



WESTIN HOTELS

JULY 1985

# FRONT

**ATLANTA'S  
BANG-UP 4TH**

(Story, page 3)

# NEWSFRONT

## Moving on Moving up

**Johnathan Backer**, sous chef at The Westin Oaks to sous chef at The Westin Crown Center.

**Tom Berning**, restaurant manager at The Westin St. Francis, to Top of Five manager at The Westin Bonaventure.

**Bonnie Best**, national sales manager at The Westin Crown Center, to director of sales, The Westin Hotel, Williams Center.

**Marcia Bower**, assistant director of housekeeping at The Westin Hotel, Chicago to director of housekeeping at The Westin Hotel, Tabor Center Denver.

**Max Dayton**, director of sales at The Westin Hotel, Williams Center to director of marketing at The Westin Hotel, Cincinnati.

*COVER: Atlanta's Fourth of July Festival is a week-long celebration of festivities and special events which was scheduled this year from June 28 through July 6. A highlight attraction is the fireworks display performed on the roof of the Georgia-Pacific building as pictured on the cover photo. Atlanta's landmark hotel, The Westin Peachtree Plaza, also draws considerable attention at night when its upper windows light up in a vertical pattern to spell ATLANTA.*

## FRONT

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

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Printed in U.S.A.

**Ray Flohr**, assistant controller at The Westin Hotel, Renaissance Center Detroit to controller at The Westin Hotel Utah.

**Lindsay Geyer**, director of personnel at The Westin South Coast Plaza to director of personnel at The Westin Bonaventure.

**Bill Godfrey**, director of marketing at The Westin Hotel, Chicago to director of sales at The Westin Stamford & Westin Plaza.

**James Hill**, director of F&B at The Westin Hotel, Toronto to operations manager at The Westin Chosun Beach, Pusan.

**Elizabeth Kassler**, assistant director of personnel at The Westin Bonaventure, to director of personnel at The Westin South Coast Plaza.

**Lisa Laster**, front office manager at the Westin Peachtree Plaza to senior assistant manager at The Westin Hotel, Washington, D.C.

**Steve Maroney**, director of marketing at The Westin Stamford & Westin Plaza to director of marketing at The Westin Maui and the Westin Kauai.

**Frank Naboulsi**, sales manager at The Westin Hotel, Edmonton to sales manager, national accounts at The Westin Hotel, Toronto.

**Carl Stubner**, Alfredo's Manager at the Westin Hotel, Vail to Roof Restaurant manager at The Westin Hotel Utah.

## Westin to sell hotels to partnerships

In late May, UAL, Inc., Westin Hotels' parent company, announced plans to sell some of the hotels owned by Westin to a series of partnerships formed by it and a Merrill Lynch & Co. unit.

According to the announcement, Westin would transfer ownership of two or more hotels to the first such trust for cash of not less than \$300 million and not more than \$500 million.

As FRONT went to press, the hotels to be included in the first offering had not been identified, though such an announcement was expected to be made after mid-July.

General partner of the partnerships to be formed will be a Westin Hotels subsidiary company. The intent is to have subsequent partnerships formed to own other hotels now owned by Westin or those that may be acquired.

In his announcement to Westin staff, CEO Harry Mullikin noted that the management of the hotels and the control of the partnership

trust to which the designated hotels will be transferred will remain with Westin. "This activity," Mullikin said, "is another step in the realization of our corporate goals."

Westin's president, Dwight Call, points out that Westin's hotel real estate assets which have been acquired over the past several years have greatly appreciated.

"However," Call noted, "The competitive nature of today's hotel market has brought us to a point where we have difficulty realizing an appropriate return from these assets. With the sale of this real estate to syndicated partnerships we can now benefit in developing that return."

Call continues, "This transaction will offer us the best of both worlds since we still will maintain total control of the operation of these hotels. We still will have long range management contracts, and we will retain the position of general partner of the partnerships that own the hotels."

"As far as Westin's employees are concerned," he said, "it's still 'business as usual' — Westin will continue to remain in control as it always has under its ownership of the hotels."

## Management Changes

Recent management announcements and changes have included the following:

Jim Durham, vice president of Westin Hotels, who previously had announced that he would take early retirement, will continue his responsibilities as managing director of The Westin Crown Center.

Tom Cortabitarte, general manager of The Westin Crown Center, has been named managing director of The Westin Hotel, Renaissance Center Detroit.

Bob Bormes, operations manager, The Westin Benson, has been appointed executive assistant manager of The Westin Benson.

Fred Christensen, senior assistant manager, The Westin St. Francis, has been named executive assistant manager of the Carlton, Johannesburg.

# NEWSFRONT

## Atlanta's bang-up 4th is tough act to follow

Independence Day in the U.S. — otherwise known as the 4th of July — is the cause of great celebration throughout the nation.

But the annual festivities taking place in Atlanta has come to be recognized as one tough act for any other community to follow. Almost everyone turns out for a full calendar of civic events ranging from concerts and parades to track and bicycle races, and all is climaxed by a downtown fireworks spectacular.

Focal point for a lot of that festive activity is The Westin Peachtree Plaza. Most obvious attraction is the 73-story tower which lights up its upper floor windows at night to spell out a highly visible ATLANTA welcome (see cover).

But it's at the hotel's street level where the festivities take place. On the Peachtree Street side there is the Plaza Fair where dozens of talented artisans display their wares. Other sidewalks around the hotel feature a "Salute to Georgia Farmers" theme at which local farmers hawk fresh produce from the backs of trucks or stall set-ups.

Adding to the gala carnival atmosphere are the stands set up by the hotel's food and beverage staff peddling all-American hot dogs, popcorn, soft drinks and other goodies. These stalls and push carts are staffed by hotel volunteers from all departments.

A very spectacular hotel event, and one that has become



Everybody gets into the act during Atlanta's Independence Day celebration including this costumed employee duo from The Westin Peachtree Plaza — "Clown" Lisa Laster, front office manager and "Uncle Sam" Ken Doersein, garage manager.

an Atlanta tradition for the past nine years, is the Ben "Spiderman" Colli leap from atop the hotel.

Colli, a former window washer for the hotel, rappels off the top of the building (much as does a mountain climber down the face of a cliff) in a series of jumps to the street level. The jump, which takes place on the 4th, always draws a packed crowd to the base of the hotel.

It's also at the hotel's street level where crowds gather early to watch the annual 4th of July parade which is billed as the largest in the country. This year's parade was made even larger and more colorful than ever with the addition of several Shiner marching units. Atlanta was this year's host for the National Shiner's Convention with the Westin as the host hotel.



**THIS IS THE WESTIN PASO DEL NORTE**

The photo shown in the June issue of FRONT that tried to pass itself off as The Westin Paso del Norte, El Paso, was actually The Westin Tabor Center, Denver. We regret the error and subsequent confusion. (FRONT, however, continues to stick by its editorial motto, "We never make mistakes.")

## Four ♦♦♦♦ ratings for 26 Westins

Throughout this next year, at least, 26 Westin hotels can proudly display the American Automobile Association's Four-Diamond rating symbols after their names.

Of the 15,000 AAA-approved hotels and motels in the U.S., Canada, Mexico and the Caribbean, only 1,245 were recognized with Four-Diamond Award ratings for exceptional quality and service, as listed in the 1985 AAA Tour Books.

The Four-Diamond studded hotels are:

### CANADA

The Westin Hotel, Calgary  
The Westin Hotel, Edmonton  
The Westin Hotel, Ottawa  
The Westin Hotel, Toronto  
The Westin Hotel, Winnipeg

### UNITED STATES

The Westin Peachtree Plaza  
The Westin Hotel, Copley Place  
Boston  
The Westin Hotel, Chicago  
The Westin Hotel, O'Hare  
The Westin Hotel, Cincinnati  
The Westin South Coast Plaza  
The Westin Hotel, Galleria  
Dallas  
The Westin Hotel, Renaissance  
Center Detroit  
The Westin Ilikai  
The Westin Crown Center  
Century Plaza  
The Westin Bonaventure, Los  
Angeles  
The Westin Bellevue Stratford  
The Westin Benson  
The Westin Hotel, Seattle  
The Westin Hotel, Vail

### MEXICO

Camino Real, Cancun  
Camino Real, Guadalajara  
Camino Real, Ixtapa  
Las Hadas, Manzanillo  
Camino Real, Puerto Vallarta

To qualify for awards, hotels undergo rigorous inspection. Ratings are compiled in AAA Tour Books and distributed to approximately 30 million travelers.

# Take your doctor's advice, but...



**W**hen it comes to surgery, think twice. Ask if there is appropriate, alternative treatments other than surgery. If there is an appropriate, alternative treatment, perhaps you can avoid the risk, expense and inconvenience of an operation.

An effective way to learn what other treatment options are available is through a second medical opinion.

With advances in medical technology and with the spiraling costs of medical care, second opinions for certain non-emergency surgeries have become an accepted practice throughout the health care field.

More recently, that concept has been incorporated into the Connecticut General health care plan offered by Westin Hotels.

According to Cliff Slade, Westin's Manager of Compensation and Benefits, it is a concept that makes a

good deal of sense whether you have medical coverage through Westin, your hotel or your union. For one thing, it helps you become more fully informed of treatment options before making the decision whether or not to have surgery. Better yet, there is the possibility that a non-surgical alternative

**“By taking an active part in your own treatment, you'll be doing your part to help control health care costs.”**

could prove just as beneficial in the long run.

As it is with many other health care plans, Westin's plan now makes it mandatory for the employee participant and dependents to receive a second surgeon's opinion before certain surgeries are performed (these are listed in your benefits handbook or are available from your personnel department).

Regardless of the second opinion, the decision on treatment is still yours to make. If your doctor recommends surgery and the second opinion physician suggests an alternative, you may still act on the first doctor's recommendation and have your claim settled under regular plan provisions. In any case, however, you must receive a second surgical opinion (from someone practicing outside the same office as your surgeon) before the surgery is performed.

If a second opinion is not obtained, Westin plan benefits will be reduced to 50 percent of the usual and customary charges related to surgery, including both hospital and physician's charges.

Slade points out that the Westin administered plans pay a full 100 percent of the costs for the second surgeon's consultation and related laboratory and X-ray charges.

Employees participating in a Health Maintenance Organization (HMO) are not subject to the second opinion requirements of Westin's plans. Slade suggests, however, that you do ask your HMO physician about alternative courses of treatment.

He advises, “By taking an active part in your own treatment, you'll be doing your part to help control health care costs. Appropriate health care is not only more cost effective, it may also help you and your family avoid the inconvenience of an unnecessary surgery.”

# PHOTO NEWS



## Heart and Sole champs

HOUSTON—Annually the American Heart Association promotes its "Heart and Sole Fun Run" in Houston — a 12 mile relay race to benefit continuing research on heart disease. Proud winners of this year's event was a four-runner team from The Westin Oaks pictured here with event celebrity Carl Lewis (left), Olympics

Gold Medalist track star and native Houstonian. The runner champions (from left) Ismander Jamass, Savoy restaurant; Mario Mojica and Serafin Zeres (stewards); and David Alexander (security). Each team member was presented with winner plaques in addition to the team plaque which is currently displayed at the hotel. This year's run netted over \$30,000 for the Heart Association.



## The 24-hour Run

EDMONTON—A late weekend in May proved to be enjoyable, exhausting and rewarding for some 20 employees of The Westin Hotel, Edmonton and their families who participated in the Second Annual 24-Hour Molson's Relay Race. The event was a fund-raiser for the Alberta Ballet and The Northern Alberta

Crippled Children's Foundation. The Westin Hotel, Edmonton team, one of 35 participating teams, raised approximately \$900 in pledges for the dual cause. Prior to the race start, some of the team members rallied around the hotel banner as held by Liam Lambert (center), the hotel's General Manager.

## Something to smile about

NEW YORK—Last May, as it has for the past ten years, Westin hosted a luncheon at The Westin Plaza for New York media people both as an appreciation and to update the attendees on Westin's current activities. Attending were over 100 invited guests largely representing the local and national travel media that included travel editors, publishers and freelance writers. A highlight of these annual events are drawings for free hotel stays at selected Westin properties that includes airfare provided by United Airlines. Among the winners of one of the three trip prizes offered this year was Jennifer Kramer (left), travel editor for *Town & Country* magazine, who won a stay at the Century

Plaza's Tower addition. Presenting their congratulations are Kay Lund, Director of Corporate Communications for United Airlines, and Ron LaRue, Director of Advertising and Public Relations for Westin.



# PHOTO NEWS



## Up with the chickens

SALT LAKE CITY—A group of meeting planners from Washington, D.C. are not likely to forget their last impression of The Westin Hotel Utah. Following a familiarization tour of the hotel, the planner group had risen at 5:00 AM to make their return flight when they were greeted in the lobby by chicken-costumed sales staffers serving coffee, orange juice and muffins. Jean Smart, national sales manager, and Marsha Gilford, sales manager, along with fam trip co-sponsor members from Delta Airlines and ATRAV (Association and Travel Coordinators) concocted the "Up with the Chickens" breakfast idea to help soften the blow of the group's early departure schedule and to implant an upbeat last — and, hopefully, lasting — impression of the hotel.



## Mexican Fiesta Days

SEATTLE—A "poquito" bit of Mexico was transplanted into the Market Cafe at The Westin Hotel, Seattle recently during a ten day "Mexican Fiesta Days" promotion. In addition to an authentic Mexican specialties menu — supervised by Chef Andres Hernandez of the Camino Real, Mexico City — the

restaurant featured colorful decorations, strolling musicians and hostesses from Mexicana Airlines to greet guests. Promotion kick-off featured a personal appearance by Elizabeth Brodden, the current "Miss Mexico," pictured here with (from left): Peter Smith, hotel General Manager; Ulrich Schwartz, Westin Vice President/Marketing, and Frits Gehner, F&B Director for the hotel.

## Travel Poll Award

NEW YORK—At informal ceremonies at The Westin Plaza, Westin president Dwight Call (left) is presented with Travel-Holiday magazine's reader Travel Poll Award by Sheldon Shane, president and publisher of Travel-Holiday. This is the fifth consecutive year that Westin has won the poll's top honors receiving more "Excellent" ratings for its hotel operations, both in and outside the United States, than did any other hotel company.



## Today in Cincinnati

CINCINNATI—When NBC's Today Show recently ended a five-day train tour of the United States in Cincinnati, The Westin Hotel, Cincinnati provided the hospitality to help them enjoy the final night of a long week.

At a reception held in the hotel's Lobby Lounge in late May, Dick Fyock (right, general manager of the Westin, Cincinnati) welcomes the Today Show cast that included Bryant Gumbel, Willard Scott and Jane Pauley (pictured) to Cincinnati and to the hotel.

# PHOTO NEWS



## Maui unveiling

HONOLULU—Westin chairman Harry Mullikin (left) and resort developer Christopher Hemmeter view a model of The Westin Maui, the former Maui Surf, during a recent news conference in Honolulu announcing plan details for the new property. The Westin Maui is one of two island properties acquired by Hemmeter and to be managed by Westin. The second property is The Westin Kauai, formerly the Kauai Surf. Both properties will be closed for reconstruction in 1986 and are scheduled to reopen in early 1987.



## Top scout

LOS ANGELES—Former first lady Betty Ford (left) was presented with the annual Angeles Girl Scout Council Grace Award at fund-raising dinner ceremonies held at The Westin Bonaventure recently. The annual event is sponsored by

Green & White Select, a corporate advisory committee formed to assist the Girl Scouts in the Angeles Council. Chairperson for that group is Susan Ferneau, (center) director of public relations for The Westin Bonaventure. At right is Betty Ford's husband Gerald, a.k.a. the 38th president of the United States.

# DWIGHT CALL

## ON WESTIN'S NEW DIRECTION

*Westin Hotels' president, Dwight Call, joined the company in 1956. He is a graduate of the University of Idaho and also earned a degree in hotel administration from Washington State University.*

*In addition to several management positions with a number of Westin hotels, he has served as general manager for three of them: The Westin Hotel, Calgary, The Westin Benson and The Westin Hotel, Chicago.*

*Call was elected a vice president of the company in 1971 and served as operations/project officer. He became senior vice president in 1979 and was in charge of the Staff Services Division. He was named group vice president in 1981 and executive vice president in 1982 with responsibility for the company's worldwide hotel operations.*

*In 1984, he was elected president of Westin Hotels and a member of the Board of Directors. As Westin's president, Call is responsible for all activities regarding operations, marketing, personnel and technical services for Westin Hotels.*



**A**t the 1985 Management Conference, held at the Camino Real, Mexico City in January, Westin Hotels launched a bold new direction for its future. Much of that new direction was based on five essential thrusts to be pursued by the company through a strategic plan formulated to achieve this new direction's goals and objectives.

Some of that pursuit is now underway. Some is yet to be implemented.

In an interview with FRONT magazine, Westin's president Dwight Call, presents this overview of the essential points of the company's new direction.

**Q.** As noted at the 1985 Management Conference, growth was the Company's number one goal. Why this emphasis on growth?

**A.** There are two essential reasons why a company may wish to grow. Both are appropriate to Westin.

First of all, a company grows so that it can continue to attract and retain competent employees. A growing company offers opportunity for the career growth and development of its employees — and that is exactly what we wish to do.

Additionally, a growing company provides profitability to its shareholders, partners and, in our case, hotel owners. This is basic to the success of any company.

For Westin, there is yet another reason for growth. And that is to better serve our market — that is, our customers — by offering a wider choice of destinations where they can enjoy Westin's hospitality.

**Q.** In connection with Westin's growth goals, the point is made that Westin will be market driven. What does this mean and how does it tie in with our growth goals?

**A.** Market driven simply means responding fully to what the marketplace wants. In our case, our response is to provide the goods and services that our customers really want rather than relying wholly on past concepts to dictate those goods and services.

Let me emphasize, however, that a market driven concept does not mean that Westin's quality product will be affected. We will continue to do what we do best in providing quality products, but we will be doing it by paying closer attention to the needs of the marketplace.

**Q.** Although we touched on profitability earlier, can you elaborate further on Westin's focus on improving its profitability?

**A.** As I indicated earlier, there is a direct tie to growth and profitability. Or let's reverse it and say the tie occurs first with profitability then with growth. That is, as you become more profitable the more capital you have available for growth.

*"I must say that the new direction and changes that Westin is making are good for everyone."*

Further, as we become more profitable, we become more attractive to hotel owners seeking our management expertise. This puts us into a desirable position of strength.

Profitability is also an important element in evaluating the costs of bringing a new hotel into the marketplace. When we design and develop hotel products that the market wants and at a price for which it is willing to pay — and this goes along with our market driven concept — then we should ensure profitability. Again, as we become more profitable then we can continue to grow.

**Q.** Another point made at the Management Conference was that Westin will manage its assets so as to develop a satisfactory return on equity. Would you please elaborate?

**A.** We have just seen one result of that pursuit with the recent announcement by UAL, Inc. that certain Westin-owned properties will be syndicated. That syndication, through the sale of these hotels, will, among other things, result in an earnings stream and a cash flow stream reflecting the real value of the real estate presently owned by Westin.

An additional benefit for Westin resulting from the syndication is that we will continue to manage and retain total control of the operation of these hotels, thus, syndication allows us to have the best of both worlds.

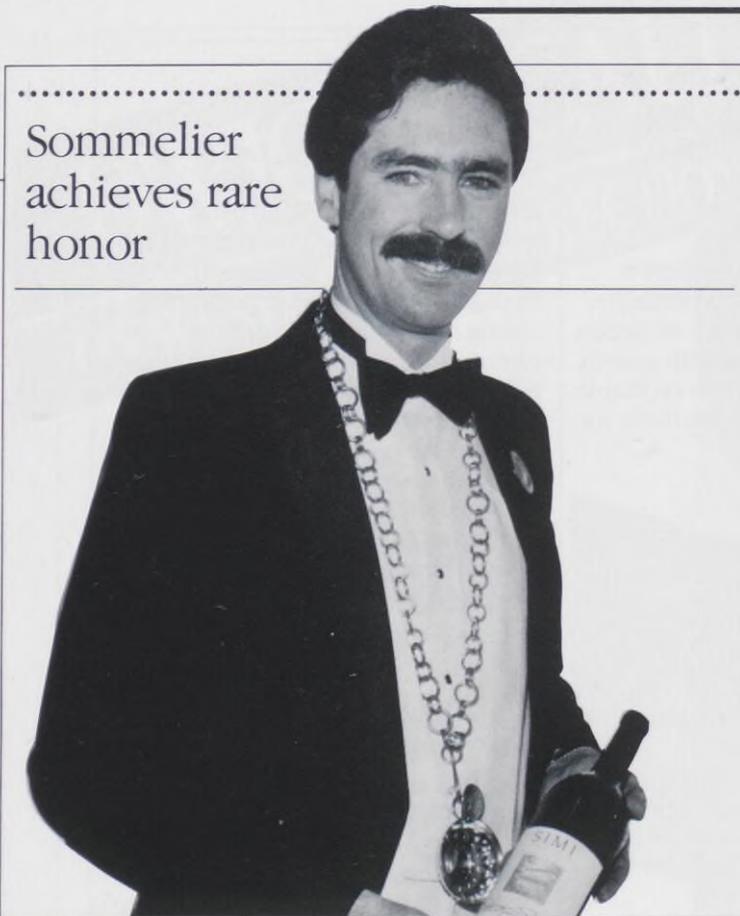
**Q.** How will the Company's new direction impact employees as to their future careers within Westin?

**A.** There isn't any question that employees are a very key factor in the success of Westin Hotels. That has not only historically been the case, but will prove to be even more vital in the future. We have often said that "people make the difference" and that is still valid today. We can only grow and achieve our other objectives through people and, therefore, we will see a stronger emphasis on our human resources than may have been the case in the past. Just as we are becoming more sophisticated in managing our real estate assets, we will be more sophisticated and more professional in a system-wide way of managing our human resources.

To sum up, I must say that the new direction and changes that Westin is making are good for everyone. They're good for our shareholders through increased profitability. They're good for our customers in satisfying their needs. And they are good for our employees in expanded opportunities. These are the three audiences we serve. The future for Westin and its employees couldn't be brighter and I'm delighted to be a part of that future.

# WESTIN PEOPLE

## Sommelier achieves rare honor



David O'Conner, Sommelier for Victor's restaurant at The Westin St. Francis for the past 10 years, has achieved a rare honor with his recent induction into the ranks of London's prestigious Guild of Master Sommeliers.

The Guild is a craftsman's association of wine stewards. It was established in 1953 in London's Vintner's Hall under the patronage of the Wine and Spirits Association of Great Britain and the British Hotel and Restaurant Association. Its primary objective is to promote a wider interest in the knowledge and proper service of wine.

At its annual Court of Master Sommeliers, held in Wales last November, 15 applicants from around the world participated in a rigorous testing exercise to achieve Guild induction honors during a five-day seminar.

Only four applicants passed which included O'Conner, the only American in the group. The winning candidates represented such world famous

hotels as The Savoy in London, the Inter-Continental of Vienna, the Imperial of Torquay, England and, of course, The Westin St. Francis.

Actually, the examinations were the second time around for O'Conner. His first attempt was last year. "Most applicants don't pass the first time out," says O'Conner, "particularly if they are not from England because so many of the test questions are peculiar to English custom and standards."

The examination is in three parts: theoretical, including wine-making techniques; practical, including wine-service knowledge; and wine identification, including judging wine quality.

O'Conner had worked as a wine steward in East Coast restaurants before joining The Westin St. Francis in 1975, also as a wine steward.

With California's flourishing wine industry so readily accessible, O'Conner's interest and involvement in the winemakers art also flourished. During weekend and spare time "field

trips" throughout the state's wine-growing areas, particularly in the famed Napa Valley, his wine knowledge blossomed as did a personal acquaintance with many of the areas leading winery people.

With his growing knowledge and background, O'Conner began working with the hotel's food and beverage director and staff in building up the hotel's wine cellars. Today, and with justifiable pride in his contributions to that effort, O'Conner notes that The Westin St. Francis

is recognized for its superbly stocked wine cellar.

O'Conner can also take pride in another achievement of influence. Following his examination in London, O'Conner was interviewed by BBC television regarding the development of the California wine industry and the international recognition of premium California wines. His remarks prompted the Guild to conduct its first seminar in the United States which is planned to take place in Northern California in 1986.

## Certified

LOS ANGELES—Raimund Hofmeister, executive chef for the Century Plaza, has recently earned the title of Certified Master Chef as awarded by the American Culinary Federation. That recognition is particularly noteworthy in that there are only 20 ACF Master Chef designations in the United States.



Master Chef applicants must pass a grueling 11-day non-stop examination which includes examinations on American regional, French and classical cooking, pastry demonstration and nutrition. Other examination challenges include dining room management, menu composition, catering and cold meat preparation.

According to Hofmeister, ACF's Master Chef program was established to keep up with the European tradition of excellence in cuisine.

Already an award-winning culinarian, Hofmeister was named Chef of the Year for 1983 by the Los Angeles Restaurant Writers Association and was the winner of two gold medals and a silver medal at the prestigious international Culinary Olympics last year in Frankfurt.

As executive chef for the Century Plaza, Hofmeister oversees five restaurants, including La Chaumiere and The Terrace located in the hotel's new tower, in addition to running the hotel's entire catering operation.

It was in early 1960 when Kenny Mallory got the call from Edward E. Carlson, then President of Western International Hotels (Westin) to come to San Francisco and meet with him at the then company-managed Sir Francis Drake Hotel.

At the time, Mallory held the position of financial manager at Western's Mayfair Hotel in Los Angeles. He had joined the company eight years earlier following his graduation from the Cornell School of Hotel Administration.

Before the Mayfair, he had worked at two other company-managed properties — The Olympian in Olympia, Washington and The Oasis in Palm Springs. Sandwiched in between was a three-year stint as a naval officer during the Korean conflict. With his eye focused upwards towards an eventual general manager position, his hotel career ladder looked pretty predictable.

But that call's outcome was to launch Mallory on an exciting side-tracked career path that heretofore he would not likely have imagined.

The meeting with Carlson did result in a general manager position offer. That was the first surprise. But an even bigger surprise was that the position was with a hotel he had never heard of located in a foreign city he had never imagined going to.

The position was as General Manager of the Guatemala Biltmore Hotel in Guatemala City, Guatemala. This was not only a brand new hotel — it was just then nearing completion — but it also represented the company's first major manage-



## KENNY MALLORY— retirement ends a 'side-tracked career'

ment venture outside the United States and Canada.

Though Mallory was married with a six-month old son and though his knowledge of the Spanish language was almost nil, the job challenge, combined with a personal adventurous spirit, was all it took. He accepted immediately.

Carlson's choice was a good one. Within two years, the Guatemala Biltmore was a financial success and had gained the reputation as the most prestigious and popular hotel in Central America.

Two years later, Mallory was transferred to Mexico to head up the company's fledgling operations in that country. At the time, Westin had only one hotel in Mexico City, The Alameda. Mallory assumed the corporate position as General Manager of Westin's Mexican subsidiary company, which would later become known as WIH de Mexico, S.A. The company's President was Mexican national, Jose Brockmann.

During his following seven years in Mexico, Mallory — in concert with Brockmann, Carlson and other Seattle corporate executives — was instrumental in expanding that

operation into a network of 23 hotels plus a number of related operations, including a nightclub and a restaurant in Mexico City.

Says Mallory, who later became executive vice president of the Mexican company, "These were the most exciting and challenging years of my career and, in retrospect, probably represented my greatest contribution to the company."

With the success of this operation, Carlson invited Mallory to come to Seattle as a corporate vice president to undertake a special project. As a joint venture with three other travel-related companies, Mallory was assigned to a program for developing hotels in all the major capitols throughout South America.

That venture, took Mallory to almost every capitol city in South America over an 18-month period.

He subsequently was assigned responsibility for all of Westin's activities in Latin America, based in Seattle. In 1979, following many years heading up the Latin American operations, Mallory approached CEO Harry Mullikin concerning the possibility of a career change.

His background provided the opportunity for assignment into the development area working with Dan McClaskey. Two years later, that operation split off into two functions — Development/Planning and Construction, headed by McClaskey; and Development/Growth, headed by Mallory. It was in this capacity of seeking out new opportunities for Westin's expansion and growth that has occupied Mallory's responsibilities over the past four years.

On June 30th of this year, and after 33 years with the company, Mallory decided to retire.

Even though he is now retired, the Mallory name continues in the service of Westin Hotels. Mallory's oldest son, Kevin, recently joined the company and is now employed at the Arizona Biltmore.

This continuation of the family link with Westin is particularly fitting. It's the continuation of a legacy that goes back to Kenny Mallory's grandfather, Frank M. Kenney (from whom Mallory got his first name) who was one of the original officers/founders of Westin.

And there is yet another family connection. Mallory's wife, Lois, was also a company employee. Starting out as the coffee shop hostess at the Benjamin Franklin in Seattle (now site of The Westin, Seattle), she transferred to The Oasis in Palm Springs as dining room hostess where she met and married Mallory.

Mallory looks back on his 33 years with Westin with a good deal of personal satisfaction. "It's been a great company to work for," he says, "with a lot of great people."

# FRONT DESK

Notes  
and  
news  
briefs



## Shopping around for a fitness center?

If you are, Clark Hatch, who over the past 20 years has developed an international network of fitness centers in Japan, Korea, Australia, Southeast Asia and America including a center at the Westin Building in Seattle, offers these tips:

Check out the four basics of staff, facilities, location and price when choosing a fitness center.

- **Staff** — find out their qualifications, the specialized programs offered and, basically, determine how much attention they will give you at each visit.

- **Facilities** — be sure the entire facility and its equipment is tuned to your fitness goals. Just as important, be sure the shower and locker facilities are convenient and adequate.

- **Location** — Be sure you can easily get to the facility, especially if you plan to attend during or around work hours, and be sure you double check the hours of daily operation.

- **Price** — obviously, look for a price structure that is

comfortable for you. And remember, if you sign up for a long-term membership, be absolutely certain that the club is right for you and that you will be willing to invest the time for participating in a regular health fitness program.

## Welcome to another No. 1

On June 17, Westin's parent company, UAL, Inc., announced its agreement to purchase the Hertz Corp., the world's biggest and No. 1 car rental firm. The No. 1 hotel company, Westin, joins with the No. 1 airlines, United, in welcoming Hertz to the UAL, Inc. subsidiary fold — our newest partner in travel.

## Congratulations on your 75th, AH & MA

This year the American Hotel & Motel Association (AH&MA), the world's most influential and prestigious hospitality industry association, celebrates its 75th anniversary. In its capacity, AH&MA embraces 81 affiliate lodging-industry associations throughout the U.S., Puerto Rico, the Virgin Islands and other areas around the world.

Among its roster of distinguished leaders were two Westin members who served as president of the Association. Willard Abel, a former senior vice president with Westin and currently a director emeritus, served for the 1965 term, and Harry Mullikin, Westin's chairman and CEO served for the 1975 term.

## Westin again among "100 Best"

The revised and updated edition of the book "The 100 Best Companies to Work for in America" is out. Though a number of companies have been dropped since the first edition and new ones added, Westin Hotels remains — and, as in the first edition, is the only hotel company to be included.

Among the company's pluses, the book noted that Westin has career-development programs to prepare people for both entry-level and upper-level positions. It also editorialized, "Westin is recognized as a hotel chain that runs a good show; namely, it has high standards for all its establishments."

If you're interested in getting a copy, it's available in paperback in many bookstores and at the Discoveries store in your hotel.

## Westin Trivia

This issue's story on the 4th of July celebration in Atlanta suggested a spinoff for this month's quiz. That is, the annual community events that are associated with certain Westin cities. These events are not only cause for celebration by the host cities, but also by the local hospitality industry since they often draw a lot of out-of-town attendance. Also, the cities' hotels often benefit as hosts to event-related functions.

Listed below are a few of the more widely recognized events. Name the Westin city that each is identified with:

1. Stampede
2. Rose Festival
3. Winterlude
4. Mummers New Year's Day Parade
5. Three Rivers Arts Festival
6. Dragon Boat Festival
7. International Grand Prix
8. Seafair

WESTIN TRIVIA ANSWERS:  
1. Calgary 2. Portland 3. Ottawa 4. Philadelphia 5. Pittsburgh  
6. Hong Kong 7. Detroit 8. Seattle

## Here's something they can shout about...

From the Roof, the classy roof-top restaurant at The Westin Hotel, Utah. And from downstairs at the equally classy lower level London Grill at The Westin Benson.

Both restaurants were selected as among the winners of the 1985 Business Executives' Dining Awards (BEDA) in a poll of top executives in the United States and Canada as co-sponsored by *Restaurant Business* and *Sales & Marketing Management* magazines. The 100 or so winners of this year's poll honors represent, according to the two publications, "the best in business dining."