



WESTIN HOTELS

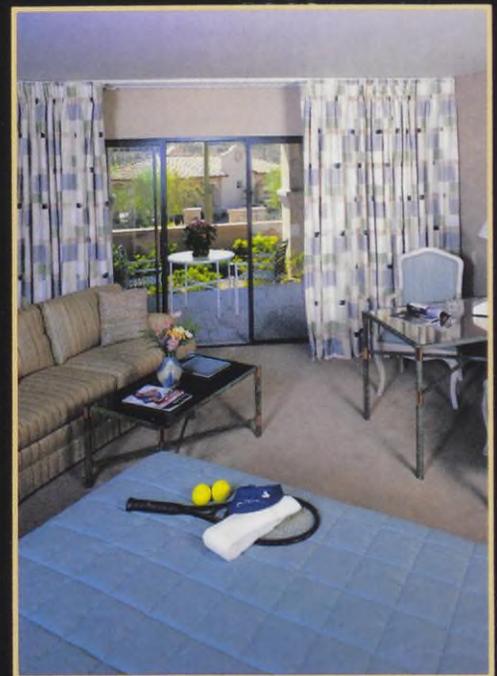
JANUARY 1986

FRONT



THE WESTIN LA PALOMA, TUCSON
A desert oasis comes to life

(Story, page 4)



NEWSFRONT

Moving on Moving up

Jean Awenenti, Front Office Asst. Manager, The Westin Hotel, Chicago to Chief Steward, The Westin Hotel, Washington, D.C.

Gordon Bagan, Sales Manager, The Westin Bayshore to Director of Sales, The Westin Hotel, Winnipeg.

Amparo Barreto, Director of Housekeeping, The Westin Galleria, Houston to Director of Housekeeping, The Westin Paso del Norte

Greg Borter, Director of Restaurants, The Westin William Penn to Asst. F&B Director, The Westin Hotel, Copley Place Boston.

Margaret Greiner, Asst. Controller, The Westin Bayshore to Asst. Controller, The Westin Hotel, Washington, D.C.

Michael Holy, Asst. Front Office Manager, The Westin

Hotel, Toronto to Senior Asst. Manager, The Westin Hotel, Winnipeg.

Lis Johnson, Asst. Shop Manager Discoveries Gift Shop — Indianapolis to Shop Manager, Discoveries Gift Shop — Washington, D.C.

Thomas Kindler, Security Device Coord., The Westin St. Francis to Asst. Manager Front Office, The Westin Hotel, Galleria Dallas.

Bonny Kirin, Director of Restaurants, The Westin Bonaventure to F&B Director, The Westin Hotel, Tabor Center Denver.

Jennifer Lee, Sales Manager, The Westin Hotel, Toronto to National Sales Manager, The Westin Bayshore.

Patrick Lien, Sous Chef, The Westin Hotel, Williams Center Tulsa to Exec. Sous Chef, The Westin Hotel Utah.

George Marine, Asst. F&B Director, The Westin Hotel, Galleria Dallas to Asst. F&B Director, The Westin Oaks, Houston.

George Markantonis, Deputy Manager, The Carlton to Convention Service Manager, The Westin Hotel, Galleria Dallas.

Domencia Masi-Moore, Word Processor, The Westin St. Francis to Account Exec. Corporate Sales Office - San Francisco.

Tricia Petty, Front Office Supervisor, The Westin Crown Center to Asst. Manager Front Office, The Westin Hotel, Chicago.

Matthew Rogala, Exec. Sous Chef, The Westin Hotel, Copley Place Boston to Exec. Chef, The Westin Paso del Norte.

Willie Sng, Exec. Chef, The Westin Hotel, Edmonton to Exec. Sous Chef, The Westin Bonaventure.

Axel Suray, F&B Director, The Westin Hotel, Tabor Center Denver to F&B Director, Century Plaza.

Phillip Tsilis, Asst. Housekeeper, The Westin Hotel, Chicago to Director of Housekeeping, The Westin Hotel, O'Hare.

Hans Wiegand, Exec. Sous Chef, The Westin Hotel, Ottawa to Exec. Sous Chef, The Westin St. Francis.

Hotel suspends employee comp rooms during EXPO '86

If your vacation plans call for a visit to EXPO '86, Vancouver B.C.'s world class exposition, the word is that it's going to be a real winner. And if the brisk advance ticket sales are any indication, it also promises to be very well attended.

Accordingly, to accommodate the expected increase in visitor business during the event, The Westin Bayshore has suspended comp room privileges for Westin employees during the course of the exposition — from May 2 through October 13, 1986.

EXPO '86 visitors are advised to play it safe and plan for accommodation arrangements prior to their arrival in Vancouver.

Grand Prize winners represent most all hotel departments

As *FRONT* went to press, about half of the Westin hotels in the U.S. and Canada participating in the recent Employee Recognition Program ("People are saying nice things about you!"), had submitted the names of their winners in the program-concluding grand prize drawings for \$1,000, \$750 and \$500.

Winners' names by hotel and prize amounts won are listed here. It may be noted that, taken in total, winners represented a good cross-section of hotel operations from both the front and back of the house.

The February issue of *FRONT* will list the remaining winners also by hotel.

NEWSFRONT

The Westin Hotel, Renaissance Center F&B
\$1,000 — Fred Harvey; Laundry/Valet
\$750 — Melvin Hall; Catering
\$500 — Juanita Elkins; F&B Cashier

The Westin St. Francis
\$1,000 — Roberta Leinster; Staff Services
\$750 — Nicolas Espinosa; Food Preparation
\$500 — Linda Lee; Security

The Westin Hotel, Ottawa
\$1,000 — Nicole Larabie; Housekeeping
\$750 — Melissa Atkinson; Culinary
\$500 — Michel Barrette; Stewards

The Westin Ilikai
\$1,000 — Susan Frifeldt; Cocktail Server/
Annabelle's
\$750 — George Seronio; Bellman
\$500 — Barry Kurasaki; Bartender

The Westin Crown Center
\$1,000 — Nolan Brown; Engineer
\$750 — Sher Tibbens; Sales Manager
\$500 — Gerren Moore; Housekeeping

The Westin Canal Place
\$1,000 — Audrey Parks; Employee Cafeteria
\$750 — Sauver Louis; Property Maintenance
\$500 — Carolyn Ford; PABX Department

The Westin Hotel, Chicago
\$1,000 — Joe Stangarone; Front Office/
Plaza Tower
\$750 — Vivian Kraus; Front Office
\$500 — Eric Kemp; Housekeeping

The Westin Hotel, Edmonton
\$1,000 — Queta Vasquez; Server/Palm Court
\$750 — Ana Kruk; Stewarding
\$500 — Robert Vos; Room Service

The Westin Oaks
\$1,000 — Segun Debowale; Room Service
\$750 — Silvestre Benitez; Stewarding
\$500 — Joe Blacklock; Housekeeping

The Westin Galleria
\$1,000 — Cristina Cruz; Laundry
\$750 — Ricky Gentzel; Food Preparation
\$500 — Juan Machorro; Guest Services

The Westin Hotel Utah
\$1,000 Nancy Miyake; Housekeeping
\$750 — Bob Smelser; Building Engineer
\$500 — Doug Chandler; Front Office

The Westin Hotel, Winnipeg
\$1,000 — Philip Miranda; Purchasing
\$750 — Brad Gray; Banquet Chef
\$500 — Graciela Politan; Room Attendant

The Westin Hotel, Cincinnati
\$1,000 — Jim Beiting; Delmonico's Restaurant
\$750 — Gloria Howard; Property Maintenance
\$500 — Ted Hillberg; Reservations

The Westin Hotel, Calgary
\$1,000 — Lili Kee; Employee Cafeteria
\$750 — Bahdor Bhall; Engineering
\$500 — Francis Zimmerman; Food Preparation

The Westin South Coast Plaza
\$1,000 — Larry Elliott; Guest Services/Valet
\$750 — Jorge Gonzalez; Banquets
\$500 — Jack Lawton; Bartender

The Westin Hotel, Tabor Center Denver
\$1,000 — Glen Waggoner; Laundry
\$750 — David Owens; Stewards
\$500 — Kirk Pittsenbarger; Tabor Grill

COVER: A glowing high desert sunset silhouetted the main building of The Westin La Paloma, Tucson when this photo was taken in late December. The rows of lights in the foreground are luminarias that lined the main drive leading to the Country Club entrance during the holiday season. Inset: A typical resort guest room at The Westin La Paloma.



John Olberg to vice president

John Olberg, formerly director of design and construction for the Development Division, was recently elected a vice president of Westin Hotels assuming development officer responsibilities for new projects.

Olberg joined Westin in 1973 as project manager with the Design and Construction Division. In 1979, he was appointed to his most recently held position.

Replacing Olberg as director of design and construction is Steve Schnoor who has held the position of project manager for the Development Division.



Chris Baum, director of marketing for The United/Hertz office and baggage check Westin O'Hare (right), discusses procedures with employees at the hotel's new counter.

Westin, United join in special service

The Westin Hotel, O'Hare has recently inaugurated a special service for its guests who depart on United Airlines flights.

As of November 12, guests have been able to check their bags at the United passenger ticket counter located in the hotel lobby for direct delivery to their flight destination. The checked bags are taken by shuttle bus to the airport and placed in United's bag sortation system.

The new bag check service offered by The Westin Hotel, O'Hare and United offers a unique customer service according to John Gimbel, vice

president-sales for United's Central Division. Says Gimbel, "The customer can present himself or herself at our ticket office and receive a plane ticket, a seat assignment, a boarding pass and a baggage claim check in one simple operation without leaving the hotel.

Chris Baum, director of marketing for the hotel, reports that the new service has been enthusiastically received especially by the frequent business traveler who chooses an airport hotel precisely because of its convenient location.

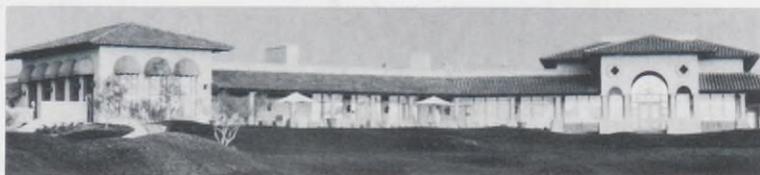
In addition to the new bag-checking service, the United counter location has been remodeled and extended to include a Hertz rental car desk.

FRONT

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THE WESTIN LA PALOMA, TUCSON

Off to a five-star start

“**T**here is no question in any of our minds that we will be designated a five-star property,” affirms Andy MacLellan, general manager of The Westin La Paloma.

He spoke with the unhesitating assurance of someone betting on a sure thing. “It’s been part of our plan since day one. The project’s design is five-star. The amenities are of five-star quality. And the staff is being trained and tuned to produce a five-star performance. Our five-star expectations are not beyond what we offer and what we can do.”

Unfortunately, MacLellan’s expectations for this coveted five-star recognition will have to wait. It takes five years of property operation before Mobil travel guides will award such a rating.

However, guests will be quick to recognize its star-studded qualities from the moment the 420-room resort hotel opens its doors on January 31.

The spectacular 36-acre facility is located in a magnificent setting within the 800-acre La Paloma development in Tucson’s exclusive Catalina Foothills area. The hotel complex itself consists of a series of low-rise, guest buildings extending from the two-story building and anchored at one end by The La Paloma Country Club.

Completely surrounding the hotel complex is a 27-hole Jack Nicklaus signature golf course. At the complex center is the area nicknamed by the staff as the “play pen”. Its focus is a large, free-form swimming pool complete with water slide, a water fall, swim-up bar and its own sand beach, all surrounded by a desert garden.

Adjacent are 10 lighted tennis courts and a health club with racquetball courts, an aerobic exercise center, spas, Nautilus, bicycle rental, a personal care services center and a children’s lounge.

The Country Club facility includes a 35,000-square foot clubhouse with pro shop, three restaurants and men’s and women’s locker rooms each with sauna, steam, masseur and card and TV areas. Though it’s a membership operation,

some of its facilities may be used by guests.

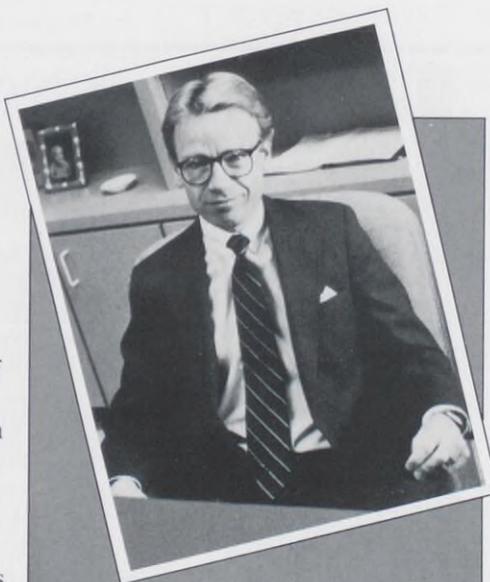
The views from the landscaped pathways, open archways and balconies of the rose-colored, tile-roofed buildings, which are set in various levels, reminds one of a Mediterranean village.

“This is a total destination resort,” MacLellan emphasizes. “Our facilities can rank with almost any other top resort in the world and we are certainly competitive with any sunbelt property you can name including our sister hotel, The Arizona Biltmore in Phoenix.”

But one of our big advantages over other desert locations such as Phoenix, Scottsdale or Palm Springs is that because we are located in a high Sonoran desert locale, we enjoy a climate — which, by the way, boasts an average of 312 days of sunshine a year — that’s usually several degrees cooler in the summer. Further, we are surrounded by four different mountain ranges and a spectacular natural desert setting.”

The hotel’s only major “disadvantage” according to Tony Meek, director of marketing, is destination unfamiliarity.

“Tucson is a fairly new resort destination,” Meek explains. “Only recently have resorts been built in this area, and, certainly, there has never been anything



“It’s the product for today.”

ANDY MACLELLAN
General Manager

to match the quality of The Westin La Paloma. Our competition is not local as much as it is the more familiar resort areas such as those in Phoenix, Palm Springs, Hawaii, Mexico and the like. Our challenge is selling the Tucson destination to those markets that don't know this area such as the East and upper Midwest."

Meek acknowledges that though the hotel has done a pretty good job of selling Tucson to meeting groups — which will comprise about 70 percent of the hotel's business — the going has been a little bit tougher in attracting the individual traveler.

The resort is well equipped and prepared to satisfy the needs of all comers. In catering to group business, for instance, the hotel features the most versatile and well equipped meeting facilities in the area. Its ballroom, the largest in the Southwest, can handle dinners for over 1,500 persons and receptions for over 2,000. In addition, there are a number of other function rooms of varying sizes designed to meet almost any meeting need.

All the handsomely appointed guest rooms and suites offer either city or Catalina Foothills views with foreground views of the desert, the golf course or the recreation area. All are equipped with fully-stocked mini-bars and refrigerators.

The varied menu of restaurant choices is another major resort attraction. According to Gary Lind, food and beverage director, the restaurants were designed not just for hotel guests but with special appeal to the Tucson community.

"We offer a world of dining experiences," Lind says. "For formal, elegant dining, there is the La Paloma dining room in the Country Club. For less formal but also very excellent dining there is the free-standing La Villa restaurant specializing in seafood, much of which is flown in daily from both coasts. And located in the same building is the Cactus Club, our entertainment room that features a disc jockey who plays different types of music for dancing or listening throughout the evening seven nights a week.

"Then there is the all day Desert Garden restaurant, that steps down off

"...a world of dining experiences."

GARY LIND
F&B Director



"...the first of the new resorts for Westin."

TONY MEEK
Marketing Director



the lobby, with great food and spectacular views of the mountains and recreational pool area. Before entering the restaurant is the Desert Garden lounge that features a living room-type environment with a baby grand piano at its center.

"In the pool area itself is Sabino's Pool Bar and Grill offering light eats and snacks, and at the tennis and health facility is Sprouts with an emphasis on health-type foods. And then there is a

snack bar operation on the golf course. All these outlets feature distinctly different dining and entertainment experiences. The emphasis on these outlets — whether dressy or sporty — is on fun. Resort atmosphere fun. Nothing stuffy."

Also, "different" is room service. Because of the resort hotel's horizontal rather than vertical layout, room service delivery is handled through motorized burden carriers equipped with stainless steel cabinetry to keep food items at proper temperatures. During morning service the vehicles are stocked with continental breakfasts and are equipped with two-way radios so that late call in orders can be served as quickly as pre-orders. As with other areas throughout the resort, the focus here is on guest service efficiency.

In fact, electric vehicles are an important part of The Westin La Paloma scene. In addition to the room service vehicles, housekeeping uses a specially designed fleet for room attendant use and guest services has its own fleet of electric "surreys" to transport luggage and even guests to and from their rooms. Again, a response to guest convenience and service efficiency.

Although Westin has had a good deal of resort management experience in its history, The Westin La Paloma represents Westin's first effort in total design concept from the ground up.

"I've got to give a lot of credit to Westin for what has been created here," says MacLellan, "they did a remarkable job. This is the kind of facility that in quality of product was built 50 years ago — the kind you couldn't afford to build nowadays. But it's *the* product for today. It's in tune with today's demands to satisfy the needs of today's market. We have a real winner here, and, like I said earlier, it offers everything to assure it five-star rating status."

Tony Meek is as equally enthused. "This is not a typical resort," he says, "but a totally new product — the first of the new resorts for Westin. It's what our new signature name, Westin Hotels and Resorts is all about."

PHOTO NEWS



Appreciation

PHILADELPHIA—The Westin Bellevue Stratford took particular pride in being selected to host the recent 58th annual convention of the Hotel Sales & Marketing Association (HSMIA). But most rewarding were the accolades received at convention conclusion from the group's membership in that they not only represented peers but knowledgeable critics. As a token of appreciation, the hotel

presented the association group with a crystal commemorative plate of the historic hotel. Pictured at that presentation are (from left): Stephen Gorse, director of sales for The Westin Bellevue Stratford; Thomas Knowlton, The Sheraton Corporation, incoming president of HSMIA; Leonard Hoyle, Jr., executive vice president of HSMIA; Ray Sylvester, general manager of the hotel.



Tiger

SAN FRANCISCO—The Year of the Tiger, Chinese Lunar Year 4684, was recently previewed at The Westin St. Francis with Rick Layton, manager (left) and Bill Augugliaro, security director (center) welcoming the striped "pussy cat" and trainer David Graves to the hotel. Officially, the new year's celebration begins February 8 and continues through March 8. The celebration climaxes with a Golden Dragon parade — the largest outside Hong Kong — that winds through the streets of San Francisco's China Town.



Inaugural

TUCSON—Golfing legend Jack Nicklaus was star attraction at the dedication in mid-September of the last nine holes of the 27-hole golf course he designed for the La Paloma Country Club. The Country Club is managed by Westin who also manages The Westin La Paloma resort hotel which opens at the end of this month. (See related feature story).

WESTIN PEOPLE

Westin employee conquers 'the one to run'

For serious runners, the 26.2-mile New York City Marathon that winds through the city's five boroughs is the one to run.

Because of its popularity — it draws thousands of applicants from throughout the U.S. and internationally — qualifying participants are largely selected through a luck-of-the-draw process and previous marathon qualifications.

Among the some 22,000 lucky draw participants in the 1985 Marathon, held in late October, was Joanne Van Deurzen, secretary with the Hotel EDP Department at Westin's corporate offices.

For Van Deurzen, the event proved a thrill of a lifetime experience that was both grueling and exhilarating. Grueling mostly because of the high humidity and heat during the day of the run which was in sharp contrast to her more familiar running grounds of the cool Pacific Northwest.

"The start across the Verrazano Bridge was almost chilly," she recalls, "with a gusty wind blowing off the river. But as soon as we hit the pavement on the Brooklyn side, it was like going from an air-conditioned room into a furnace. There was also a bad glare off the pavement which made it difficult to avoid what seemed like hundreds of chuckholes throughout the run. It was rough going.

"I kept seeing people drop out all along the way especially after the half-way mark," she continued, "and though I was tempted at times to do the

same, I was even more determined to finish it out."

Of the 22,000-plus starters, 15,752 runners finished the course. Van Deurzen's five hour and four minute time placed her in the 13,946th spot. Her record looks better in her sex category placing 1,951st in the field of 2,466 women, and in her age group she placed 365th among the 500 similar age group participants.

"Well, I didn't break any world records," Van Deurzen laughed, "but it was a tremendous thrill for me just to have run this marathon — and



Joanne Van Deurzen celebrates her victory.

finished. It's an achievement I will always remember."

Van Deurzen is no newcomer to running having taken it up about five years ago when she felt she wanted to lose weight and needed the

exercise. She quickly became enthused with the activity and developed a strict daily running regimen for herself which she continues to maintain year-round. Prior to the NYC Marathon, she had participated in three other marathons two in the Pacific Northwest and one in Honolulu.

"Running not only keeps me in good physical shape," she says, "but it makes me feel better generally. Besides its a great antidote to spending my work day confined to my desk at the office. And as to the New York City Marathon, that was like a special bonus — the ultimate in marathon running."



Winners

Creative talents blossomed at The Westin Chosun recently as employees responded to an energy conservation and waste awareness campaign. Focus of the campaign was an employee poster

and slogan contest with winner plaques being awarded to these seven winners (from left): Sang Mo Park (Security), Byung Keun Kim (Banquets), Seung Mok Choi (Maintenance), Sang Hwan Song (Beverage), Kyung Dong Suk (Kitchen), Hee Dae

Lee (Security), Byung Wook Choi (Housekeeping). In back row is Dean Tinker, former executive assistant manager for the hotel and now with The Westin Hotel, Tabor Center Denver.

JANUARY

- The Westin Hotel, Tabor Center Denver opens (January 19).
- Ten Westin restaurants named *Travel-Holiday* Fine Dining Award winners; four more make the publication's "Recommended" list.
- Westin's 1985 Management Conference, held at the Camino Real, Mexico City on January 7-11, launches a "new direction" for the company with growth as company's number one goal.
- Judith Matubis, director of housekeeping for The Westin Philippine Plaza, is 1984 Thurston-Dupar Inspirational Award winner.
- Bill Newman, senior vice president/sales, is Carlson-Himmelman Award winner.
- Kim Chappell elected to Westin vice president.
- Nello Decamp, executive chef of Fouquet's de Paris restaurant at the Camino Real, Mexico City, is 1984 winner of Mexico's Merito de HOCASA Award.

FEBRUARY

- The Westin Crown Center wins the Westin Safety Award of Excellence for 1984.

MARCH

- The Westin Stamford, Singapore tops off.
- Corporate Strategic Systems Task Force gets underway.

APRIL

- U.S. and Canada hotels launch "Westin Weekends" room discount program.
- Westin announces construction plans for The Westin Maui, The Westin Kauai and

(Note: Events are listed according to month they occurred and not necessarily by FRONT reporting issue.)

WESTIN HOTELS 1985 HIGHLIGHTS

The Westin Hotel, San Francisco Airport.

- Westin announces intent to manage The Westin Paso del Norte in El Paso, Texas.
- For the fifth consecutive year, Westin Hotels received top honors in *Travel-Holiday* magazine's Travel Poll as the best hotel company both in and outside the U.S.
- Ken Mallory, vice president/Growth, takes early retirement.

MAY

- Fletch Waller joins Westin as executive vice president/Marketing.
- Thirteen Westin hotels awarded Mobil Travel Guide Four Star ratings; Arizona Biltmore received Mobil's Five Star rating for 26th consecutive year.
- Westin announces hotel syndication program.
- Paul Himmelman is named general manager of The Westin Paso del Norte.

JUNE

- Westin Hotels is again included among "The 100 Best Companies to Work for in America" in the book's updated and revised edition.
- Twenty-six Westin hotels awarded AAA Four-Diamond ratings.

JULY

- The Carlton and Westin's corporate offices awarded AH&MA Gold Key Public Relations Achievement Awards.
- Richard Ransome named general manager of The Westin Benson.
- Westin acquires the 100-room Benjamin Franklin hotel in San Mateo, California.

AUGUST

- The Westin Canal Place, New Orleans joins the Westin family.
- Bart Moore is named general manager of The Westin Canal Place, New Orleans.
- Naveen Ahuja is named

general manager for both The Westin Oaks and The Westin Galleria hotels in Houston.

- Bill Lucas appointed manager of The Westin Crown Center.
- F&B Division competition awards presented to hotel winners.
- Westin selects Dentsu Young & Rubicam as new corporate ad agency.

SEPTEMBER

- "People are saying nice things about you" employee program introduced.
- Ray Sylvester named general manager of The Westin Bellevue Stratford.
- Ray Stone, Creighton Casper, Mike Corr, Bob Hutchinson and Ulrich Schwartz named to the new positions of area marketing directors.
- Mexico earthquake results in closing of the Alameda hotel for indefinite period.
- The Westin Hotel, Tabor Center Denver is host for Marketing/Operations meeting.

OCTOBER

- The Westin St. Francis, The Westin Hotel, Copley Place Boston and The Century Plaza are among *Meetings & Conventions* magazine's Gold Key Award winners for meeting excellence.

NOV/DEC

- The Westin Hotel, Washington D.C. opens (December 26).
- John Olberg elected vice president with development officer responsibilities.
- Employee Recognition Program concludes — Grand Prizes awarded.



The Westin Hotel, Tabor Center Denver



The Westin Hotel, Washington D.C.

DURING 1985
WESTIN
WELCOMED
THESE HOTELS...



The Westin Canal Place, New Orleans



The Westin Paso del Norte, El Paso, Texas