

March/April 1989

FRONT



Inside ...

Westin's 1988
Thurston-Dupar
Award winner

Reorganization
for the future

The all-new Westin
Premier program

Westin's 1989
advertising
campaign





Westin Premier — new and improved!

— and probably the best in the industry

Westin Hotels & Resorts is proud to announce its new Westin Premier program for 1989. The revised guest recognition program is now a strong tool that allows Westin Hotels & Resorts to be truly competitive in the marketplace.

"This new program reflects lessons learned during the first two years of operation — from member and hotel input, as well as market research," said Tim Coleman, Director of Marketing Programs Development.

In the past, Westin Premier has been a successful program for only a small portion of Westin's guests, Coleman explained, in most part because the only way a frequent traveler could enroll in Westin's program was to be a frequent flyer in one of three partner airlines (United Airlines, Air Canada and Cathay Pacific).

The new — and improved — program has been restructured in two ways: 1) to be more attractive to those frequent guests in Westin's target market by offering more exciting award packages, and 2) to allow Westin's most frequent guests to participate in this program in the form of open enrollment.

Beginning March 1, Westin Premier started

providing special recognition and benefits to the company's most frequent guests, regardless of airline affiliation. And front office and public contact personnel now play a stronger, more important role in the program by identifying those guests who are not currently members — but who are in Westin's target markets — and introducing them to Westin Premier.

Also, this new program makes it easier for hotel employees to recognize Westin's most frequent guests with three membership levels. Based on number of stays during a year, members are identified by different color membership cards: white cards for 1-4 stays, burgundy cards for 5-9 stays, and guests with 10 or more stays, a gold card.

Members are also seeing a change in the way free awards are earned — along with new and exciting award packages. Members can earn 1,000 Westin Premier points per night at participating properties, and will now be able to redeem awards with one simple phone call to Westin Premier.

These awards allow the member flexibility to choose from a confirmed



upgrade to executive club level (where available) for 5,000 points, to a week's vacation for two (including air transportation) to The Westin Stamford in Singapore for 200,000 points.

"By providing improved benefits and recognition to those guests who frequent deluxe hotels, we will solidify and increase loyalty to Westin Hotels &

Resorts," Coleman believes. "We can then leverage this loyalty to the benefit of all our current properties, and bring a loyal group of Westin customers to prospective developers, enabling us to grow and achieve our corporate strategic objectives."

Tim Coleman heads new marketing programs development

Tim Coleman has a 20-year background in marketing and product development. As director of marketing programs development, he brings this experience to bear with the launch of the new Westin Premier frequent guest program.

Coleman's responsibilities also include devel-

opment of new marketing programs and joint marketing efforts to support Westin's new global growth strategy.

Most recently program director for United Airlines Mileage Plus program, Coleman has also served as regional sales manager for United, and helped create United's deregulation strategic plans. He holds an MBA in Marketing/Finance.

Coleman is located in Seattle's corporate headquarters office.

Moving On Moving Up

Wehbe Aklile, engineering program coordinator, corporate/design and construction to engineering coordinator, The Westin Hotel, Washington, D.C.

Dianne Anderson, director of food and beverage, The Westin Hotel, Galleria Dallas to director of food and beverage, The Westin Maui.

Chuck Bowling, director of sales, The Westin Lenox to director of sales, Century Plaza Hotel and Tower.

Hans Bruland, executive assistant manager, The Westin Hotel, Chicago (O'Hare) to manager, The Westin St. Francis.

Bruce Carpenter, director of marketing, The Westin Hotel, Washington, D.C., to director of marketing, Century Plaza Hotel and Tower.

David Dudar, room service manager, The Westin Hotel, Stamford to manager Delmonico's, The Westin Hotel, Cincinnati.

Lucero Dunkerley, payroll supervisor, Century Plaza Hotel and Tower to assistant payroll manager, The Westin Bonaventure.

Bill Dummire, national sales manager, The Westin St. Francis to director of sales, The Westin La Paloma.

John Finamore, executive assistant manager, The Westin Hotel, Stamford to executive assistant manager, Walt Disney World Swan.

Scott Gaffney, management trainee, The Westin Hotel, Galleria Dallas to chief accountant, The Westin Hotel, San Francisco Airport.

Thomas Gale, housekeeper, The Westin Paso del Norte to senior housekeeper, The Westin Hotel, Chicago (O'Hare).

Elsa Galland-Buerkl, director of housekeeping, Arizona Biltmore to director of housekeeping, The Westin Hotel, Renaissance Center.

Greg Gluski, building superintendent, The Westin William Penn to building superintendent, The Westin Resort, Hilton Head Island.

Curtis Hicks, sous chef, The Westin La Paloma to executive sous chef, The Westin Hotels, Houston.

Joe Huber, director of food and beverage, The Westin Maui to director of food and beverage, The Westin Hotel, Seattle.

Peter Keller, front office assistant manager, The Westin Hotel, Stamford to front office assistant manager, The Westin St. Francis.

Hugh Kelly, sous chef, The Westin Hotel, Stamford to sous chef, The Westin Lenox.

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Westin reorganizes for the future

Aokis to the helm; Harry Mullikin retires as chairman/ceo

In late March, just as FRONT was going to press, Westin's board of directors elected John Aoki as Westin's new chairman, and Chieko Aoki as deputy chairman and chief executive officer.

This news followed Harry Mullikin's announcement that he is retiring as chairman and chief executive officer. Mullikin will, however, remain with the company as chairman emeritus and senior advisor to the Aokis.

Larry Magnan, elected Westin's president and chief operating officer in January, reports directly to Chieko Aoki.

Other changes in Westin's organization had previously been announced at the January Management Conference held at

The Westin Resort, Hilton Head Island, and The Westin Lenox, Buckhead-Atlanta.

This reorganization was made in support of Westin's new strategic plan that will double the size of the company in less than a decade.

Other key players in the company's restructuring are as follows:

Peter Smith has been named executive vice president, operations, with the following regional officers reporting to him (office locations in parenthesis): Kim Chappell, senior vice president of the new East Region (Atlanta); Jack Gaines, senior vice president of the new West Region (Seattle); Andy MacLellan, vice president of the newly formed Resorts group (Seattle); Bob

McCauley, vice president, Canada (Toronto); David Paulon, vice president, Asia/Pacific (Hong Kong).

Westin's Hoteles Camino Real group in Mexico continues to function as a subsidiary company under John Berthelot, vice president. Lou Martinelli, area vice president for Texas, Colorado and Oklahoma, reports to Jack Gaines from his Houston office.

Reporting to the regional vice presidents are the following regional directors of marketing: Ray Stone, East Region; Marc Pujalet, West Region; Christopher Baum, Resorts; John Meissner, Canada; Bob Hutchinson, Asia/Pacific.

Also located in the new offices are the follow-

ing regional controllers: Terry Neils, East Region; Bill D. Ellis, West Region; Helmar Dahle, Resorts; Len Ryan, Canada; Phil Stoy, Asia/Pacific.

With growth a major priority, regional development directors will also work out of several regional offices, as follows: John Matthyse, East Region; Bob Sours, West Region; Joe Supinskas, Asia/Pacific. In addition, a regional development director for Europe and the Middle East will be announced in the near future.

Both the regional controllers and regional development directors report on a dotted-line basis to their regional vice presidents in the field, but also take direction from the development and financial offices in Seattle.

Additional corporate promotions are as follows: John Chen to vice chairman; Michael Corr to senior vice president, marketing; Hiroyuki Tsuru to senior vice president and secretary; Kiyoski Ito to senior vice president and assistant treasurer; Ray Goad to vice president & general counsel and assistant secretary.

Dan McClaskey, executive vice president, project management; Ray Whitty, executive vice president, treasurer and chief financial officer; and Martin Harder, vice president, human resources, continue in their present roles. More details will follow in the next issue of FRONT on the organization of the development and real estate division.

Corporate



BLAST FROM THE PAST

In the hospitality business, some things change, and some things don't. When it comes to taking good care of the guest, it's the latter, as evidenced by this item which ran in the very first issue of FRONT (March 1941). It was reprinted from *Hotel Monthly*.

Let's look after guests solicitously, not critically. An employee truly works for his salary only if he ambitiously works for advancement. Business is so much better that we no longer have to worry. But it isn't enough better to warrant our letting up in pulling at the oars. The guest may stop only for one night, but he may never stop talking about the courtesy that was or was not accorded him. When guests seem to want too much for their money, it is well for us to suspect that we are not giving adequate value. Unreasonable guests usually are guests who are argued with as against being reasoned with. When there's real joy in serving, guests are never heard to put the personnel to a lot of trouble. The adage, "See no evil, hear no evil, speak no evil," applies with particular emphasis to hotel keeping. The employee who has to be told a second time must expect to come out second best on advancement. Those who serve only with the hope of reward never know the joy of service.

— Hotel Monthly.

Moving On Moving Up

continued from page 3

Robert King, senior assistant manager, The Westin South Coast Plaza to senior assistant manager, Century Plaza Hotel and Tower.

Nancy Lebrecht, senior assistant manager, The Westin Hotel, Galleria Dallas to director of human resources, Walt Disney World Swan.

Brian Moodie, director of corporate sales, The Westin Maui/ Kauai sales office to director of sales, Arizona Biltmore.

Mary Lou Newbold, sales manager, The Westin Hotel, Chicago (O'Hare) to sales manager, The Westin Resort, Hilton Head Island.

Mark Ozawa, senior assistant manager, Arizona Biltmore to manager of front office operations, corporate rooms division.

Ian Reynolds, convention service manager, The Westin Hotel, Seattle to assistant director food and beverage, The Westin Maui.

Brent Rumsey, front office supervisor, corporate rooms division to senior assistant manager, The Westin Hotel, Galleria Dallas.

Jeff Sablick, from corporate human resources to director of human resources, The Westin Hotel, Chicago.

Luis F. Sanchez-Tena, from director of sales, Camino Real, Puerto Vallarta to director of sales, Las Brisas.

Robert Starankovic, assistant front office manager, The Westin Hotel, Tabor Center to front office manager, The Westin South Coast Plaza.

Axel Suray, director of food and beverage, Century Plaza Hotel and Tower to executive assistant manager, The Westin Hotel, Tabor Center.

David Untermyer, assistant manager OZ, The Westin St. Francis to Roof manager, The Westin Oaks, Houston.

Donna Valentine, sales manager, The Westin St. Francis to national sales manager, The Westin Hotel, Seattle.

Bill Webb, assistant manager food and beverage, The Westin Hotel, Renaissance Center to director of food and beverage, The Westin Hotel, Chicago (O'Hare).

Eric Winer, restaurant manager, The Westin Hotel, Stamford to Graffiti's manager, The Westin Hotel, Indianapolis.

David Zenske, rooms division manager, The Plaza to senior assistant manager, Arizona Biltmore.

Operations



Trade magazine readers love those Westins

Reader polls for four separate travel/meeting trade publications resulted in top awards for many Westin hotels in late 1988.

Evaluation criteria for all three publications' reader evaluations included quality of service, accommodations, food and beverage service, meeting rooms and equipment and if a resort, recreational facilities.

The following are Westin winners in each of the three publication polls:

MEETINGS & CONVENTIONS

Gold Key Awards:

- The Westin Hotel, Copley Place
- The Westin St. Francis
- The Westin La Paloma

SUCCESSFUL MEETINGS

Pinnacle Awards:

- The Westin Hotel, Copley Place
- The Westin Hotel (O'Hare)
- The Westin Hotel, Renaissance Center
- The Westin Galleria and Westin Oaks
- The Westin Crown Center
- Century Plaza Hotel and Tower
- Arizona Biltmore
- The Westin St. Francis
- The Westin Hotel, Seattle
- The Westin La Paloma

CORPORATE & INCENTIVE TRAVEL Awards of Excellence:

- Arizona Biltmore
- The Westin Hotel, Copley Place
- The Westin Kauai, Kauai Lagoons
- The Westin La Paloma

CORPORATE MEETINGS & INCENTIVES

Ten Best:

In a yearly reader survey, The Westin Crown Center, Kansas City was named one of 1989's "Ten Best Hotels for Meeting Services" in the U.S. by *Corporate Meetings & Incentives* magazine.

This distinction is given by meeting planners, meeting attendees and corporate executives to hotels that have distinguished themselves with outstanding service, reliability and keen attention to detail in the area of meetings services.

Management changes

Rick Layton, formerly general manager at The Westin Hotel, O'Hare has been appointed as managing director at the Harbour Castle Westin, Toronto.

Ulrich Wall, formerly managing director at the Harbour Castle Westin, has assumed the position of general manager at The Westin Hotel, O'Hare.

Lou Martinelli, operations vice president, has accepted the additional responsibility of managing director at The Westin Galleria and Westin Oaks, Houston. He replaces Bob Hawes, who resigned.

Wayne Bodington, formerly resident manager of the Century Plaza Hotel and Tower, has been

named general manager of The Westin William Penn, replacing Larry Saward, who resigned.

Charles Graver has moved from resident manager of The Westin Hotel, Copley Place, to resident manager of the Century Plaza Hotel and Tower.

Mike Deighton, formerly general manager at The Westin Hotel, Williams Center, has been appointed general manager of The Westin South Coast Plaza, replacing Bob Seddelmeyer, who resigned.

Peter Quattrone, formerly manager of The Westin Hotel, Renaissance Center, has been promoted to general manager of The Westin Hotel, Williams Center.

John Marker, formerly executive assistant manager at The Westin Paso del Norte, has assumed the same position at the Arizona Biltmore.

Scott Picker, formerly senior assistant manager at the Century Plaza Hotel and Tower, has been promoted to executive assistant manager at The Westin Paso del Norte.

Bill Lucas, formerly general manager of The Westin Crown Center, Kansas City, is now managing director at The Westin Bonaventure. He replaces David Ling, who resigned.

Parker Smith, formerly general manager at The Westin Hotel, Tabor Center, has been named general manager at The Westin Crown Center.

Doug Hales, formerly general manager at The Westin Paso del Norte, moves to The Westin Hotel, Tabor Center as general manager.

Steve Bullock, formerly resident manager at The Westin Hotel, Seattle, has been promoted to general manager of The Westin Paso del Norte.

Werner Meier, formerly executive assistant manager at The Westin Philippine Plaza, has been named resident manager at The Westin Hotel, Copley Place.

Bob Bormes, formerly executive assistant manager at The Westin Chosun, is now resident manager at The Westin Philippine Plaza.

T.S. Hahn, formerly joint executive assistant manager at The Westin Chosun, will assume the full responsibility in that position.

Taylor Terao, formerly executive assistant manager at The Westin Hotel, Chicago, has been promoted to manager of The Westin Hotel, Renaissance Center.

Michel Geday moves from The Westin Hotel, Ottawa as executive assistant manager, to The Westin Stamford and Westin Plaza, Singapore as manager. He replaces Dick Helfer, who resigned.

Michael Holy, formerly executive assistant manager at The Westin Hotel, Winnipeg, has

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Westin pampers guests with luxury

Westin guests expect quality in every element of their stay, and now they will find extra quality extended to the collection of "amenities" they find in the guestrooms of Westin properties in the United States and Canada.

While amenities previously had customized Westin labeling, a new program debuted in January of this year to capitalize on a brand name our guests recognize and associate with high quality. Caswell-Massey has been creating the very finest bath and toiletry products since

1752, and their distinctive, classic pampering is now part of every Westin stay.

The new amenities package includes sandalwood scented shampoo and hand lotion, mouthwash, toothpaste, large bars of almond scented soap, a shoe cloth, shower cap and emery board, all produced and packaged by Caswell-Massey especially for Westin Hotels & Resorts.

Packages for resort properties include sunscreen and suntan lotion, and suites boast an even more lavish package.



Better letters

This letter, sent in by The Westin Hotel, Calgary, was received from an eight-year-old girl who is obviously a big Westin fan.



Dear Westin
 I really like your hotels. I stayed at your hotel in Calgary Wed. Nov. 29 and Sat Dec 3. Every Easter I go to the Vancouver Westin Bay Shore and have brunch. My mom and dad met here so it was not far you I would not be here!
 I really like Scottie the best

P.S. Thank you

yours truly
 Leigh Newlands



F & B enters the '90's

Here's a recipe for success: mix together a cadre of dedicated food and beverage directors and executive chefs and add a clear plan for success in the 1990's. Fold in guest speakers, and awards for excellence. And finally, do it all in Kansas City where the weather first broiled participants at 70 degrees, and then did a deep freeze turnaround to minus 7 degrees without slowing anyone down.

At the annual Food & Beverage Conference, held in February at The Westin Crown Center, over a hundred participants took inventory of past achievements and future goals.

Westin president Larry Magnan introduced the group to the company's new strategic plan for the 1990's, repeating the theme of growth and challenge ahead.

Financial results were reviewed, with emphasis placed on continued profitability for the coming

decade. Planning, marketing, and effective use of creative restaurant concepts were discussed as ways to meet the needs of Westin customers. The importance of suggestions and actions from the field highlighted the segment on decentralization, with additional discussion of national contracts and joint promotions. A special presentation devoted to new management styles helped participants see themselves differently, while additional segments covered areas of general interest such as joint training efforts and new business opportunities.

Many hotels were honored for their specific performance in various categories, but for the first time, four "overall" winners were selected:

- USA — The Westin Crown Center
- CANADA — The Westin Hotel, Calgary
- MEXICO — Las Hadas
- ASIA — Kowloon Shangri-La

The Westin Crown Center, Kansas City rose to the challenge of their discriminating guests by presenting creatively outstanding meals and breaks, topped off by a superb black tie awards dinner as the final event.



Mark Bryan

**Thurston-Dupar
Inspirational
Award winner — an
inspiration, indeed**

Mark Bryan is one of those people who has his fingers in a lot of those proverbial "pots." Literally, and figuratively.

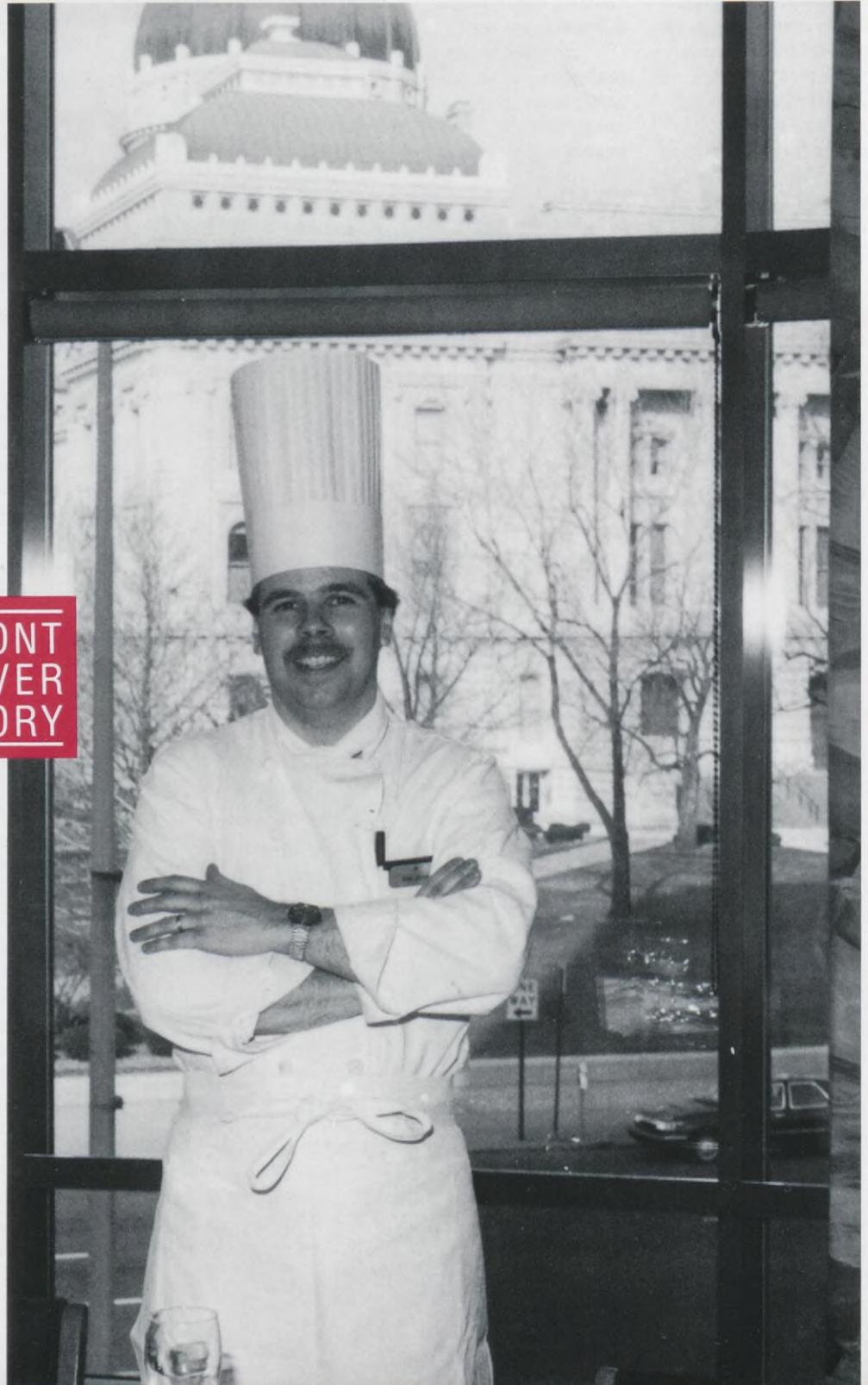
Bryan, winner of Westin's 1988 Thurston-Dupar Inspirational award, has worked for

Westin as a cook for the last five years. But he has also somehow found time to be involved beyond the call of duty, both at work and in the community, as well.

Bryan is one of those kinds of people, who, every

Mark Bryan

**FRONT
COVER
STORY**



time you turn around, is making that extra effort, whether it's on the job or as a volunteer outside of work.

Bryan joined Westin at The Westin St. Francis in 1973 as an apprentice cook. In 1986 he transferred to The Westin Canal Place as a cook, and then returned to the City by the Bay and The Westin Hotel, San Francisco Airport in 1987. Just before he was announced the company's Thurston-Dupar award winner, Bryan, his wife and five-year-old daughter made yet another move — to Indianapolis, where Bryan is sous chef at The Westin Hotel.

San Francisco's loss, Indianapolis' gain.

The Westin Hotel, San Francisco Airport, who nominated Bryan for the award, says they are going to miss the man who consistently played a positive role in providing service to others. Optimistic, helpful, responsive and quality conscious were some of the words the hotel used to describe Bryan's on-the-job persona.

For example: When it came time to raise funds for United Way this past year, Bryan participated as a speaker at the employee rally, and helped motivate 90% of his department to contribute to the charity.

He also took an active role in menu planning for the employee cafeteria, going so far as to distribute questionnaires to co-workers to find out what kinds of meals they would like to have. He even suggested and provided menus that represented the many different ethnicities of hotel employees.

Says Susan Nicholson, director of human resources at The Westin Hotel, San Fran-

cisco Airport, "We are so thrilled for Mark. He is most deserving of this award, and is missed very much here. He's a gem!"

The San Francisco Boys and Girls Club thinks so, too. Before leaving the city for Indianapolis, Bryan had devoted 18 years of volunteer work to this organization.

For the past five years, Mark spent a minimum of four weekends each summer preparing gourmet meals for groups of potential volunteers who toured the Boys and Girls Club camp. Mark also lent a hand helping to rebuild the camp's kitchen and dining hall. And the horse corral. And a nine-room lodge. And a bridge. And an amphitheater.

Are there possibly enough weekends in the year to accomplish all this?

Mark Bryan never seems to have a problem finding the time for causes he believes in.

Bryan was presented with his award at ceremonies held at The Westin Lenox, Buckhead-Atlanta, in conjunction with Westin's Management Conference in mid-January.

In addition to his plaque and service pin disc, Bryan was presented with an all-expense-paid two-week vacation (beyond his regular vacation) at the Westin hotel of his choice, plus a check for \$1,000.



Larry Magnan

Carlson-Himmelman honor goes to Larry Magnan

Larry Magnan, Westin's president, was the recipient of another award given at this year's Management Conference — the Carlson-Himmelman Achievement Award for 1988.

Magnan was recognized for his dedication to Westin and the many contributions he has made to the company over his 23-year career.

The award, named after two of Westin's most influential leaders, is given annually in recognition of lifetime achievement by a Westin executive.



Training = promotion

Judy Fales, right, The Westin Hotel, Copley Place's director of human resources, congratulates Kathy Prichet, who was just promoted to interviewer and recruiter for the human resources department at the hotel.

Prichet was one of 15 local hotel industry people to spend 170 hours in classroom

study and 20 hours per week for 10 weeks in work-related internships in Boston's minority training program.

The program was initiated and is co-managed by Fales, and is the country's first such minority training and promotion program for the hotel industry.



187 years of phone greetings

Teresa D'Alessandro (front, center), recently retired as The Westin William Penn's chief operator after 45 years of service. To help celebrate her retirement, present and past department members gathered for a party and this photo, in which an impressive 187 years of collective service is represented.

Pictured front row (from left): Agnes Hart (retired - 30 years), Hazel Cicikowski (retired - 39 years, former chief telephone operator), Teresa D'Alessandro (retiring chief operator - 45 years), Jean Thall (retired - 13 years).

Back row (from left): Loretta Kraus (retired - 6 years), Kathy Haduch (2 years), Tammy Siefert (new hire to the department), Dorothy Grimm (2 years), Helen Marino (new chief operator - 36 years), Mary Eglar (4 years), and Stella Vota (retired - 10 years).

And what do you suppose D'Alessandro's favorite retirement gift was? Why a telephone answering machine, of course!

W E S T I N



Paula Thompson

Mauna Kea Beach Hotel's executive chef, **Daniel Thiebaut**, presented his acclaimed interpretation of Hawaii's regional cuisine at two culinary galas during the 51st presidential inauguration in Washington, D.C. in January.

Chef Thiebaut was chosen from among the state's finest culinary experts to represent Hawaii at this prestigious national event. He elected to prepare his signature dish, peppery Kahua lamb loin served with guava and papaya minted compote.

Paula Thompson, director of public relations at The Westin Maui, was presented with the Na Hon-oapiilani Award for the perpetuation of the cultural arts of Hawaii. The award was for her work as chairman of the Na Mele O Maui's Keiki School Song Competition, held for the second year at the hotel this past November.

The Keiki School Song competition is the signature event of the three-day "Songs of Maui" festival in which over 600 of Maui's school children compete. Festival proceeds are used in part to fund scholarships for students of Hawaiian art, music, dance and architecture.



were inscribed on a plaque (background) which now hangs above the hotel's employee entrance.

Park's winning words were: "Respect to seniors. Friendship to colleagues. Pride to yourself. Example to juniors!" Park manages the hotel's Ninth Gate restaurant.



W I N N E R S



James Seay

The Westin Crown Center's human resources director, **James Seay**, has been selected as one of Kansas City's 1989 Black Achievers in Business and Industry. One of 12 people to receive this honor, Seay was selected by the board of directors of the Greater Kansas City Chapter of the Southern Christian Leadership Conference and the Black Achievers Society.

Seay is an 11-year Westin veteran, and in addition to his leadership position at the hotel, he has been active in the city's minority outreach program, fundraising efforts for

the Boy Scouts, and has acted as the chairman for the United Way campaign.

In nominating Seay, the hotel commented, "James is well regarded for his competence and his fair and honest approach with all employees. He is highly motivated and inspires within others the highest standards of professionalism at The Westin Crown Center. James exemplifies a positive achiever in every way."

Management changes

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moved to the same position at The Westin Hotel, Ottawa.

Michael Woo, formerly senior assistant manager at the Kowloon Shangri-La, has moved up to executive assistant manager of The Westin Hotel, Winnipeg.

Tony Mira, formerly senior assistant manager at The Westin Hotel, Renaissance Center, becomes executive assistant manager at The Westin Hotel, Chicago.

Mark Spadoni, golf and racket club manager at The Westin Kauai, Kauai Lagoons, has accepted the position of executive assistant manager at The Westin Resort, Hilton Head Island. Steve Henderson, previously announced for this position, resigned.

Tom Cortabitarte, formerly general manager at The Westin Hotel, San Francisco Airport, moves into the same position at The Westin La Paloma, replacing Andy MacLellan, recently named vice president, resorts.

David King, formerly manager at The Westin St. Francis, has been promoted to general manager at The Westin Hotel, San Francisco Airport.

Hans Bruland, formerly executive assistant manager at The Westin Hotel, O'Hare, has been promoted to manager of The Westin St. Francis.

Hugh Barrett, formerly executive assistant manager at The Westin Hotel, Williams Center, will replace Bruland as executive assistant manager at O'Hare.

Francisco Silva, formerly manager of the Hacienda Jurica in Queretaro, Mexico (a Camino Real managed property) has been promoted to general manager of the Camino Real, Mazatlan.

Christopher Baum, formerly director of advertising, public relations and promotions, has been promoted to regional director of marketing, resorts.

Marc Pujalet, formerly director of marketing for The Westin St. Francis, has been promoted to regional director of marketing, West.

John Meissner, formerly director of marketing at The Westin Bayshore, has been promoted to regional director of marketing, Canada.



Happy Birthday, Westin, Chicago

The Westin Hotel, Chicago recently celebrated its 25th birthday . . . and did they throw a birthday bash! Top clients and old friends were invited to celebrate the auspicious occasion, and were greeted by a costumed Big Bird, Cookie Monster, Mickey Mouse and a Pink Panther. As guests moved into the Wellington Ballroom they were met by tuxedo-clad marketing division managers, pictured here.

In the true spirit of a birthday celebration, games were set up around the room, and executive chef Johann Lustenberger provided a lavish spread, ranging from Chicago-style pizza to gyros to sushi.

The successful party, attended by over 350 people, despite the cold and snow outside, concluded with a sing-along of, what else, "Happy Birthday!"



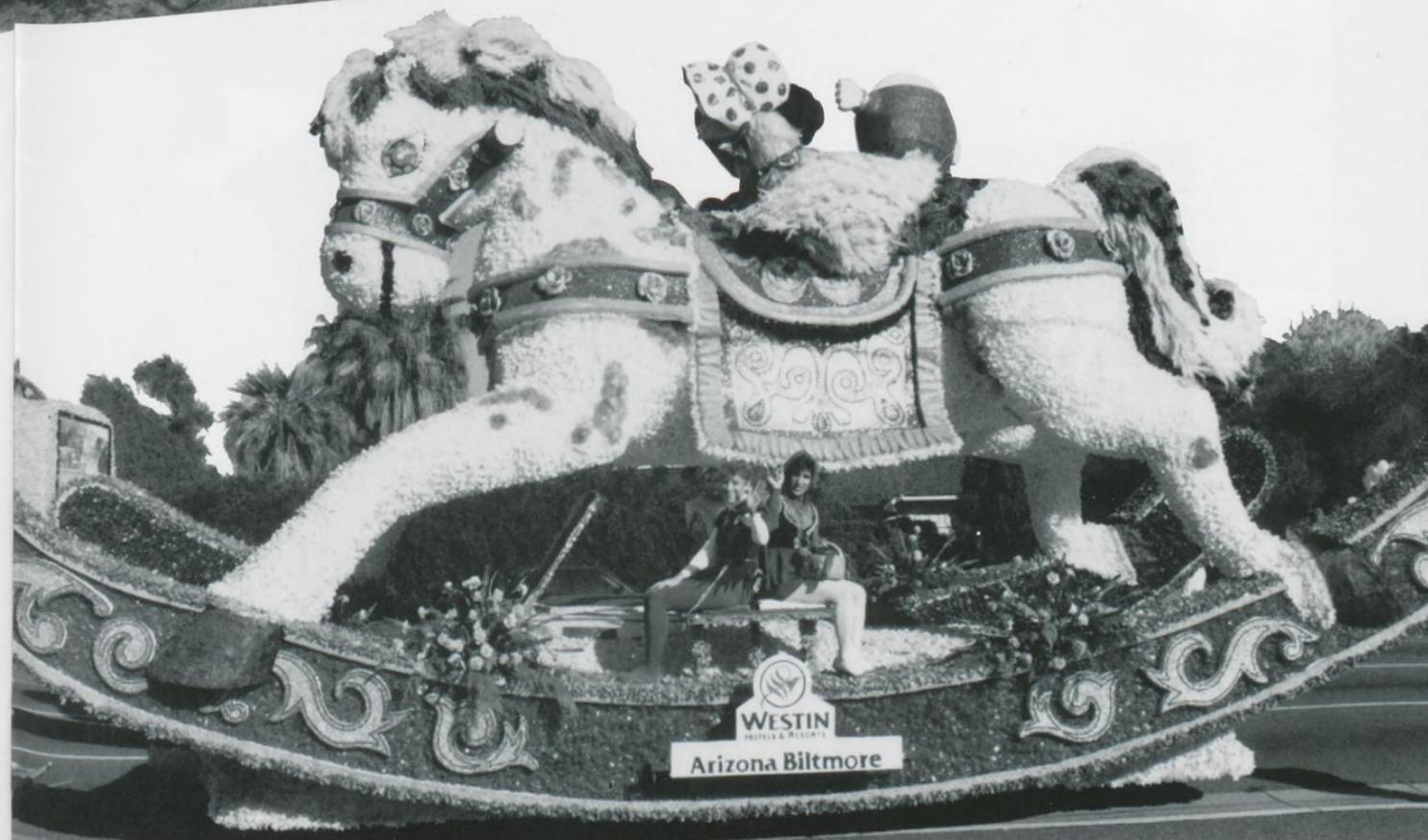
French wine tradition alive and well on Maui

French winemakers have been releasing their first bottling of Beaujolais Nouveau on the third Thursday of November for a couple of centuries. Traditionally, the wine celebrates the harvest season and is a sampling of the vineyard's bounty. In a race to convey the wine from vineyard to glass, all manner of transportation has been engaged — from carthorse to bullet train to Lear jet.

This past November, The Westin Maui staff carried on this French tradition, Hawaii-style. With five teams of six people each, the hotel held a relay race to transport their just-arrived French wine — from the Kapalua-West Maui Airport four miles to the hotel.

Each team carried a French flag, a Hawaii state flag and, of course, a bottle of Beaujolais Nouveau. The rooms division team won first place, clocking in at 24 minutes, 58 seconds. The winners, pictured here, are, back row, from left: Ron Mello, David Richards, Bernard Agache (managing director), Mrs. Hawaii 1988, Andrew Kaluna and Vern Smith. Front row, from left: Doug van't Groenewout and Ron Ancheta. The second place team was from engineering, security, and receiving. The food and beverage team finished third.

Each winner received dinner for two at the hotel.



The kid in all of them

The Arizona Biltmore was honored with the theme award for its float entry, "Tell Me a Story," in the 1988 Sunkist Fiesta Bowl Parade in Phoenix this past December. The hotel's entry, a 17-foot rocking horse which rocked along the four-mile parade route, earned the award for best capturing the parade theme, "The Kid in All of Us."

Riding the float are hotel employees, from left, Lori Evans as Peter Pan and "Little Red Riding Hood" Mary Unex. Barely visible in the background is Valerie Maka portraying the Tinman.

This is the eighth year the Arizona Biltmore has entered a float in this parade, and was the only Phoenix area hotel represented.



Pardon our dust

At The Westin Paso del Norte, the union of two lonely departments finally took place this past December when Sales and Catering joined offices in a long-awaited wall-breaking week. Construction was dusty, but that did not stop work. The intrepid staff simply made the best of the situation, as evidenced by these artful surgical masks. From left: Tony Martinez, engineer; Donna Yecke, sales; Ron Clark, catering; and Chris Lugo, catering.



Houston honors best cabbies

The Westin Galleria and Westin Oaks recognize the important role cab drivers play in representing their city to travelers and tourists, and so honored three Houston cab drivers last December for their professionalism and style, as did a number of Westins across the United States and Canada.

Westin doormen at the hotels nominated taxi drivers who had consistently provided dependable service to their customers. Criteria for recognition included honesty, courtesy, a presentable appearance and a good working knowledge of the city.

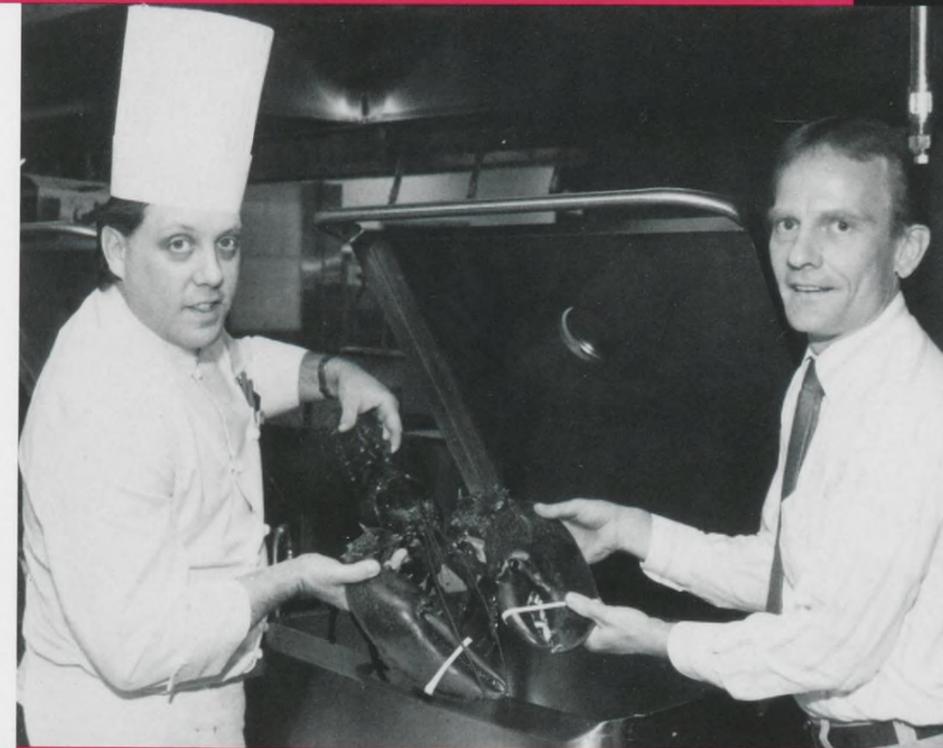
Pictured with the three honored cab drivers are, from left: Bill Dougherty, resident manager; doorman Wayne Adams; cabbies Amir Jiwa, Osita Ikegbunian and Elzie Carpenter; and former managing director Bob Hawes.

Cabbie Carpenter says the secret to his success may be in how he takes care of his clientele. It's not uncommon for one of his regulars to be greeted with orange juice, coffee and a favorite daily paper for the ride.

Jiwa was raised in Pakistan and moved to Houston in 1983. He still remembers what it was like to be a stranger in a large city, he says, and so relates to his passengers.

Ikegbunian, from Nigeria, enjoys his job because his customers "appreciate his personality." He also likes being called upon to recommend hot dining spots or great hotels.

Each driver received framed certificates, as well as a weekend for two at The Westin Oaks and Sunday brunch at the Roof.



It'll do in a pinch

Executive chef Michael Sigler and purchasing manager Bruce Urys of The Westin Resort, Hilton Head Island, inspect one of the 15-pound lobsters flown in especially for Westin's Management Conference, held at the hotel in January.

Filling uncommon requests such as this one is a common occurrence at Westin's newest Five-Diamond resort — as it is at all Westin hotels and resorts.



Award of Excellence

Valerie LeMoignan, Area Director of Sales at Westin's London Corporate Sales Office, accepts the "Award of Excellence" from David Hackett, chairman of The Travel Organisation. The award was given to Westin by the UK's largest supplier of incentive travel programs to recognize Westin's contribution to making The Travel Organisation a continued success.

In making the award, a Travel Organisation spokesman commented, "Our suppliers continue to excel and produce outstanding results — we often ask them to achieve the impossible and work to tight deadlines and they do it; not just once, but time and time again."

LeMoignan said, "I consider this to be one of the highest accolades because these people are our bread and butter."

The awards dinner was held in December in London.

Money and miles for charity

The Westin Galleria and Westin Oaks raised \$265 and collected more than 150 pounds of food for the Houston Food Bank in the city's annual 10K run several months back. The Westin team placed a respectable third in the corporate division of the 6.2-mile race.

Pictured here are the runners and supporters of the event. From left, Madeline Cook, Bill Dougherty, Toni Lynch, Elena Ghorbanzadeh, Chuck Hevezi, Remo Johnson and Carol Cassidy (participating but not pictured, Peg Riordan).



BACK

Win, lose or draw...

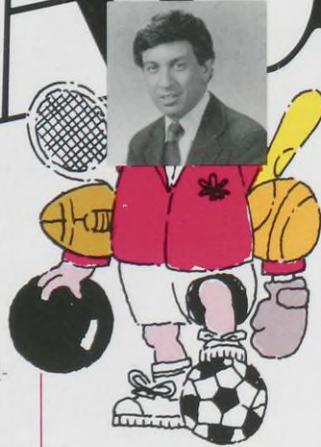
They were drawing like crazy at The Westin Maui last December, when the popular game show, "Win, Lose or Draw" taped 10 episodes poolside at the resort.

The first week of taped shows aired in early January, and the second week was shown on 160 national television stations in February. Celebrity contestants on the shows included Ben Vereen, Natalie Cole, Jeffrey Osborne, and Robert Hays, among others.

Twenty non-celebrity contestants were picked

from among island locals through auditions held at The Westin Maui. When the drawings were all drawn, they had won a collective total of \$28,000. (Alas, game show regulations prohibited hotel employees from participating as contestants.)

According to public relations director Paula Thompson, the show tapings provided terrific exposure for the hotel, as well as Maui.



NBC's Marv Albert declares Westin a winner!

Well-known National Broadcasting Company sports-caster Marv Albert travels over half a million miles a year covering everything from football to boxing to basketball for the United States' top network.

During a recent magazine interview, Albert had the following to say about Westin and its two key competitors:

Westin: "Everything is always perfect. There's a feeling that it's a privilege to stay there."

Marriott: "Solid, not the luxurious ambiance of Westin, but no complaints."

Hyatt: "OK, but nothing special. They're good in smaller markets."

Albert, a Westin Premier member with well over 15 stays, is obviously a great friend of the company. Let's make sure we continue to take *extra* special care of him on his future visits!



Great service, but the room left a little to be desired

One evening, The Westin Hotel, Copley Place's executive chef Norman Wade served a "hot rock" dinner from Ten Huntington Bar & Grill to local radio personality Timothy Fox.

What's so unusual about that, you ask?

What was unusual was that Fox was camped high above Boston atop The Westin's 36-story

rooftop for two weeks, equipped only with a pup tent, sleeping bag and telephone, raising money for drug recovery programs in the city.

The hotel staff provided 24-hour room service and special meals (including the hot rock dinner), as well as nightly turndown service (of his sleeping bag).

The hotel and radio station received great press for working to create a drug-free Boston, raising \$20,000 in the effort.



Just for laughs — and a \$20 check

We just *know* there are some humorous stories floating around out there. Hotels can be crazy places, and we'd like to share your humorous personal experiences with other Westin employees.



As added incentive for you to share your humorous (and/or embarrassing) stories with us, we will pay you \$20 if we run your anecdote in FRONT.

Please send your input to Chris Baum, The Westin Building, MKT-13, Seattle, WA 98121.