

Front!

January, 1981

WESTERN INTERNATIONAL HOTELS



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WELCOME TO WESTIN HOTELS!



WESTIN HOTELS

Western International Hotels. It's one of the great names in the international hospitality industry.

But, as our ads will say, that great name had one small problem. It's always a mouthful to say. And an earful for some people to listen to or remember.

A lot of people throughout our company have been concerned with this "one small problem" for a long time. Now, something's been done about it.

Last month, our WIH and UAL, Inc. Boards of Directors approved a new corporate name and symbol. Landor Associates of San Francisco, one of the world's leading marketing and design firms, was retained to exhaustively examine the company's corporate identity. Scores of names and designs were considered before Westin Hotels and its new symbol were recommended and approved.

The approved new name is not only smaller, easier to say and to remember, but carries a continuity with our former name identity. We took the "West" from Western and the "In" from International and put them together.

The result, our new name:

Westin Hotels.

And with our new name, a stunning new corporate identity symbol.

The symbol design was selected not only because it is distinctive and memorable, but because it evokes those special qualities that we and the public associate with our company — sophisticated flair, elegance and high quality.

Gone also is our former "corporate blue" company color. That's been replaced by a wine-red complemented by a silver-gray as pictured here.

Public announcement of the company name change was made by Harry Mullikin, President and Chief Executive Officer, on January 5, as his introduction to the 1981 Management Conference at the Century Plaza.

Mullikin's public announcement was just the beginning. As he noted, full transition to the Westin Hotels identity is not expected to be completed until mid-1982. This could include a number of changes in current hotel identification to incorporate the Westin Hotels name and symbol. (While Westin may be used as a hotel name for future hotels added to the corporate family, it will not necessarily replace those hotel names that have achieved worldwide recognition, industry distinction and community acceptance.)

During this transition period, all manner of items — from hotel designs to room amenities — that now carry the Western International name and symbol, will continue to be used and will be gradually replaced with the new corporate identity items.

Meanwhile, our corporate Advertising, Public Relations, and Communications departments are hard at work producing advertising, news stories and other informative pieces notifying the worldwide publics of our new Westin Hotels name and symbol.

You will be seeing and hearing about the many other identity changes that will be made over the months ahead as Western International Hotels begins to slowly fade away and is replaced by the newest great name in the international hospitality industry — Westin Hotels.

Westin Hotels stands for the finest

We are all proud of what the name Western International Hotels has come to stand for over the years.

But as the theme of our 50th anniversary-year celebration noted, "The best is yet to come."

Included in that "best" is an ambitious expansion program, announced last spring, calling for the addition of at least 22 hotels by 1985.

There has been, however, a growing conviction within the company that meeting this exciting challenge depends a great deal on the clarity and memorability of our hotel family identity with the public. We concluded that a simpler, yet equally distinctive, name would better enable us to convey our company-wide dedication to quality and service.

Our new name, Westin Hotels, fits the bill.

It's short, easy to remember and use. It's distinctive. It poses no usage problems anywhere in the world. And, it provides a recognizable link with our proud Western International heritage.

We realize our new name may take time to get used to and to become well recognized. But with your help in spreading the word, it won't be long before Westin Hotels and its symbol will be universally known for the finest in hotels and resorts around the world.

Welcome to Westin Hotels.



Harry Mullikin
President and
Chief Executive Officer

Harry Mullikin

Some questions answered

Will the name change affect me or my job?

No, it's the same company. Only the name and symbol have been changed.

Will it affect my years of service status or any other benefits accrued as a Western International Hotel employee?

Absolutely not.

What shall I tell guests who ask about the name change?

Tell them why it was changed. That is, to make our name and symbol easier to remember.

Will we continue to use items such as linens, menus, guest room amenities, etc. that are now imprinted with the Western International identification?

Yes, until normal usage requires their replacement.

Since the complete changeover to Westin Hotels will take more than a year to complete, when should I start referring to our company as Westin Hotels?

Right now.

What does Westin mean?

We took the "West" in "Western" and the "In" in "International" and put them together to form Westin.

WIH chefs are Olympics winners



United States culinary team members gather around the table displaying the medals they won during the Culinary Olympics competition. WIH chefs are (front row): Gale O'Malley (third from left); Markus Bosiger (third from right); and Gunther Heiland (far right).

FRANKFURT—Every four years the culinary world holds its equivalent to the sports Olympics, the Internationale Kochkunst-Ausstellung (IKA), commonly called the International Culinary Olympics. At least a half-dozen Western International chefs had been selected to represent their respective countries on either national or regional culinary teams in the most recent event, held in Frankfurt, Germany, last October. In all, four countries were represented among participating WIH chefs — the United States, Canada, South Africa and Korea.

Members of the United States team, which placed first overall in the hot food category, and second in the cold platter category, were Markus Bosiger, executive chef, Galleria Plaza; Gale O'Malley, executive pastry chef, The Plaza; and Gunther Heiland, executive pastry chef, Bellevue Stratford. Each WIH chef contributed a gold medal to the team's total score for their individual entries in the cold food platter category. Additionally, Ronald Gee, apprentice chef at the Los Angeles Bonaventure,

participated as an assistant to the U.S. team members.

Bosiger served double duty at the culinary event, acting also as team manager for a special Houston city team which competed against several other city teams during the eight days of competition.

On the Canadian national team, which placed third overall in the cold platter category and second in the hot food served cold category, was Calgary Inn executive chef, Fred Zimmerman. The Canadian national team won a total of two gold medals to help give them these second and third place overall finishes in the two categories.

Canada also sponsored regional teams, and Jean Yves Marin, pastry chef at Hotel Bonaventure, won an individual bronze medal competing in the regional section of the contest.

Executive chef Wolfgang Leyrer of the Carlton Hotel represented South Africa on a four-man national team which placed fourth overall in each of the three categories — hot food, cold platter and hot food served cold.

Chosun Hotel first cook, Im Chung Kon, also participated in the Culinary Olympics as a member of the Korean national team. That team won a third place in overall national team standings in the hot food category.



Chosun Hotel chef Im Chung Kon was a member of the Korean culinary team which won a gold medal in hot food preparation.

Fingers crossed for Cincinnati Plaza's 'soft' opening target

Excitement is building as Cincinnati Plaza employees (and all of Cincinnati) anxiously await the hotel's imminent opening. The 'soft' opening (the pre-official opening) had been scheduled for mid-January, but as FRONT! went to press, the date began to look less and less feasible due to some construction delays, according to Tom Hosea, general manager.

Chances are good, however, that the hotel will open its doors to a hearty Cincinnati welcome by the end of this month.

For the soft opening, approximately 540 of the 580-member staff will be on duty, and about half the rooms and most of the restaurants will be open.

Approximately one month after the soft opening, the hotel will bring on the hoopla for its grand opening, complete with ribbon cutting ceremonies, VIPs and the dazzle befitting this new hospitality centerpiece of Cincinnati.

The 460-room hotel located in the heart of downtown Cincinnati facing the historic Fountain Square, has a prime address, according to Bill Hulett, vice president/hotel operations. "It's a great location, a 100 percent location. You could compare Fountain Square to San Francisco's Union Square."

According to Hosea, business is expected to be good at the hotel, which expects to cater largely to the corporate business traveler. "We expect to see a very healthy weekday business from this group," Hosea added.

Hotels in Boston, Philadelphia swell WIH family ranks



Artist's rendering of the Boston hotel, centerpiece of the Copley Place project.

Two of America's most historic cities — Boston, Massachusetts and Philadelphia, Pennsylvania — are Western International's newest hotel destination cities.

In early November, plans were announced for the construction of an 800-room luxury hotel for Boston's multi-million dollar Copley Place project, and the acquisition of the prestigious 565-room Bellevue Stratford hotel in downtown Philadelphia.

In the separate announcements, Harry Mullikin, president and chief executive officer, confirmed the company's intent to manage as well as participate as an investor in both properties.

The 36-story Boston hotel has been designed as the structural centerpiece of the \$318-million Copley Place complex. It will incorporate all of the luxuries and amenities of Western International's finest properties, featuring deluxe guest rooms including 36 suites, 24-hour room service, health club facilities that include a sauna and whirlpool, and an indoor swimming pool.

The hotel will have five restaurants and lounges, including a fine dining room, a specialty seafood restaurant and distinctive lobby lounge.

Meeting and convention facilities will include two major ballrooms with

the largest seating more than 1,400 persons. Additional meeting and banquet rooms will enhance the hotel's ability to serve the corporate meeting and association market requirements.

The hotel will be located adjacent to Copley Square in Boston's fashionable Back Bay area. Nearby is the famed Boston Common, the Public Gardens and Symphony Hall.

Site preparation for the Copley Place project is now underway following groundbreaking in Mid-November. Construction will begin immediately and the hotel should open in the summer of 1983.

The "grande dame" of Philadelphia's hotels, the Bellevue Stratford, was officially, and proudly, welcomed into the Western International family on November 15, 1980.

The 565-room property had been identified as the Fairmont Hotel since it re-opened in 1979 following a \$25-million restoration and renovation.

A tradition of quality, outstanding personal service and luxury amenities have long been synonymous with the Bellevue Stratford. Guest room amenities, for instance, have such "extras" as piped-in music and telephones in bathrooms, oversized beds with 100 percent Eiderdown pillows, bathroom scales and electric

shoe buffers. Twenty-four-hour room service is standard.

Food and beverage outlets include the Hunt Bar, Lobby Lounge, the Versailles Restaurant featuring French and Continental cuisine, Versailles Lounge, O'Brien's Lounge and O'Brien's Restaurant which is open 24 hours a day. Also, the Burgundy Room is open to the public for Sunday buffet lunch.



The Bellevue Stratford, grande dame of Philadelphia's hotels.

Western International and Rubin Associates, the hotel's owners, have announced plans to further develop the hotel complex. Tentative plans are proceeding to construct a multi-story addition which would include parking and a new ballroom for the property.

Heading a professional 640-member staff as general manager is F. Bart Moore, formerly resident manager at The Plaza. The hotel's executive committee team also includes Jack Knudtsen as executive assistant manager from executive assistant manager at the Washington Plaza; Archie Holeman, formerly with the New York Regional Office, as the hotel's director of sales; Eric Calderon as F&B director from F&B director at The Mayflower; and Helmar Dahle as controller from that same position at The Arizona Biltmore.

Rooms Conference— looking forward to the 'best'

Western International celebrated its 50th year of operation in 1980, and while the company is proud of its accomplishments over these past years, it has also adopted a forward-looking slogan which assures travelers the world over that "the best is yet to come."

And that was precisely the emphasis for the Rooms Conference held at The Arizona Biltmore in mid-December. Over 90 management personnel from throughout the company attended the five-day session where they listened to guest speakers, as well as participated in nitty-gritty work/discussion sessions. Among the attendees were senior assistant managers, directors of housekeeping, front office managers and rooms division managers.

"The main focus of this conference was on

further enhancing our guest services capabilities, as well as further developing management skills," said Ray Sylvester, director of the Rooms Division, and chairman of the conference.

Along these lines, attendees participated in round-table discussions on concierge service, internal security control, telecommunications and teleconferencing techniques, the department planning process, and management development, among others.

Two recent developments in the rooms area were covered by attendees from the Continental Plaza and the Peachtree Plaza. One was the marketing of deluxe accommodations and services now being tried at the Continental Plaza in their Plaza Tower section. The second was the "Vingcard" guest door locking system recently implemented at the Peachtree Plaza where guests use coded cards instead of keys to gain entry to their rooms.

C. R. Lindquist, executive vice president/hotel management, spoke to the group reviewing the roles each of them play in the guest services spectrum. Lindquist also provided an overview of recent corporate developments as they relate to the hotels.

Explaining the opportunities and challenges for marketing the hotels and their services on an international scope was Ron LaRue, director of advertising and public relations.

Attendees were also presented with two new guidelines booklets prepared by the Rooms Division — one dealing with property maintenance procedures and the other outlining hotel pre-opening procedures.

The five days were packed with many other relevant discussions and presentations that ranged from stress management to the effects alcoholism has in business today.

WIH wins armload of AH&MA awards

Western International carried away an armload of honors from the 69th annual American Hotel & Motel Association (AH&MA) convention held this past December in Washington, D.C.

In the public relations competition, the WIH Public Relations Department earned a first place award, the Detroit Plaza Hotel took two second place awards, and the Cincinnati Plaza won an honorable mention. Also honored were Evelyn Green, room attendant at the Washington Plaza, who was named a runner-up in the Roomkeeper of the Year contest. And Bill Keithan, senior vice president, was one of a group of hotel executives to receive AH&MA's Certified Hotel Administrator credential.

The WIH Public Relations Department's first place award was given for their campaign to capture a share of the European travel agent market. The department, headed by public relations manager Ken Kitchin, put together press kits for European editors to familiarize them with the services WIH offers the international traveler. The kits, translated into German and French, were hand-delivered in Europe by Kitchin.

The Detroit Plaza Hotel won their second place awards in the Community Relations or Public Service and the Employee Relations categories, while Cincinnati Plaza's honorable mention was earned for their entry in the Community Relations or Public Service category.

As one of four runners-up in the Roomkeeper of the Year competition, Evelyn Green received a 19-inch color TV and a plaque as recognition for her outstanding efforts on the job.

The Certified Hotel Administrator credential earned by Keithan is the highest educational credential awarded by the Education Institute of AH&MA. It is the most advanced of the Institute's individual development programs, and requires high achievement in both education and industry experience.

ROOMS

Staff helps set stage for historic moment



Following the news of his victory, President-elect Ronald Reagan speaks from the lectern of the Century Plaza's Los Angeles Ballroom. At right is Mrs. Reagan.

Probably not since the historic State Dinner honoring the moon-landing Apollo II astronauts in 1969, had the Century Plaza experienced such a flurry of preparation activity.

Throughout the two weeks leading up to election day 1980, the hotel was getting ready for another historic occasion — one that would be witnessed by millions of television viewers around the world.

Earlier, Republican presidential candidate, Ronald Reagan, had selected the Century Plaza as his election day headquarters. And, as it turned out, for his victory celebration on election night.

Preparations for that event, under the direction of Managing Director Bill Quinn and his executive committee, involved almost all of the hotel's staff.

For the housekeeping people, for instance, it meant readying the three floors of rooms that would be used by Reagan, his staff and party dignitaries. As one of the floors was still in process of renovation, housekeeping members had to work extra hours to get it back in shape before the visitors checked in. In some rooms furniture had to be rearranged and beds dismantled to make way for TV and other broadcast equipment.

All function rooms, including the Los Angeles Ballroom where the victory

party was held, were turned over to the event.

Housekeeping, engineering, catering and banquet staffers assisted in the room setups for social functions, meetings and to house media people.

Election night events were covered not only by every major media source in the country, but by representatives of French, Irish and Mexican TV networks as well as print correspondents from around the globe. Truckloads of audio-visual and other communications equipment were installed throughout the hotel. In one room alone, 100 extra telephones were installed to be used exclusively by press people filing their stories.

Extra phone lines were installed in the PBX office. On election day, operators worked non-stop to handle the tremendous volume of traffic that piled upon their normally busy switchboard routine. That activity reached its busy-signal peak immediately after President Carter's concession to Reagan which triggered a flood of congratulatory calls and messages from throughout the country. Operators had no problem in directing these calls, however. Reagan had, appropriately been roomed in the hotel's Presidential Suite.

In addition to their regular food outlet responsibilities, the hotel's

kitchens — as well as the banquet staff — were kept hopping as they fulfilled food and beverage requirements for two large receptions and a number of smaller parties.

The Century Plaza's security department had gotten into the act early, beginning with security checks of at least half of the hotel's employees. Then, working with the Los Angeles Police Department and Secret Service people, the department helped coordinate all security measures and checks necessary to ensure the complete safety of the hotel's occupants. This ranged from the investigation of false bomb threats to assisting garage personnel maintain strict parking controls.

All of the hotel's employees had been geared up for the event and worked very closely with the Republican Party planners, the communications technicians, the Secret Service and outside security people to bring together the historical evening. It was a thoroughly professional and flawless performance that won high praises from President-elect Reagan and other party officials.

Nothing had been left to chance, except the election's outcome (though it can be assumed that, at least among this gathering of the party's faithful, there was little doubt about that outcome either!).

Photo news



Marketing in Manila

MANILA—Taking advantage of the presence of managers from several Western International properties in Manila for the American Society of Travel Agents convention in October, a marketing conference was scheduled at the Philippine Plaza for the Asian hotels' representatives. Larry Magnan, area vice president for Asia, presided over the meeting where attendees discussed current marketing situations, as well as marketing strategies for 1981. Attending were (seated from left): Lynn Romero, director of PR, Philippine Plaza; Bruce McKibbin, senior vice president, WIH; Jim Weiss, tour and travel manager,

WIH; Helga Delgado, senior sales manager, Philippine Plaza; and Larry Magnan. (Standing from left): Philippine Plaza's senior sales manager Taki Monguchi; resident manager Gerard Luyet and general manager Jeffrey Flowers; Lou Martinelli, managing director, Chosun Hotels; Robert van Meurs, director of sales, Shangri-La Singapore; Mike Kalyk, general manager, Shangri-La Singapore; Steve Gold, director of sales, Shangri-La Hong Kong; Bob Chamberlin, director of marketing, Chosun Hotels; Dave Paulon, general manager, Shangri-La Singapore; and Bob Hutchinson, director of sales, Philippine Plaza.



Canadian selling-spreec

TORONTO—Canadian hotel general managers and directors of sales held their third annual Marketing Expo this past fall in three Canadian cities, Ottawa, Montreal and Toronto. In addition to the sales efforts in each of the three cities, appreciation receptions, luncheons and dinners were lavished upon top corporate clients as thank yous for past business. After completing their Expo business, sales people gathered at Hotel Toronto for a week-long sales blitz, calling on top meeting planner clients to drum up yet more business for each Canadian hotel. To familiarize them with Toronto and to prepare them for the sales calls they were going to make, Hotel Toronto sales people arranged a "Magical Mystery Tour" of the city aboard a

trolley car. On the tour they not only saw the sights, but received instructions and a pep talk for the sales blitz to come. Magical Mystery "Tourers" are (from left, clockwise): Nick Orphanacos, Hotel Toronto catering manager; Grahame Black, Calgary Inn director of sales; Jan DeHaan, regional office sales manager; Fergus Brown, regional director of sales; Bruce Pinkerton, Hotel Toronto director of sales; David Smith, marketing research coordinator; Mary Adams, regional office sales secretary; Kathy Bainbridge, Hotel Bonaventure sales representative; Chris Van der Baars, Hotel Toronto sales manager; Penny Brookes, Winnipeg Inn sales/promotion manager; and, in disguise Brian Hornyak, Hotel Toronto senior sales manager.



'Most Innovative Bed'

CALGARY—1980 proved to be another good year for the Calgary Inn bed racing team, winning "The Most Innovative Bed" award and coming in second in the race (they placed third over the line last year). All proceeds from the race went to the United Way Campaign. Team members are (from left): Wayne Bodington, controller; Urs Hirzel, kitchen; Jane Bailey, maintenance; Paul Biggs, kitchen; and Gary Arnold, maintenance.



Hosting industry engineers

SEATTLE—Western International's corporate engineering department played host in October to a group of lodging industry energy managers and engineers at their most recent get-together. Pat Collins (seated left), director of energy management and engineering for Western International, and Ray Sylvester (standing right), director of rooms, chat with two members of the visiting group during a lunch break at the Washington Plaza. They are Paul Coats (standing left), director of engineering, The Kahler Corporation, and Digby Brown (seated right), vice president, engineering, Rockresorts. The group discussed such subjects as training and reference sources for hotels; the cost effectiveness of energy efficient electric motors and thermal fluid heating (hot oil) laundry equipment; future energy costs; and energy conservation ideas recently implemented at the Peachtree Plaza.

Western International Building 'tops off'

SEATTLE—The final steel beam was hoisted to the 34th — and last — story of the Western International Building December 4, 1980, marking the "topping-off" of the new corporate headquarters offices. Perched atop that beam was the traditional evergreen tree, which became a Christmas tree as ornaments and goodwill messages contributed by a number of WIH hotels were hung from its branches. Michele Holter, assistant to the public relations manager for WIH, helped decorate the tree. Here, she prepares to hang the Galleria Plaza's ornament — a "Texas-size" cookie. In addition to the tree, the beam also sported flags from each of the 15 countries where Western International operates hotels. The move-in should begin this June.





Washington Plaza employees Nick Nisco (left) and Bob Comeau (right) receive their President's Award of Merit from General Manager James Treadway (center) for their aid to a heart attack victim.

Employees honored for quick thinking and life-saving efforts

SEATTLE-PHOENIX-WINNIPEG—It would seem that Western International employees have been quite busy saving lives in recent months. Five President's Awards of Merit were given out in October and November to employees who had displayed "unusual courage or valor in an attempt to save human life." Thanks to quick thinking and valuable first-aid training, these employees were able to save two choking victims, one heart-attack victim and a little boy from drowning. The life-saving incidents:

Bruce Rooth, food server at The Arizona Biltmore's Orangerie restaurant, saved a guest from possibly choking to death by performing the Heimlich maneuver on him. A fellow staff member said the deed was accomplished so calmly and quietly that no one in the restaurant was really aware of the incident. Rooth is now a Captain in the hotel's Gold Room.



Bruce Rooth (left) saved a guest from choking to death and receives his award from Ralph Van Noy, vice president.

Larry Bailey, project manager, Design & Construction, also used the Heimlich maneuver on a choking victim while he was in a restaurant at Logan International Airport, Boston. Bailey saw the man choking and when no one on the staff came to the man's aid, Bailey took charge and dislodged a troublesome piece of shrimp from the man's windpipe.



Kathy Salter, lifeguard at the Winnipeg Inn, receives her award poolside from Timothy Whitehead, general manager.

Kathy Salter, a weekend lifeguard at Winnipeg Inn, saved a little boy from drowning. She had observed a retarded child playing by the edge of the pool, and, fearing he might fall in, had warned him several times to move away. Salter's fears were realized when the boy did fall into the pool, but the quick-acting lifeguard jumped in, clothes and all, to rescue the youngster.

People

Robert Comeau and Nick Nisco, Bell Captain and Bellperson, respectively, at the Washington Plaza, were responsible for helping to save the life of a heart attack victim. Upon witnessing the man fall in the street in front of the hotel, Nisco first called Comeau with instructions to get Medic I to the scene, and then requested his assistance with the victim. Both performed CPR on the man until the Medic I team arrived.

Along with an engraved recognition plaque, Award of Merit recipients were presented with a cash award and a letter of commendation from President and Chief Executive Officer Harry Mullikin.

Hotel management changes

The following management changes were recently announced:

Hartmut Ballin, formerly manager of The Olympic, has been named manager of The Plaza. Ballin replaces F. Bart Moore who has been named general manager of the newly acquired Bellevue Stratford in Philadelphia.

Nick van der Kaaij, former general manager at the Camino Real in Puerto Vallarta, has been named general manager of the Camino Real in Cancun.

Eduardo de Lima, former general manager of the Camino Real in Mazatlan, has been named general manager of the Camino Real in Puerto Vallarta.

Fermin Trucios, former executive assistant manager of the Camino Real in Puerto Vallarta, has been named General Manager of the Camino Real in Mazatlan.

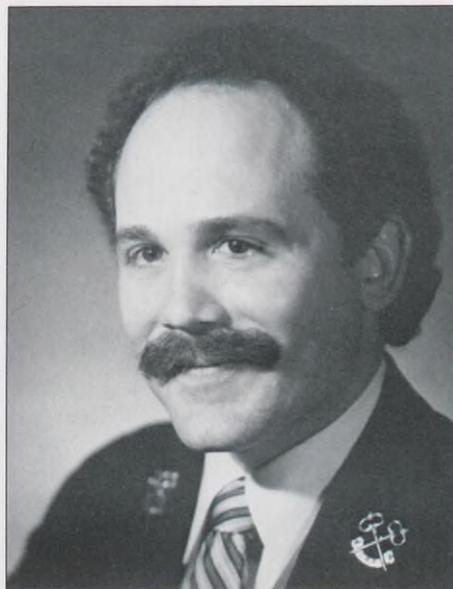
On the move

Mexico selects most outstanding hotel employee

GUADALAJARA—Beatriz Sandoval (center), executive housekeeper at Camino Real, Guadalajara, has been honored as the recipient of the prestigious Brockmann-Carlson employee recognition award for 1980. This award is presented each year by Western International Hotels in Mexico to the most outstanding employee among all the Mexican properties, and is the Mexican equivalent to the Thurston-Dupar Inspirational Award. Sandoval has worked more than 14 years as director of housekeeping at the



hotel. Besides supervising more than 60 people in her department, she has been involved in training junior housekeeping executives, and has been the innovator of a number of housekeeping "control" systems which have been adopted by other WIH Mexican properties. Sandoval has also directed some of her efforts toward helping to make the hotel's gardens one of the property's most beautiful assets. Flanking Sandoval are Jorg Neuenhaus (left), general manager at Camino Real Guadalajara, and Hector Perez, director of operations and marketing for WIH in Mexico.



Named to Society of the Golden Keys

SAN FRANCISCO—Brian Wieder, Hotel St. Francis, has been named to "les Clefs d'Or," the Society of the Golden Keys. The Society is an elite international professional association of guest service personnel. The association originated in France 28 years ago. Membership is composed of dedicated hotel personnel whose prime duty is to ensure that guests are well taken care of during their hotel stay. There are only 37 members in the United States. Wieder had been a Hotel St. Francis guest service supervisor, and with his naming to "les Clefs d'Or," he was appointed head of the hotel's new concierge program. Wieder is the second Western International employee in the U.S. to be named to this prestigious society; The Benson's concierge, Jim Gimarelli, is also a member.

Hans Basse, from director of sales, Hotel Scandinavia/Copenhagen, to director of sales, The Plaza.

Patricia Beutler, from group reservations manager, Galleria Plaza, to reservations manager, The Mayflower.

Kim Bradford, from sales manager, New York Regional Sales Office, to sales manager, Century Plaza.

John Brick, from manager of Annabelle's, Galleria Plaza, to beverage manager, Cincinnati Plaza.

Joseph Briglia, from sales manager, The Mayflower, to sales manager/national accounts, Bellevue Stratford.

Fred Christensen, from front office manager, Washington Plaza, to front office manager, Century Plaza.

Ray Flohr, from assistant controller, Michigan Inn, to assistant controller, Detroit Plaza Hotel.

Robert King, from sales manager/auto, Detroit Plaza Hotel, to sales manager/national accounts, Detroit Regional Sales Office.

Gary Lind, from director of Summit operations, Detroit Plaza Hotel, to director of food & beverage, Continental Plaza.

Richard McLennan, from Oyster Bar manager, The Plaza, to director of restaurants, Detroit Plaza Hotel.

Phil Mervin, from controller, Williams Plaza, to auditor, WIH Financial Services/Internal Audit.

Ron Olstad, from director of sales, Detroit Plaza Hotel, to director of marketing, Washington Plaza.

Richard White, from sales manager A, Century Plaza, to national sales manager, Galleria Plaza.

Theodore Yuker, from manager of restaurants and bars, Hotel St. Francis, to assistant director of food & beverage, Cincinnati Plaza.

Gary Zodrow, from sales manager, The Space Needle Restaurant, to director of sales Miyako.

1980 WIH News Highlights

A review of some of the top news highlights and major personnel appointments as reported in FRONT! during the past twelve months. (NOTE: Items are listed according to month they occurred and not necessarily by FRONT! reporting issue.)

January

- Bob Scheurich, assistant building superintendent at The Plaza, honored with WIH Thurston-Dupar Inspirational Award at annual Management Conference, Galleria Plaza.
- Management of 360-room Galeria Plaza in Mexico City announced.
- The Ilikai is winner of fourth annual WIH safety award competition.
- C. R. Lindquist named Carlson-Himmelman Achievement Award recipient.
- Pete Flaherty, assistant bell captain at The Mayflower, named first runner-up in 1979 "Bellman/Bellwoman of the Year" national competition.
- Wailea Beach survives the Big Storm of '80 that hit the Hawaiian islands in early January.
- Edmonton Plaza tops off eight-story, 72-room addition.
- Toli Garza named corporate housekeeper for WIH in Mexico hotels.
- Management changes: Winston Wlodawsky, general manager, Galeria Plaza; Enrique Meyer, general manager, Hotel Alameda; Alfonso Laguarda, manager, Camino Real, Saltillo.

February

- Ground broken for new 34-story Western International Building.
- Marketing Division undertakes European marketing program.
- Detroit Plaza Hotel hosts first WIH Convention Services Conference.
- Management changes: Jim Treadway, general manager, Washington Plaza; Lee Jenks, managing director, Olympic.

March

- Management changes: Bill Goodman named corporate security director, WIH Rooms Division; Jorg Lippuner, general manager, Hotel Bonaventure; Ulrich Schwartz elected vice president, hotel sales, Marketing Division; Archie Holeman, director of marketing for WIH in Mexico; Werner Eisen, manager, Las Brisas; Nick van der Kaaij, general manager, Camino Real, Puerto Vallarta.

April

- Mobil 5-Star ratings to The Arizona Biltmore for 21st year; 4-Star ratings to 12 hotels. Triple-A 5-Diamond awards to: Century Plaza, Williams Plaza, Houston Oaks, Mauna Kea Beach, Hotel Bonaventure, Camino Real Mexico City, and Las Brisas. Triple-A 4-Diamond awards to 22 hotels.
- The Olympic hosts 1980 Management (Hard Corps) Seminar.
- Construction plans announced for 440-room hotel in Tijuana, Mexico.
- Management changes: Larry Alexander, general manager, Miyako, S.F.; William Jauregui, general manager, Camino Real Guatemala.

May

- Mt. St. Helens erupts; although no ash in Seattle, Washington Plaza and The Olympic experienced some drop in tourist business.
- The Arizona Biltmore and Crown Center named among six best hotels and resorts in U.S. for hosting business meetings by McRand Inc.
- Management changes: Paul Ross, manager, Chosun Hotel, Seoul; Gerard Luyet, resident manager, Philippine Plaza; Glenn Luckie, manager, WS&S print shop.

June

- The Mayflower hosts annual WIH Accounting Conference.
- Washington Plaza honored as "number one" energy saver among WIH hotels.
- Management changes: Chris Marker, WIH vice president, Personnel; Kim Chappell, managing director, Detroit Plaza Hotel; Tom Gurtner, general manager, The Ilikai; Volker Ulrich, general manager, Wailea Beach; Peter Blyth, project officer and area VP; Jacques Bourgeois, director of WIH Food & Beverage; Lee Jenks, managing director, Los Angeles Bonaventure; Hartmut Ballin, manager, The Olympic; Charlie Pepler, Corporate Communications manager.

July

- *Travel/HOLIDAY* magazine reader poll rates WIH #1 hotel company worldwide.
- Detroit Plaza Hotel hosts Republican national convention.
- The Plaza hosts WIH Public Relations Conference.
- The Arizona Biltmore is site for 1980 Food & Beverage Conference.

August

- WIH Engineering/Laundry workshop at Houston Oaks.
- Management changes: Byron Brady returns to WIH as director of corporate planning;

Eduardo de Lima, general manager, Camino Real Mazatlan; Harvey Cannova, WIH Westron director, Marketing Division.

September

- The Olympic hotel closes its doors September 30.
- Shangri-La, Hong Kong, tops off.
- Management changes: Bob Hawes, manager, Los Angeles Bonaventure.

October

- Benjamin Franklin wing of Washington Plaza demolished; construction on hotel's new twin tower begins.
- Denis Forristal, general manager, The Bayshore, chosen by Commercial Travelers Association of Canada as "Hotelier of the Year."
- WIH announces plans for resort and condominium complex in Vail, Colorado.
- Management changes: Peter Smith, general manager, Hotel Toronto; Steve Halliday, general manager, Edmonton Plaza; Larry Dustin, project director, Design & Construction; Bill McCreary, general manager, Williams Plaza; Bob Butterfield, managing director, Mauna Kea Beach; A. Kohler, general manager, Mauna Kea Beach.

November

- WIH announces plans for 800-room hotel to be built in Boston's Copley Place complex and acquires the 565-room Bellevue Stratford in Philadelphia.
- Management changes: Hartmut Ballin, Manager, The Plaza; F. Bart Moore, general manager, Bellevue Stratford.

December

- Topping-off of 34-story Western International Building.
- Management changes: Nick van der Kaaij, general manager, Camino Real Cancun; Eduardo de Lima, general manager, Camino Real Puerto Vallarta; Fermin Trucios, general manager, Camino Real Mazatlan.
- Decision made to change company name to Westin Hotels. Formal announcement made January 5, 1981.
- Plans announced to build 441-room hotel in North Dallas.

Front!

A monthly publication by and for employees of Westin Hotels

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