

WestinWorld

Winter 1994



WESTIN
HOTELS & RESORTS

INSIDE...

**Three New Hotels Join
the Westin Family**

**1993 Thurston-Dupar
Inspirational Award
Winners**

**Westin Kids Club Lays
on the Fun**

**Here We Go Again —
Westin's Triple Miles
Promotion**

**A Day in the Life of a
Director of Romance**

**4th Quarter Food &
Beverage Promotion:
A Vegetarian's Delight**



THE WESTIN HOTEL, PROVIDENCE



ISO Quality

Assurance System

The ISO Quality Assurance System establishes standards to improve trade and technical exchanges between nations. When awarded by an international body such as Lloyd's Register Quality Assurance under British standards, the ISO 9002 is truly a significant landmark for The Westin Chosun.

Brian Hunt of Lloyd's Register Quality Assurance, left, awards the ISO 9002 certification to managing director Robert Fitzner, right.

According to managing director Robert Fitzner, "This award represents a significant achievement for the staff of The Westin Chosun. A great deal of effort was put into establishing and carrying out these standards. The service standard system makes training new employees simple and gives tangible measurements to the normally intangible service industry. In

addition, the standards assist employees by breaking down their jobs into easy-to-follow steps. Most importantly, guests of The Westin Chosun can expect the same high quality of service each and every time they visit the hotel."

The ISO 9002 requires periodical surveillance audits every six months and the certification remains valid for three years.

The Westin Chosun Gains International Recognition

1994 has been an exciting year for The Westin Chosun, in Seoul, Korea. The hotel celebrated its 80th anniversary on September 30, commemorated by a complete renovation of its restaurants and the redevelopment of floors previously occupied by office space in order to offer guests a new fitness and business center. But more importantly, The Westin Chosun has been awarded the prestigious ISO 9002 certification for Total Quality, and is the first hotel in the world to receive this international recognition.

WESTINWORLD

A semi-annual publication for employees of Westin Hotels & Resorts and Westin's independent franchisees and affiliated hotels. Produced by the Communications Department. Vice President: Sue Brush; Editor: Leslie Larson; Contributors: Polly McCarthy, Elizabeth Vasey, and Sandra Merkin, Communications; Nancy Peel, Technical Services; Helen Marlani, CiB Communications; Mary Sagripanti, Anthony Franco, Inc.; Maripepa Gonzalez, The Westin Regina Resort, Puerto Vallarta; Rosary Ysmael, The Westin Philippine Plaza; Cathy Grady, Chicago CSO; Lesli Farry, San Francisco CSO; Robert Stanfield, Camino Real, Guatemala; Joan Pengally, The Westin Harbour Castle; Joanne Fosti, The Westin Hotel, Calgary; Barbara Lachenmaier, The Westin Canal Place; Tracy Fowler, Century Plaza Hotel & Tower; Wendy Lothspeich, The Westin St. Francis; and Nancy Allison, The Westin La Paloma.

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♻️ Printed on recycled paper.

Please send contributions to *WestinWorld*, ATTN: Leslie Larson, 2001 6th Avenue, Seattle, WA 98121.

...and the Winners are...

Several Westin hotels and resorts have enjoyed recent recognition from the following publications and organizations:

CORPORATE & INCENTIVE TRAVEL

"AWARD OF EXCELLENCE"

- The Westin Hotel, Copley Place
- The Westin Resort, Hilton Head Island
- The Plaza
- The Westin Mission Hills Resort
- The Westin La Paloma
- Walt Disney World Swan

INSTITUTIONAL INVESTOR

"100 BEST HOTELS"

- Hotel Vier Jahreszeiten
- Caesar Park Ipanema
- The Palace Hotel, Tokyo
- Century Plaza Hotel & Tower

EXAME magazine

"BRAZIL'S FINEST"

- Caesar Park Ipanema
- Caesar Park Sao Paulo

Insurance Conference Planner

"PREMIUM CIRCLE AWARDS"

- The Westin La Paloma
- The Westin St. Francis

CANADIAN PROFESSIONAL SALES ASSOCIATION (CPSA)

"CANADA'S BEST HOTEL"

- The Westin Bayshore

Meetings & Conventions

"GOLD KEY"

- The Westin Resort, Hilton Head Island
- The Plaza
- Arizona Biltmore
- The Westin La Paloma
- Walt Disney World Swan

"GOLD PLATTER"

- The Westin St. Francis
- ANA Hotel

Moving On, Moving Up

Francis Fredericks, manager, national accounts, Chicago Corporate Sales Office to national sales manager, The Westin St. Francis.

Christian Gille, executive chef at the former Westin Las Hadas to executive chef, The Westin Canal Place.

Bernard Hayes, assistant food & beverage manager, The Westin Canal Place to room service assistant manager.

Kermit Heim, first cook in Le Jardin, The Westin Canal Place, to junior sous chef.

Aaron Larat, banquet chef, The Westin Canal Place to lead sous chef.

Edgardo Ramirez, EDP manager, the former Westin LAX to EDP manager, The Westin Hotel, Indianapolis.

William Schlegel, manager, Service Express, The Westin Hotel, Santa Clara to director of restaurants, The Westin Crown Center.

Adil Sequeira, banquet manager, The Westin Canal Place to food & beverage manager.

Michael Tarr, national sales manager, The Westin Hotel, Chicago to manager, national accounts, Chicago Corporate Sales Office.

Information on promotions and transfers is supplied by Corporate Human Resources and represents personnel changes from September 1 through September 26, 1994. Additional information has been provided by hotel personnel.

Westin Signs Deal for Historic Hotel in Omaha

Westin Hotels & Resorts and David E. Slattery Companies, an Omaha-based development firm, announced a multi-million dollar historic building renovation which will

become The Westin Aquila Hotel, Omaha. Set to open in mid-1995, The Westin Aquila Hotel will feature 146 guest rooms, including 17 Westin Executive Club suites, a full

service restaurant, 24-hour room service, fitness facilities, a lobby lounge and 6,500 square feet of meeting space.

The Aquila Court Building has been a key commercial, retail and

residential center since it was constructed in 1924. It is listed on the National Register of Historic Places. David E. Slattery Companies is noted for its historic building renovation projects in the midwest.

"Omaha is vibrant. It's visionary. It is increasing in significance as a business, leisure and group travel destination," said Jim

Treadway, president of Westin Hotels & Resorts, North America. "For the last 20 years, Omaha has been Westin's central reservations office headquarters. In that time, our central reservations office has increased in size from 16 associates in 1974 handling 26,000 calls in the first seven months of operation to 250 associates who handle nearly three million calls per year."

Mark Gamblin has been appointed general manager of the hotel. He recently relocated to Omaha from Atlanta where he was general manager of a luxury hotel project owned by Trammel Crow Companies. Gamblin has 20 years of hotel experience, including serving as the first general manager for the Radisson Redick Tower Hotel in downtown Omaha.



At the signing ceremony, from left to right, is Jim Treadway, president of Westin North America; Ben Nelson, governor of Nebraska; David Slattery, project developer; and Mark Gamblin, general manager.

The benefits of taking a red eye

without having to endure one.

1,500 miles with Triple Miles Premier membership

1,000 hotel points with Triple Miles Premier membership

Triple Miles Promotion

[Exclusively for American Express® Cardmembers] Use the American Express® Card to stay in a participating Westin or Westin Premier hotel between October 1, 1994 and March 31, 1995. Card to stay in a participating Westin or Westin Premier hotel. If you're a Member, you'll receive triple miles (1,500 a night) on participating nights. If you're a Premier Member, you'll receive triple miles (1,000 hotel points a night) on participating nights. For reservations call your travel agent or call 1-800-328-3282.

WESTIN
Hotels & Resorts

"Triple Miles" Back by Popular Demand

Collecting airline miles to use toward free air travel is one of the benefits most valued by business travelers. Based on this data, a "Triple Miles" promotion was launched last January which gave all Westin guests triple the standard 500-mile benefit normally offered

to Westin Premier members. Consequently, they received 1,500 airline miles per stay along with hotel points, complimentary continental breakfast and other Westin Premier benefits.

Hotels reported that the 1st quarter, 1994 promotion was extremely successful. Westin Premier enrolled approximately 35,000 new members and generated \$19 million in incremental hotel

revenue during the promotion. Based on this success, "Triple Miles" is again being offered and will remain in effect through March, 1995. The only change in the program this time is that benefits now accumulate with the guest's second stay at any Westin. Participating hotels include all in Westin North America, Westin International South America and The Westin Hotel, Tokyo.

The following are some examples of how English is being used in different parts of the world:

Just For Laughs



In a Tokyo hotel: "Is forbidden to steal hotel towels please. If you are not person to do such thing is please not to read notis."

In the lobby of a Moscow hotel across from a Russian Orthodox monastery: "You are welcome to visit the cemetery where famous Russian and Soviet composers, artists, and writers are buried daily except Saturday."

In a Bucharest hotel lobby: "The lift is being fixed for the next day. During that time we regret that you will be unbearable."

In an Acapulco hotel: "The manager has personally passed all the water served here."

In a Belgrade hotel elevator: "To move the cabin, push button for wishing floor. If the cabin should enter more persons, each one should press a number of wishing floor. Driving is then going alphabetically by national order."

In a Paris hotel elevator: "Please leave your values at the front desk."

In a hotel in Athens: "Visitors are expected to complain at the office between the hours of 9 and 11 a.m. daily."

On the door of a Moscow hotel room: "If this is your first visit to the USSR, you are welcome to it."

In a Yugoslavian hotel: "The flattening of underwear with pleasure is the job of the chambermaid."

In a Swiss mountain inn: "Special today — no ice cream."

In a Vienna hotel: "In case of fire, do your utmost to alarm the hotel porter."

In a Zurich hotel: "Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose."

On the menu of a Polish hotel: "Salad a firm's own make; limpid red beet soup with cheesy dumpplings in the form of a finger; roasted duck let loose; beef rashers beaten up in the country people's fashion."

In an Austrian hotel catering to skiers: "Not to perambulate the corridors in the hours of repose in the boots of ascension."

Two gentlemen guests, who were waiting to use our Business Center on the third floor, asked me if there was a rest room they could use. We were doing some remodeling which made access to our associate restroom inconvenient, so I quickly considered other options. I said, "Ummm, I think maybe the pool would be the best."

They glanced at each other, grinning, and one said, "My mother always told me not to do that."

*Karoline Blair
Executive Secretary
The Westin Hotel,
Indianapolis*

Just for laughs — and a \$30 check

We just know there are some humorous stories floating around out there. Hotels are fun and exciting, and we'd like to share your humorous experiences with other Westin employees. As an added incentive, we will pay you \$30 if we run your anecdote in a future issue of *WestinWorld*. Please send your contribution to *WestinWorld*, ATTN: Leslie Larson, The Westin Building, Seattle, WA 98121.

The Thurston-Dupar Inspirational Award is awarded every year to the individual at each property and the Corporate Office who consistently demonstrates an outstanding commitment to their hotel or office, their fellow associates and their community. This year, the five categories that nominees were judged upon were redefined to more closely follow Westin's Core Competencies. The following individuals have been honored for their exemplary service for 1993:

The Westin Peachtree Plaza, Atlanta — **Gloria Gresham**, Reservations Supervisor

The Westin Hotel, Copley Place, Boston — **Rene Villanueva**, Electrician

The Westin Hotel, Calgary — **Joanne Fosti**, Manager, Public Relations

The Westin Hotel, Chicago — **Gloria Elliston**, Cashier

1

The Westin Hotel, O'Hare — **John Toussaint**, Banquet Server

The Westin Hotel, Cincinnati — **Luke Homan**, Sous Chef

The Westin South Coast Plaza — **Eric Hylkema**, Sales Manager

The Westin Hotel, Tabor Center, Denver — **Rudolph Eisener**, Sous Chef

The Westin Hotel, Renaissance Center, Detroit — **Ozetta Fairley**, Steward

The Westin Hotel, Edmonton — **Patrick Hauta**, Service Express Manager

9

The Westin Hotel, Cypress Creek, Fort Lauderdale — **Tammy Balderrama**, Lead Agent

The Westin Resort, Hilton Head Island — **Pattie Michie**, Food & Beverage Division Secretary

The Westin Galleria and The Westin Oaks, Houston — **Lawrence Bowen**, Executive Chef

The Westin Hotel, Indianapolis — **Daryl Lambert**, Lead House Attendant

9

The Westin Crown Center, Kansas City — **Dottie Gibson**, Catering/Convention Services Manager

The Westin Bonaventure Hotel & Suites, Los Angeles — **Chuong Tran**, Cost Analyst

Century Plaza Hotel & Tower, Los Angeles — **Isaac Dajani**, Lead Waiter

Central Reservations Office, Omaha — **Lora Traggiai**, Reservation Specialist

The Westin Hotel, Ottawa — **David Sutin**, Public Relations Manager

3

The Westin Chosun Beach, Pusan — **Yoon Kwon-Sook**, Club Verandah Manager

The Westin Hotel, San Francisco Airport — **Timothy Gray**, Front Office Agent

The Westin St. Francis, San Francisco — **Howard Mutz**, Director of Convention Services

The Westin Hotel, Seattle — **William Reed**, Director of Sales

Westin Corporate, Seattle — **Tom Dupar**, Project Administrator

The Westin Stamford & The Westin Plaza, Singapore — **Walter Keller**, Executive Chef

The Westin La Paloma, Tucson — **Chuck Agnew**, Systems & Support Manager

The Westin Bayshore, Vancouver — **Monica Hayes**, Director of Public Relations & TQ Lead

The Westin Hotel, Winnipeg — **Colleen Sklar**, Service Attendant

Thurston Dupar Inspirational Award

Patricia Holt – 1993 Thurston-Dupar Award Winner



The Westin Hotel, Santa Clara — **Patricia Holt**, Service Express Supervisor.

In addition to receiving the award on behalf of the hotel, Pat has also been named the company-wide winner of the 1993 Thurston-Dupar award, a distinc-

tion given to only one Westin employee each year. Pat was honored based on her sense of teamwork, serving as a catalyst that brings people together at her property; showing strong leadership skills that inspire a positive attitude in her co-workers; her understanding, acceptance and commitment to Westin's Total Quality philosophy; her creativity and innovation in creating a new inventory and control system for a new service offered by

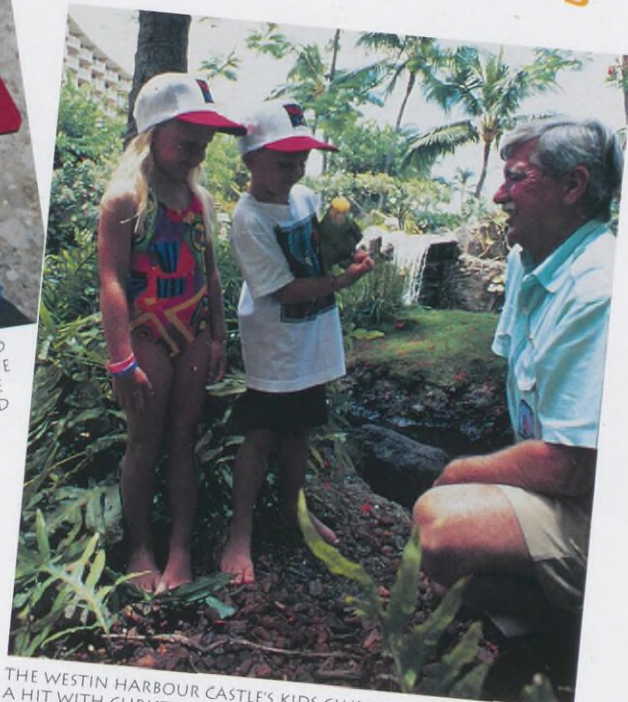
her property; serving as a voice between management and line employees; and the outstanding work she does in her community. Her community service work includes serving as a fund-raiser for hotel events, spending several hours of her personal time each week to provide grief and death counseling to patients and families at a local AIDS hospice, and her ongoing work collecting and donating clothing to Santa Clara's local battered women's shelter.

KIDS GET THE ROYAL TREATMENT AT WESTIN

Westin Kids Club, a new program rolled out in May, has been qualified a complete success with both parents and kids alike. Here's a look at some of the innovative programs Westin hotels around North America have developed to satisfy the needs and desires of our youngest guests, as well as just some fun and games.



KIDS AT THE WESTIN MAUI MEET FLAMINGOES, MACAWS, AND OTHER FASCINATING CREATURES ON THE ONE-HOUR WILDLIFE TOUR OFFERED THREE DAYS A WEEK. JOHN MALLEN, WILDLIFE MANAGER, INTRODUCES FREDDIE, A DOUBLE YELLOW-HEADED AMAZON PARROT FROM CENTRAL AMERICA, TO HIS GUESTS. (PHOTO COURTESY OF SOUTHERN EXPOSURE.)



THE WESTIN HARBOUR CASTLE'S KIDS CLUB REGISTRATION AREA IS A HIT WITH CHRISTOPHER AND COLE HUGHES, JR., SONS OF THE HOTEL'S OPERATIONS MANAGER, COLEMAN HUGHES.

THE MARIMBA PONIES, DRESSED IN WESTIN KIDS CLUB CAPS AND T-SHIRTS, DAZZLED PARTICIPANTS OF THE ANNUAL A.S.A.E CONVENTION HELD AT THE WESTIN ST. FRANCIS IN AUGUST. THIS JAPANESE PERCUSSIONIST GROUP, MADE UP OF 10 CHILDREN RANGING FROM AGE 6 TO 12, WAS JUST THE RIGHT AGE FOR KIDS CLUB MEMBERSHIP.



Thanks for choosing us for the night.
 We hoped you liked our beautiful sights.
 So put on your jammies, and sleep tight
 Cause now it's time to say "Goodnight!"

Sara
 Age: 10

THIS TURNDOWN CARD IS JUST ONE IN A SERIES OF SEVEN CARDS WHICH HAVE BEEN CREATED BY LOCAL TUCSON CHILDREN. THE CARDS WERE THE WINNING SELECTIONS FROM A CONTEST WHERE CHILDREN WERE INVITED TO DESIGN A SPECIAL "SWEET DREAMS" MESSAGE FOR GUESTS OF THE WESTIN LA PALOMA.



HART BALLIN, GENERAL MANAGER OF THE WESTIN CANAL PLACE IN NEW ORLEANS HOLDS A NEWS CONFERENCE FOR CHILDREN OF THE RAYNE NURSERY SCHOOL TO ANNOUNCE WESTIN KIDS CLUB. ONE COMPONENT OF THE PROGRAM AT THE WESTIN CANAL PLACE IS A CHILDREN'S LIBRARY, FEATURING CHILDREN'S BOOKS ABOUT NEW ORLEANS AND LOUISIANA, AS WELL AS BOOKS WRITTEN BY NATIVE AUTHORS.



MEMBERS OF THE WESTIN KIDS CLUB PLANNING TEAM CLOWN AROUND AT THE WESTIN HOTEL, CALGARY. FROM LEFT TO RIGHT, BARB MILLER, MARK WILSON, BOZZO THE CLOWN, JOANNE FOSTI, AND RHONDA FUNK.

KIDS STUFF IS SERIOUS BUSINESS AT THE CENTURY PLAZA... AT THE RECENT WESTIN MEDIA EVENT IN LOS ANGELES THE CENTURY PLAZA HOTEL AND TOWER'S BANQUET STAFF WENT FOR A "YOUNGER LOOK" TO HELP PROMOTE THE WESTIN KIDS CLUB PROGRAM. LOS ANGELES TRAVEL WRITERS AND THEIR CHILDREN WERE INVITED TO THE EVENT AND ADULTS AND KIDS ALIKE HAD A GREAT TIME, INCLUDING (FROM TOP LEFT TO RIGHT): MIKE POPA, JESUS CUEVAS, PAM BANER, ARTURO MANZANERES, ANGEL PEREZ, VIK SAKS, AND (KNEELING) MARTIN RABB AND MANUAL VARGAS.





Caesar Park Cancun Beach & Golf Resort

*On the cover and
background photo:
The Westin Hotel,
Providence*



The Westin Hotel, Tokyo

Three New Hotels Join the Westin Family

*I*t has been a busy fourth quarter for Westin Hotels & Resorts as new hotels have opened up in North America, Japan and Mexico.

Most recently, The Westin Hotel, Providence in Rhode Island celebrated its grand opening on December 2. A full-service, luxury hotel adjacent to the Rhode Island Convention Center, The Westin Hotel, Providence features 363 deluxe guest rooms and suites and has spectacular views of greater Providence and Rhode Island's majestic state capitol building. The hotel offers more than 17,000-square feet of flexible meeting space and is connected to the newly-opened Rhode Island Convention Center Complex via an enclosed second-floor walkway.

The rotunda lobby of The Westin Hotel offers a blend of old world charm and new world comfort and sophistication in this stately, neo-classic design hotel. The Grand Staircase, a reflection of a bygone era, has 30 steps swirling from the second to the third floor. An appropriate lounge is never far away with the hotel's Multiplex Lounge, which offers three separate venues including a sports, entertainment, or quiet atmosphere. Dining choices are plentiful with the hotel's main restaurant, a casual, "family-style" restaurant serving breakfast, lunch and dinner, and an upscale, specialty restaurant open for evening dining.

Located in the business district of downtown Providence, just 15 minutes from T. F. Green Airport, the hotel is especially geared to meet the needs of business travelers with business support services such as typing and copying.

The hotel's roof-top health spa, located on the eighth floor, gives guests the opportunity for revitalization. The spa features an indoor pool, sauna, whirlpool changing facilities, exercise equipment, and professional trainer to assist with proper use of exercise equipment and ensure guests get an optimum workout. The spa will also offer a massage area for both men and women.

The Westin Hotel, Providence is an independently operated hotel, or franchise, and joins The Biltmore Hotel in Coral Gables, The Westin Mont-Royal Hotel in Montreal, The Westin Resort, Vail and the soon-to-be-opened hotels in Omaha (see Newsworld) and Puerto Rico in a group that is sure to expand as Westin takes bold steps into the very important franchise market. Through the diversification of its products and services to a wider variety of people, franchising allows Westin to bring in additional fee income it might not otherwise receive through management contracts.

The difference between a management contract and a franchise agreement is the fact that Westin associates are not involved in the day-to-day operations or "management" of the property. We do provide the hotel personnel with Westin operations manuals, with the exceptions of finance, human resources and legal information, in an effort to explain to the operations people how to run the hotel the "Westin way." In the marketing arena, franchise properties are represented by Westin in exactly the same manner as a managed property, with other services available for purchase including Total Quality Management and procurement.

"For lower fees, they run their hotels to Westin's standards. They produce the exact same guest stay as would any of our managed hotels," says Nancy Peel, Manager, Technical Services. "Staying at one of Westin's franchise properties should be exactly the same experience for the guest as staying at a managed property."

CONTINUED ON PAGE 12

To facilitate this effort, all franchise properties are required to participate in three important Westin systems, Westin Premier (frequent guest program), Westron (reservations network), and Welcom (front office computer network). Throughout the fourth quarter of 1994 and into 1995, all WNA franchised and managed properties will participate in Westin's Quality Assurance Program in which a team of hotel associates will audit the hotels to confirm their compliance with all Westin standards.

October 1 marked the opening of Westin's newest property in Mexico, the Caesar Park Cancun Beach and Golf Resort.

The centerpiece of the resort is an 18-hole championship par-72 golf course, one of the few resort golf courses in Mexico. For swimmers, there are seven heated swimming pools and tennis buffs will enjoy the two lighted courts, while beachcombers will be able to stroll 700 yards of exclusive white sand beach. If watersports are preferred, the Caesar Park Cancun offers a full array as well as a full service fitness center with aerobics, massage, saunas and a weight room.

Each of the 427 guest rooms features first class accommodations, a panoramic ocean view, and deluxe amenities. Restaurants offer guests their choice of three distinct regional cuisines, Mexican, Argentinean and Italian, plus ocean-fresh seafood specialties and 24-hour room service.

The resort is also one of the few resorts in Mexico that provides complete convention facilities. The nine banquet rooms are fully-equipped for conferences; interpreters are available to provide simultaneous translation. The nearly 11,000 square foot grand ballroom features a dazzling ocean view through a unique floor-to-ceiling glass wall bordering the Caribbean ocean.

And on October 14, one of the most eagerly awaited luxury hotels ever to open in Asia and one that is already being hailed as the finest hotel in Tokyo, celebrated its grand opening. The Westin Hotel, Tokyo features the most spacious standard guest rooms and

suites of any hotel in Japan. The hotel is located in Yebisu Garden Place, an innovative new urban community that combines businesses and residences with shopping, restaurants and entertainment in the midst of a natural setting.

The hotel offers 445 guest rooms including 20 suites. The decor, by Bent Severin & Associates, the renowned San Francisco interior designers, is in a sophisticated European classical style. All rooms are equipped with state-of-the-art facilities and amenities.

Nine function rooms of varying sizes are available to host meetings and receptions. The Galaxy Ballroom can accommodate up to 1,200 guests. Complete catering services are available for all events.

Six hotel restaurants offer a wide range of menus and the hotel's three bars and lounges each have a distinctive, appealing identity of their own.

A unique feature of The Westin Hotel, Tokyo is its complete wedding facilities. Couples will find everything they need from the chapel and reception hall to changing rooms, a full-service beauty salon, and a photography studio all located on the hotel's second floor. The hotel expects to host more than 500 weddings in its first year.

Westin's innovative Service Express, makes it easy to take full advantage of the hotel's services with a single phone call. Guests can check for messages, ask for a laundry pick-up, and place a room service order all at the same time, 24 hours a day. Multilingual operators are available to help guests in their own language.

A DAY

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By PAT G...
and JULIA

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A DAY IN THE LIFE OF...

A Director of Romance



By PAT GLEASON, Director of Romance
and JULIA GAJCAK, Director of Public Relations

"I must have the best job on Maui if not in the entire Hawaiian Islands," says Pat Gleason proudly. "Who else gets to play Roarke from 'Fantasy Island' every day of the year?"

"About seven years ago, I started doing weddings, renewal of vows and engagements at The Westin Maui. But then again, match-making has been a natural part of my life since I organized a friend's wedding when I was in my early 20's. I didn't know then that I would end up getting paid to do what gives me the most pleasure. It is so gratifying to be able to create a dream wedding and take on all the details so the couple can simply enjoy their day and not worry about the endless planning it takes to put it all together," says Gleason, like any mother of the bride.

The Westin Maui will host about 225 weddings in 1994. And Pat is slowly approaching the resort's 1000th wedding. "I really have to give all the credit to former Food & Beverage Director Diane Anderson, Director of Marketing, Glenn Miller, and to my colleague Julia Gajcak, Director of



Public Relations. Diane suggested the title of Director of Romance® and Glenn ran with it. With Julia's help, the media went crazy with the title right from the start. I have been featured in just about every Hawaiian publication, national wedding magazine, and even recently in *The Wall Street Journal*. The biggest thrill so far was when I appeared on NBC's *Today Show* with Willard Scott. They did a remote broadcast from Maui and the producer was so intrigued with my title that they invited me to do a brief

segment. Willard's a real charmer and just as nice as he appears every morning on TV," said Pat. "And finally in November of last year, Westin Corporate registered the service mark, Director of Romance®. It can be used in print at any Westin property worldwide for the next nine years."

"Although the media is intrigued by what is hot and different, I really have to say the realism and sincerity displayed by Pat in all she does is what makes her a media magnet," says Director of Marketing Yvonne

Cablay. "She's a dream employee — Pat keeps in touch with many of her couples, sends them anniversary cards, even follows up with baby presents. She's just a naturally caring person with so much love to share that everyone who meets her knows she's special and feels lucky to work with her."

On any given day, Pat will work with as many as 10 couples via phone, fax, letter and in person putting the finishing touches on their special day. She makes it look easy. "I guess that's what being a professional is all about," says Kimi Hoang, Assistant Director of Romance®. "The business of romance really intrigues me. Pat has taught me so much about finding out first what the client needs and then exceeding their expectations. It's not our dream wedding, it's theirs," she said.

"Friends and even hotel employees perceive our jobs as glamorous and fun — which they are — but no one is aware that prior to getting to the fun point we have to attend to an array of details including type of wedding, location, minister, musician, photographer, videographer, florist, food and beverage, limousine, hair appointments, wedding license, and for larger weddings, the coordination of a catered reception with dinner and dancing."

"All in all, I have to admit the details can drive me crazy, but when it all comes

together and you get to share in the magic of the day, you forget the hours it took to get there," says Pat. "With the addition of Kimi to the team, we have risen to a new level of service and production. The practice of Total Quality has improved so many aspects of the resort — I have truly embraced the TQ Cornerstones. We completed inputting our wedding database this summer (Cornerstone #4) and plan to work off this vital information to generate new business. In addition, the concept of supplier involvement has been the key to most of my success. I can't forget my internal customer either. We continue to be the leading wedding hotel on Maui due to the strong efforts of the front desk, room service, housekeeping and the banquet staff."

Pat grew up in New Hampshire and has spent 10 years on the beautiful Valley Isle. According to Pat, "I don't know where I'll end up next, but in my heart I know that what I have done at The Westin Maui has made a significant difference to the financial success of the resort and has also greatly enriched the lives of hundreds of people, as well as my own."

Romance is the process... Love is the goal.



45 key corporate travel managers and agency partners joined the staff of the Chicago CSO and several Westin representatives on an evening cruise aboard the Valara VI on Lake Michigan during Chicago's annual Westin Week. 1994 marked the first year that Westin included frequent business travel clients in the event.



Larry Alexander, general manager at The Westin Hotel, Renaissance Center in Detroit greets President Clinton during his recent visit. Clinton was in Detroit for a Democratic fundraiser held at the hotel.



Recently, the chefs at the Camino Real, Guatemala participated in a very important event, "The Second Annual Food Festival 1994 on Guatemala," where the hotel received 12 culinary awards in six categories. From left to right: Gustavo Chacon; Rigoberto Alonso; Roberto Igleisas, Executive Chef; Robert Stanfield, General Manager; Evelyn de Batres, Food & Beverage Manager; Miguel Garcia, Executive Sous Chef; Juan Cruz; and Edgar Martinez.



The Westin Philippine Plaza was the site of the 1994 Miss Universe Pageant which aired on May 31 to a worldwide audience. Dayanara Torres, 1993 Miss Universe, is seen here with the hotel's executive chef, Christopher Christie.



Over 30 Westin Corporate associates rolled up their sleeves and joined more than 3,500 volunteers in the Seattle area recently by painting, doing yard work, and setting up a children's carnival as part of United Way's annual "Day of Caring." Mrs. Clada Louper, a senior citizen whose yard was cleaned up by Corporate's Polly McCarthy, Lynn Sweeney and Leti Palomera, wrote, "September 9 was a most pleasant day for me. They cut ivy and weeds. To hear their joyous laughter as they worked was music to my ears. They did a lot of work that day — may they continue to be blessed."



Englishman Jeremy Bates may have been defeated at Wimbledon, but recently Westin Hotels & Resorts, Europe along with co-sponsors American Airlines and Alamo Rent-a-Car found their own UK champions at the David Lloyd Centre, where more than 40 travel trade professionals took part in this annual tennis tournament. From left to right: Peter Soule, International Destinations UK; Nell Zimmern, Westin Hotels & Resorts, Europe; and Steve Quinlan, Ayscough Travel.



The staff at The Westin Regina Resort in Puerto Vallarta welcomed the Total Quality philosophy into their resort by striking an innovative pose.

The San Francisco Corporate Sales Office recently coordinated Westin's participation in the Westin/U.S. Air/San Francisco Giants "Instant Vacation Night" promotion. On May 13, fans arrived at Candlestick Park with their luggage packed for a weekend away from home. Following the selection of seven winners through a raffle drawing, the winners and their guest left the field in limousines and went directly to the airport to board flights to New York, Washington, D.C., Boston, Fort Lauderdale, Los Angeles and Toronto.

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BALL	0	0	0	0	0	0	0	0	0	0	0	0	6	28	
STRIKE	0	0	0	0	0	0	0	0	0	0	0	0	22	1B	
OUT	0	0	0	0	0	0	0	0	0	0	0	0	3	3B	
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WE'D LIKE TO THANK
WESTIN
HOTELS & RESORTS
FOR THEIR HELP WITH
INSTANT VACATION NIGHT!

New vegetarian menu offers twist to

Holiday Dining

This winter, as many of us get set to feast on holiday turkey and other meaty dishes, our guests will be experiencing a totally different menu at 40 Westin hotels and resorts.

Vegetarian '94, Westin's winter food and beverage promotion, features more than 100 recipes including appetizers, soups, salads, entrees and desserts to give those who are curious about creative vegetarian options as well as strict "vegans" (no meat, dairy or fish), plenty of tasty items from which to choose. A few of the exciting menu options include *Wild Mushroom, Spinach & Feta Cheese Strudel with Red Thai Curry & Lentil Sauce, Winter Squash Stew with Cranberry Chutney and Smoked Onion Rings, and Tofu Tempura Lasagna, Blackbean and Ginger Scallion Pesto*. The menu items will be available at participating Westin hotels and resorts during November and December.

Westin tapped six of its most experienced chefs in the area of vegetarian cuisine to create and test the recipes. Congratulations to Chefs Karl Peters, The Westin Renaissance Center, Detroit; Alan Koh Soon Huat, The Westin Stamford and The Westin Plaza, Singapore; Geoff Davies, The Westin Hotel, Santa Clara; Pradeep Kumar, Century Plaza Hotel and Tower, Los Angeles; and Jay Lyons, Bernd Liebergesell and Jean-Louis Lagalle, The Westin St. Francis, San Francisco. Congratulations also to Gamal Aziz, The Westin St. Francis, Patricia Blackburn, The Westin Hotel, Santa Clara, and Lee Evans and Kurt Fischer, Westin Corporate.

