresco in various complex courtyards at tables set up with a first-class flair that included linens, silver candelabras and floral centerpieces.

## "It's just now beginning"



HOUSTON—When Culinary Apprentice Shelly McIntyre Flores completed her final culinary test—an applause-winning five-course dinner prepared in the presence of four renowned chefs and the general manager of The Westin Oaks—she was asked how she felt now that her three-year apprenticeship program had come to an end. Her response, "Oh, I don't feel that it's all over, but that my professional career is just now beginning!"

That professional career "beginning" is taking place in the same Westin Oaks kitchens where she began her rigorous Westin Hotels Culinary Apprenticeship program. And her specialty, the preparation of sauces and cold dishes, were the perfect ingredients suited to her position appointment as kitchen saucier.

Here, General Manager Randolph Guthrie (left), presents Flores with her Westin Culinary Apprenticeship certificate with an approving smile from Executive Chef Victor Gielisse.

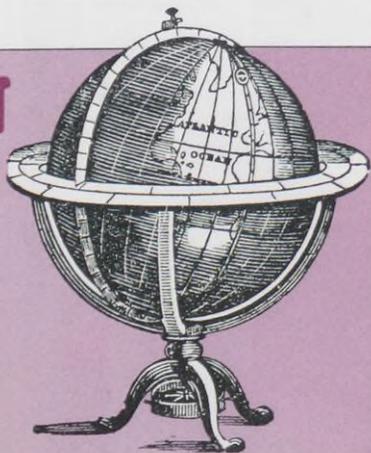
## "Stuck" on First-Class

CHICAGO—No question about it—"It's the Cadillac of bumper stickers," agrees Patrick Strange (left), Westin Hotel, Chicago garage attendant and Henry Schuette, garage manager, as they installed a "We're First-Class, Worldwide" bumper sticker on a staff member's Cadillac.



# FIRST-CLASS FAMILY FEATURES

## VACATION TRIP TIPS



Back in the days of the trans-Atlantic luxury liners, one of the steamship companies had the advertising slogan, "Half the fun is getting there!" There's a lot more hassle involved now in traveling, but it can still be fun if you do a bit of homework in advance.

The easiest way to avoid most of the hassle is to see a travel agent. They charge nothing for their service (the airlines, steamship companies, hotels, etc. pay them a commission for selling their products) and can arrange your travel faster than you can yourself. And they can save you money.

Travel agents make a point of knowing which air fares are the best buy, which tours offer you the most for the money and which destinations best suit your vacation desires.

If the total cost of a trip concerns you, consider a motor-coach tour or a cruise. Motor-coach tours include the cost of transportation, hotels, sightseeing and usually most meals. Ship cruises include all meals and frequently free air fare from your home town to the port of departure.

When traveling abroad, it's a good idea to take along a good guide book with you. One of the best is "Pan Am's World Guide" . . . small enough to tuck in your suitcase but packed with facts and information without a lot of verbiage.

Wherever you travel, at home or abroad, don't carry more cash than you can afford to lose. That's right. . . travelers checks and credit cards are a must.

Even if you're a do-it-yourself traveler it's always a good idea to take a city tour when you arrive at your destination just to get your bearings. Take a good map along with you on the tour so that you can mark places of interest you may want to return to on your own.

And, before you leave home, be sure to put timers on your lamps so that it will appear that someone is home; have the post office stop your mail and the paper boy stop delivery or arrange with a friend or neighbor to pick up the mail and papers while you are away. A dark house and a pile of newspapers on the porch is a dead giveaway that no one is home, and an open invitation for a burglar to break into your house.

Plan in advance, take a few precautions, use common sense and you'll find travel is still a lot of fun!



BY JIM WEISS  
Manager/Travel Industry Sales,  
Westin Hotels



## Photo quiz



**Westin man:** "Now that's a clever mural; looks like it goes on forever."

**Westin woman:** "Oh, I wish our stay here would. This has just got to be the ultimate. I could learn to like having room service breakfasts by the pool every morning. And that wonderful French restaurant—I think it's every bit as good as the one in Paris. And our room, I've never been in one more gorgeous or spacious."

**Westin man:** "Pretty posh alright. I like the location too. That wonderful old park with the castle and museum across the way. It's like being in an oasis right near the heart of this fantastic city."

**Westin woman:** "Now aren't you glad I talked you into coming with me to this convention?"

**Westin man:** "Ole! Hey—gotta' go. It's about time for my lesson with the tennis pro. Have a good meeting."

The Westin couple is staying at the \_\_\_\_\_.

## Who's Who in the kitchen

For a lot of us not directly involved in F&B operations—as well as some of us who are—the who's who and what of kitchen titles may be somewhat of a mystery. For one thing, we may not all be aware that a proper reference for those who cook in Westin's kitchens is culinarian, not cook.

Here are some definitions of specific positions you are apt to find in any Westin kitchen. In this multiple choice quiz, test your kitchen who's who knowledge by selecting the right titles to fit the definitions:

- The administrator of the kitchen:
  - Head Culinarian
  - Executive Chef
  - The Big Cheese
- A working chef who operates a particular kitchen station (vegetable preparation, pantry, etc.):
  - Station Chef
  - Souix Chief
  - Sous Chef
- The individual in charge of the kitchen station chefs:
  - Kitchen Supervisor
  - Executive Sous Chef
  - The Whip
- The individual in charge of the cold kitchen/pantry where cold food items are prepared:
  - Grand Marnier
  - Bon Marche
  - Garde Manger
- One who prepares soups, basic sauces, gravies and glazes:
  - Saucier
  - Glazier
  - Soupier

PHOTO QUIZ ANSWERS: The Camino Real, Mexico City. Executive Sous Chef; 1. Executive Chef; 2. Sous Chef; 3. Executive Sous Chef; 4. Garde Manger; 5. Saucier.