



WESTIN HOTELS

MAY 1983

# Front!



**The Westin Crown Center  
celebrates ten great years**

(See COVER caption, page 2)

# NEWSFRONT

## Moving on Moving up

**J. Rafael Archilla** from catering manager, The Arizona Biltmore to director of catering, The Westin Oaks, Houston.

**Steven Bratichak** from chief accountant, The Plaza to assistant controller, The Westin St. Francis.

**Jesus Careaga** from director of sales, Camino Real, Tijuana to assistant director of sales, Camino Real, Puerto Vallarta.

**Eduardo de Lima** from general manager, Camino Real, Puerto Vallarta to managing director, Camino Real, Puerto Vallarta and Camino Reals, Guadalajara and Mazatlan.

*COVER: With a crowd of employees and other Crown Center community members looking on, The Westin Crown Center's five-story waterfall was rededicated on April 8 in commemoration of the hotel's tenth anniversary.*

*Following the reading of an anniversary proclamation by Kansas City Mayor, Richard Berkley, Jim Durham, vice president and managing director of The Westin Crown Center, joined with Camilla Crist, "Miss Missouri" of 1973, in pouring a bottle of champagne into the silent waterfall as the water was turned on.*

*If for many viewers the event seemed to have had a familiar look, it was not a case of *deja vu*. That ceremony, in fact, was a re-enactment of the original dedication of the waterfall ten years ago, at which both Durham (who opened the hotel) and Crist (then the newly-crowned "Miss Missouri") did the honors.*

## Front!

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

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Printed in U.S.A.

**Serge DeRose** from controller, The Westin Hotel, Edmonton to controller, The Westin Hotel, Ottawa.

**Marc Hellbach** from sous chef, Shangri-La, Hong Kong to executive chef, The Westin Chosun, Seoul.

**Brian Hornyak** from sales manager, The Westin Hotel, Toronto to director of sales, The Westin Hotel, Winnipeg.

**Liam Lambert** from executive assistant manager, The Westin Bonaventure, Montreal to executive assistant manager, The Westin Hotel, Ottawa.

**Peter Marshall** from assistant restaurant manager, Century Plaza to assistant front office manager, The Westin Benson.

**Timothy Ratcliff** from management trainee, The Westin Bonaventure, Los Angeles to assistant project manager, Corporate EDP Department.

**Gordon Ross** from assistant director of personnel, The Westin Hotel, Chicago to administrative assistant, The Westin Hotel, O'Hare.

**Hector Sanchez** from F&B manager, Camino Real, Cancun to executive assistant manager, Camino Real, Puerto Vallarta.

**Linda Swearingen** from director of housekeeping, The Westin South Coast Plaza to director of housekeeping, The Westin Bonaventure, Los Angeles.

**Martin Uddenberg** from sous chef, The Westin Hotel, Seattle to sous chef, The Westin Crown Center.

**Albert Zumsteg** from chief engineer, The Westin Hotel, Edmonton to building superintendent, The Westin Hotel, Copley Place Boston.



*The Ilikai Resort gets the blessing of the Reverend Abraham K. Akaka, pastor of Kawaiabao Church in Honolulu, assisted by Larry Turner (right), president of TMC Vacation Sales exclusive agents for The Resort.*

## Ilikai Resort Timeshare — ALL SYSTEMS 'GO'

After months of preparation and negotiating approvals from various local government bodies, Westin's Ilikai Resort timeshare venture is off and selling.

Active efforts to sell long-term leasehold interests for the 374 units of The Westin Ilikai's Yacht Harbor Building officially began on April 18th.

To support the efforts of its highly-trained, on-site sales staff of licensed real estate agents, an ambitious marketing plan, involving advertising in Hawaii and placement of first-class brochures in selected hotels and United Red Carpet clubs will direct prospective buyers to an 800 number at Westin's Central Reservations Office. Callers can book tours of the model rooms, request informational brochures, or speak to a licensed salesperson directly.

The 61-year Ilikai Resort timeshare concept allows purchasers to buy a leasehold interest in one or more specific

units in the building for specific intervals of one or more weeks a year — to the year 2044.

Vacation leases are recorded in the Land Court of the State of Hawaii and may be sold, willed or transferred.

Ron LaRue, director of advertising and public relations and responsible for the project's coordination, estimates that the sales process will take approximately three years. Ilikai Properties, Inc., a wholly-owned subsidiary of Westin Hotels, will manage The Ilikai Resort for a minimum of five years beyond that.

As a bonus attraction, the Ilikai Resort timeshare purchasers benefit from amenities and services that are available to guests of The Westin Ilikai, including round-the-clock security and daily housekeeping services.

Meanwhile, until they are sold, all units in the Yacht Harbor wing will continue to be available as hotel rooms.

## Bellevue Stratford name change

Westin's corporate offices announced a name change for the Bellevue Stratford in mid-April. The hotel will now be known outside the Philadelphia area as The Westin Bellevue Stratford, Philadelphia. Within Philadelphia, however, the hotel will continue to be called the Bellevue Stratford.

## Interface project boosts reservations

Travel agents, in particular, think it's the greatest. The travel agents' clients are reassured by it. And for these and certain cost savings reasons, Westin is very, very pleased with it.

"It" is Westin's airline interface project which, by mid-May, has become fully operational.

The project concept was basically a simple one.

Thousands of travel agencies as well as many corporate and government agency offices throughout both the U.S. and Canada use computer systems for booking travel arrangements. These are airline system installations of which there are perhaps a dozen participating airlines (clients with a United Airlines system, for instance, operate on United's Apollo system). All systems are capable of booking airline, hotel and car rental reservations.

Westin Hotels has its own internal computerized reservations system, Westron, which in essence is an adjunct to United's Apollo installation. Fed into this installation is all necessary data on all of Westin's hotels necessary to make room bookings and through which reservations traffic to and from the hotels as well as Westin's Reservation Center are conducted.

The Westin idea was to add certain enhancements to its computer to allow the airline system users to, in essence, utilize the Westron system.

This direct action would not only cut out the former manual procedure and speed the reservations process while reducing errors, but, for Westin, result in greatly reduced reservation handling costs.

The first step in that process was inaugurated exactly one year ago, May 1982. It was

limited to a Communications-In package. It allowed airline systems subscribers and airline reservations agents to send hotel reservations directly into the Westron system. A process for the automatic return of confirmation numbers, however, was not yet built into the system.

That step came about in late February of this year with implementation of what is called Communications-Out Phase 1.

This enhancement completed the send/receive cycle for any reservation booking. A confirmation number is instantly returned to the message

originator for each booking made.

This month, the final or Phase II enhancement to Westin's Communications-Out project was put in place. It provides users with automatic update information on room status and availability for any Westin hotel. This also replaces a former manual function, and brings the availability of all systems into synchronization.

In effect, the interface system installation increases Westin's "reservation staff" by several thousand people. Any system user can place and instantly confirm a reservation at any Westin hotel simply by

punching in the necessary information on their airline system CRT keyboard. For the busy travel agent especially, it's a boon—a fast, accurate, no-hassle way to do business with Westin that's appreciated.

As Harvey Cannova, manager of reservations systems for Westin Hotels, notes: "We feel this is just one more indication of Westin's commitment to respond and be sensitive to the needs of travel agents. We're doing everything we can to make it easier for them to do business with Westin Hotels."



*Despite sore feet and weary bods, this group of Arizona Biltmore Superwalkers declare victory with a smile.*

## HOTEL'S SUPERWALKERS

No less than 'sensational'

Because of production lead time, Front! is unable, with this issue, to report on the results of this year's WalkAmerica/Teamwalk scheduled in late April for most of the participating Westin Hotels.

There was one early hotel participant in this annual event, however. It was The Arizona Biltmore, who had scheduled

their Superwalk on Saturday, March 26. Their effort proved no less than sensational!

With 31 employees participating along with friends and relatives, who also represented the hotel team, over \$3,200 was raised to benefit the March of Dimes Birth Defects Foundation.

The team's average of \$91 in pledges per walker, far surpassed the national Superwalk average of \$61. Further, there

wasn't a drop-out in the bunch. Every single walker completed the 25-kilometer route.

Incentive prizes were given to walkers who came up with the most pledges and sponsors. The grand prize, a day off with pay, plus two roundtrip airline tickets to Los Angeles was won by Jim Schaffer, purchasing director who collected \$558.75 in pledges.



Computer exhibitors demonstrated their products to EDP users.

## FOR EDP USERS, EXCITING POTENTIAL

It was six years ago when about ten Westin people gathered at The Westin Crown Center for the company's first electronic data processing (EDP) users meeting.

At the time, EDP installations were limited to the corporate offices and a few larger hotels. System capabilities were fairly limited.

In early March this year, The Westin Hotel, Seattle, hosted the Sixth Annual EDP Users Meeting. As much as anything else, that meeting served as an impressive indication of EDP's impact on Westin's operations over the past six years.

Attending the three-day event (March 8-11) were some 50 EDP users—largely hotel controllers and data processing managers—representing 31 properties as well as the corporate offices.

As Bob Jenks, senior vice president and treasurer, noted in his keynote address to the group, "Your involvement in the pioneering of EDP technology puts you in one of the

most exciting and fastest growing areas in the company."

Setting the direction for the meeting agenda to follow, Jenks added, "We are here to broaden our perspectives in a learning experience to increase our awareness of the state of the art in the industry and what Westin is doing today in this area. We will also explore future projections for utilizing EDP systems to improve guest services and productivity."

Jenks stressed, however, that caution should be exercised in determining the desirability of available software to avoid the "nice to have" impulse. "First and foremost," he said "is the necessity to examine the real and potential need for application. Otherwise, your management could become disillusioned with the cost benefit relationship to state of the art automation."

Session topics that followed covered more than a half-dozen information systems now installed or planned for installa-

tion at the various hotels and corporate offices. Further, attendees were exposed to at least that many more new systems and technological advances to established systems through presentations and equipment demonstrations.

Attendee representatives from various hotels as well as the corporate offices presented overviews of system usages often unique to their operations. Among them: The Century Plaza's Accounts Receiv-

able Cycle Billing System; the Cash Flow Analysis System used at The Westin Renaissance Center, Detroit; the utilization of "personal computers" at The Westin St. Francis; and the corporate offices-developed Westsel Group Lead System.

Industry representatives also contributed to the groups' overall learning experience with presentations and equipment demonstrations ranging from personal computers to automated self check-in/check-out systems.

Sparking some of the greatest enthusiasm were those presentations dealing with EDP technological advances—the yet-to-come usage applications and consequent impact on the job and on personal life styles.

Through presentations, demonstrations and interaction with each other, attendees confirmed their awareness that electronic data processing had indeed come a long way over the past few years. But more than that, the meeting also confirmed that their pioneering involvement in this new and exciting technology was one of barely tapped potential.

### Westin's 23 Four Diamonds

As a follow-up on the Westin hotel awards report in the January/February issue of *Front!*, this listing of 23 Westin hotels earning AAA Four Diamond ratings was since received:

UNITED STATES: The Westin South Coast Plaza; The Westin Bonaventure, Los Angeles; The Westin St. Francis; The Westin Peachtree Plaza; The Westin Ilikai; The Westin Hotel, Chicago; The Westin Hotel Renaissance Center; The Westin Crown Center; The Plaza, New York; The Westin Hotel, Cincinnati; The Westin Benson; The Westin Bellevue Stratford; The Westin Galleria, Houston; The Westin Hotel, Seattle.

CANADA: The Westin Hotel, Calgary; The Westin Hotel, Edmonton; The Westin Bayshore; The Westin Hotel, Winnipeg; The Westin Hotel, Toronto.

MEXICO: Camino Real, Cancun; Camino Real, Guadalajara; Camino Real, Puerto Vallarta; Camino Real, Ixtapa.





### Long distance runner

NEW YORK—The thrill of the race, as viewed on TV the previous year, was enough to inspire Brian Finneran, front office supervisor at The Plaza, to compete in the New York Marathon (pictured here) last year. He finished the brutal 26.5-mile course in 3 hours, 45 minutes. That exhilarating experience prompted his filing for entry in this year's Marathon and, if accepted, he will be running the course all over again this October.

Meanwhile, Finneran has begun a training schedule of running 20 miles a week, or four to five miles a day, on a concrete course in Central Park and plans to build that up to a 40-mile week over the next few months. Additionally, to keep in shape and build stamina, he has involved himself in a busy sports schedule that includes playing hockey, racquet ball and La Crosse.

### Tokyo operations visited

TOKYO—While in Tokyo in early March to attend the opening of the Akasaka Prince Hotel, Chris Marker (second from right) executive vice president/management services, visited with the staff of the Westin Sales Office/Asia then joined them for this photo.

Pictured (from left): Miyuki Nakazawa, reservationist; Motoka Abe, reservations supervisor; Akio Hirao, director of sales; Marker; Yuki Obara, reservationist.



### The road to Raffles City

DENVER—The experience is proving an exciting mix of cultural, classroom, and professional adjustments for these three Singaporean students now attending the University of Denver on a Westin Raffles scholarship to pursue studies in hotel and restaurant management.

The three (from left), Choon Kwang Tan, Boon Kwee Lim and Wee Gee Ang, had their first taste of hotel operations life when they interned at The Westin Hotel, Vail for four weeks this winter during their winter break. This summer they will further that internship with pre-opening assistance at The Westin Hotel, Copley Place Boston.

Upon graduation from the University, the trio will return to Singapore to assume positions with the Westin Hotels of Raffles City.

# PHOTONEWS

## Employer of Year

DETROIT—The Westin Hotel, Renaissance Center Detroit has been named Employer of the Year for 1982 by the Michigan Department of Labor in recognition for their efforts to employ the blind.

The hotel employs two blind employees in the Stewarding Department, who have been with the hotel since its opening on March, 1977.

Accepting the award for the hotel from John Mullin of the Michigan Department of Labor's Commission for the Blind is Pat Deere, assistant director of personnel for The Westin Hotel, Renaissance Center Detroit.



## A past recalled

SEATTLE—Attendees of the Management Conference, held in Seattle earlier this year, were treated to a stroll down memory lane via a memorabilia showing as arranged by Westin's archivist, Bill Keithan, senior vice president.

That stroll led through dis-

plays of mounted photos, documents and news clippings chronicling the company's 53-year history as well as table displays of memorabilia pieces from former Westin offices and hotels.

Recently, a Westin Hotel's Archives Room has been established on the tenth floor of The Westin Building for which Keithan welcomes your memorabilia contributions.

## Boar-ing market expo

TORONTO—Because the Toronto Marketing Expo '83 coincided with Chinese New Year, the participating Canadian general managers and sales people were inspired to insure the "good fortune" of their campaign with fortune cookie handouts to client prospects. Printed cookie inserts contained lightly humorous message greetings with focus

on the Chinese Year of the Boar (i.e. "No boar-ing sales pitch, just a friendly greeting from Westin Hotels.").

Cookie-ing up prior to the campaign's start are (from left): John Visconti, sales manager, Westin Sales Office/Canada; Randy Zupanski, Expo coordinator, Westin Sales Office/Canada; Suzel Brunel, director of sales, The Westin Bonaven-

ture, Montreal; Christine Dunwoody, sales manager, Westin Sales Office/Canada; John Meissner, director of marketing, The Westin Hotel, Ottawa; David Morton, director of sales, The Westin Hotel, Edmonton; David Shackleton, director of marketing, The Westin Bayshore; Pat Miller, national sales manager, The Westin Bayshore; Jan de Haan, national sales manager, The Westin Hotel, Ottawa; Fergus Brown, director of sales, Westin Sales Office/Canada.





### Grand Prix 'ace'

HONOLULU—Honolulu Mayor Eileen Anderson (right) and The Westin Ilikai's head tennis pro, Charlie Panui, set to "ace" the first ball, launching a major joint effort by The Westin Ilikai, the Hawaii Tennis Association and the City and County of Honolulu to revive the Ilikai Grand Prix of Tennis in 1983. Along with Hawaiian Airlines, the Grand Prix will include a six-tournament statewide circuit leading to the championship tournament at The Westin Ilikai in October.



### Prospecting job expo

BOSTON—Career Expo '83, a Boston job fair for minority students, drew some 300 interested prospects to The Westin Hotel, Copley Place booth during the day long event. Eight hotel staff members talked with and accepted job resumes from the students, most of whom would become active job seekers upon graduation this June. From these resumes, likely prospects for hotel positions will be interviewed for specific on-staff positions and training prior to the hotel's opening in July.

Here, the hotel's executive assistant manager, Donn Takahashi, interviews job fair student attendee, Janet Lee, of Brandeis University, who has expressed interest in a purchasing or accounting position with the hotel.



### A Princess remembered

PHILADELPHIA—When she was a youngster, Grace Kelly would often dine at the Bellevue Stratford's Hunt Room with her dad, John B. Kelly. Later, as a movie star and as Princess of Monaco, Kelly would occasionally stay at the hotel.

In commemoration of those occasions, a framed photograph of the late Princess was recently mounted in the room. At its unveiling were her brother, John B. Kelly, Jr., and his wife, Sandra, and the Bellevue Stratford's general manager, Bart Moore (right).



### Boot-les of beer

SINGAPORE—In appreciation for booked business, the Shangri-La treated the secretaries and bosses of their top corporate accounts to a wild west party at the hotel recently. There was plenty of food, fun and games to keep the action going, including several prize

drawings for one gram gold bars.

Here, Danny Kwek, senior sales manager (left) lends encouragement to contestants of the beer drinking contest. No small feat (foot?) — with a half-litre of brew.

# Westin CUISINE



## People make the image

A major contributor to Westin's first-class image is easily traced to the quality of its restaurants — its fine dining rooms in particular.

From hamburgers to haute cuisine (or nouvelle and the more recent, California cuisines), Westin's culinary operations are recognized as among the finest in their respective communities. This is testimony to the imagination, expertise and high degree of professionalism exhibited by the food and beverage staff of each of Westin's hotels.

In support of that testimony, accolades from individuals, as well as from industry peers and critic evaluators, have become almost commonplace. Like these recent examples:

### Westin scores with L.A. writers group

Raimund Hofmeister, executive chef of the Century Plaza, named "Chef of the Year."

Tibor Varga, who divides his time as wine steward for both the Vineyard at the Century Plaza and Beaudry's at The Westin Bonaventure, Los Angeles, named "Sommelier of the Year."



Rita Leinwand (left), Los Angeles Restaurant Writers Association officer, presented Hofmeister with his "Chef of the Year" Award.

Mahmut Gulen, maitre d' for the Century Plaza, placed among the four top contenders for "Maitre d' Hotel of the Year" honors.

This recognition is from the Los Angeles Restaurant Writers Association members, as announced during awards ceremonies following that group's 15th annual banquet held at Beaudry's in late March.

Annually, the restaurant writers of the greater Los Angeles area, of which there are several, gather for a banquet to recognize restaurant operation excellence.

Restaurant operation all-over quality is also evaluated by the group and given star ratings with four stars being the maximum honor. Here again, Westin scored. The Westin Bonaventure's Beaudry's rated a 4-star and the Vineyard at the Century Plaza rated a 3-star. In a reverse for the wine list rating category, Beaudry's rated a 3-star while the Vineyard made it to the top with a 4-star.

### Westin's chefs dominate U.S. Olympic team

Every four years, culinary teams from around the world compete for gold, silver and bronze medals in Frankfurt, West Germany in what is known as the International Culinary Olympics.

Next year, 1984, is an Olympics year and some national teams are already forming.

The already selected U.S. team is being represented at the '84 event with a Regional and Pastry team as part of its National Team, which comprises a total of twelve members.

Particularly noteworthy, but perhaps not that surprising, is the fact that four of the twelve members, or one-third of the group, are Westin hotel chefs!

Three of the Westin chefs will compete with the five-member Regional Team group. The three, all executive chefs, are: Marcus Bosiger of The Westin Galleria, Houston; Victor Gielisse of The Westin Oaks, Houston, and Raimund Hofmeister of the Century Plaza.

The fourth Westin entrant is Gunther Heiland, pastry chef with The Westin Bellevue Stratford, Philadelphia, who was selected as a participant of the three-member Pastry Team.



The Westin Bonaventure Montreal's culinary champs (from left): Manon St. Laurent, Gaetane Pelardy, Andrew Forget, Ken Chong, Salim Somani, Rene Jungling, Michel Geday (F&B director), Michel Pujol-Soulet, Paul Andrew Courtois, Jean Christian Sylvestre, Basba Mobammed.

### Trophies by the wagonload

The Westin Bonaventure Montreal's culinary staff might well request the addition of a trophy room in their next capital improvements budget. They could use one.

In the recent province-wide Quebec Culinary Competition, the hotel's talented team of eleven chefs cleaned out the awards table by bringing home thirteen trophies, gold and silver medallions and award plaques.

Included in these prizes were the coveted Courvoisier

Trophy and the Trophee de l'Association Canadienne des Cadres des Services Alimentaires. The latter awarded for the group's team participation effort.

Winner of the Courvoisier Trophy was Ken Chong, garde manager, with his Delice de Saumon entry. This was the second year in a row that Chong captured the Courvoisier Trophy.

Pastry chef Jean-Christian Sylvestre's entry in the dessert category won him the Societe Culinare Philanthropique de New York's gold medallion.