

FRONT

**The new
Tivoli Gardens
look at
The Westin
Peachtree Plaza**

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Mullikin heads Hilton International as well

The election of Harry Mullikin as chairman and chief executive officer of both Westin Hotels & Resorts and Hilton International was announced by Allegis chairman Richard Ferris on April 1. That announcement coincided with the acquisition completion of Hilton International Co. from Transworld Corporation, a transaction that has been underway since December 23, 1986.

Also announced was the appointment of John Calvert as vice chairman and chief financial officer of the two hotel groups. Both Mullikin and Calvert are moving to Chicago to oversee and coordinate operation of both hotel companies. Joining them is senior vice president Larry Magnan who will be assisting in the coordination process.

With the completion of its acquisition of Hilton International, Allegis becomes the leading luxury hotel corporation in the world with more than 67,000 rooms and 71,000 employees.

COVER: Dramatic archways outlined in sparkling Tivoli lights and comfortable, cozy lounge areas are all part of the stunning \$11 million redesign of The Westin Peachtree Plaza's lobby. The recently completed lobby project was part of a total multi-million dollar renovation of the entire hotel.

FRONT

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

Gabe Fonseca
Publications Editor
The Westin Building
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NEWSFRONT

Moving on Moving up

Kim Bradford, national sales manager, Century Plaza to director of sales, Arizona Biltmore

Edmond DiAntonio, catering sales manager, The Westin Hotel, Copley Place Boston to catering manager, The Westin St. Francis, San Francisco

Michael Peck, reservations supervisor, The Westin Hotel, Chicago to reservations manager, The Westin Hotel, O'Hare

Charles Randall, restaurant manager, Arizona Biltmore to banquet manager, The Westin Paso del Norte

Lindbergh Valentin, asst. director of human resources, The Westin St. Francis to director of human resources, The Westin Mauna Kea

Conference re-emphasizes 'value of networking'

The Westin Canal Place was gracious host for the Westin Sales Conference held in New Orleans March 11-14.

Attending the two and one-half day meeting were 120 men and women representing Westin Hotels & Resorts worldwide as well as Corporate and Marketing Division executives.

Following a brief opening session keynoted by Fletch Waller, executive vice president/Marketing, attendees dispersed to their assigned discussion group sessions. Sessions focused on such pertinent and wide-ranging topics as: expanding the hotel's marketing reach, selling against the competition, training pro-

grams and market segment management.

The traditional Roundtable Luncheon welcomed Dwight Call, president, who responded to table group questions covering widely varied subject areas.

An extended session focused on a special learning session presentation by the Pacific Institute of Seattle that investigated new approaches in self-perception, listening, communicating, networking and selling.

The Friday evening Awards Festival saw the presentation of seven achievement awards by Bill Newman, senior vice president and Conference chairperson, and Dave Evans, vice president and general sales manager. The honored award recipients were:

Martin Waechter, director of sales for The Westin Chosun, Seoul, named "Hotel Director of Sales for the Year."

Joseph Marinelli, sales manager, Westin Hotel, Renaissance Center Detroit, "Hotel Salesperson of the Year."

Jerre Riffle, director of convention services, The Westin

St. Francis, the "Convention Services Marketer of the Year."

Zahid Nana, director of catering, The Westin Crown Center, named "Catering Marketer of the Year."

Gary Cope, reservations manager, The Westin Bonaventure, selected as "Reservations Marketer of the Year."

Additionally, The Westin Hotel, Galleria Dallas sales team was honored as "Hotel Sales Team of the Year," and the Corporate Sales Office-Europe was chosen as the "CSO Team of the Year."

"This conference was an opportunity to re-emphasize the great value of networking in selling an international family of leading hotels," Newman noted in summarizing the success of the meeting. "For many of those attending," Newman added, "it was their first such meeting and provided many valuable contacts that will translate into real dividends in terms of business referrals, lead exchanges and even better inter-hotel and inter-office communications and understanding."



Martin Waechter (right) of The Westin Chosun, Seoul, is presented with his "Director of Sales of the Year" plaque by Fletch Waller.

NEWSFRONT

Westin to manage Orlando hotel

In early March, Westin announced it would manage a 17-story, 288-room hotel to be constructed at duPont Centre, a \$400 million mixed-use development in downtown Orlando, Florida.

The hotel, to be called The Westin Hotel, duPont Centre Orlando, is scheduled for a construction start groundbreaking late this summer with a 1989 completion date slated.

The business traveler oriented hotel will feature 14,000 square feet of meeting space. This includes a 5,000 square foot ballroom which will seat 500 people. Three meeting rooms and a permanent boardroom will serve the meeting needs of smaller groups.

Food and beverage facilities will include a fine restaurant and bar offering terrace service, a lobby bar and an entertainment room. Twenty-four hour room service will also be available.

A health club will offer a full Nautilus circuit, aerobics area, swimming pool, whirlpool, terraces for sunbathing, a juice bar, and men's and women's locker rooms with saunas. A wellness program offered in conjunction with Florida Hospital will include examination and testing as part of the health club operation.

The duPont Centre itself encompasses a 13.5-acre site in

downtown Orlando and is considered the city's most ambitious development. As well as the hotel, the master planned urban center includes three office towers, a collection of sophisticated shops, a variety of restaurants, and a 200,000 square foot trade mart as well as parks and promenades.

The Westin Hotel, duPont Centre's location places it within 20-30 minutes of such major U.S. tourist attractions as Walt Disney World and Epcot Center, Sea World, Circus World and Stars Hall of Fame. The Orlando International Airport is even closer.

In announcing the new property, Harry Mullikin, Westin chairman and CEO noted, "The Westin Hotel will be our second entry in the Florida market. We're pleased to participate in the rapid growth of the Sunshine State."

Westin first entered the Florida market in December, 1986 with the opening of the 294-room The Westin Cypress Creek in Fort Lauderdale.



An Italian marble fountain is dramatic centerpiece for the hotel's restaurant complex.

Hotel's redesign borrows from Tivoli Gardens

The \$11 million redesigned lobby of The Westin Peachtree Plaza, completed in February this year, was inspired after Copenhagen's famed Tivoli Gardens.

Thousands of tiny Tivoli lights climb to the glassed ceiling of the five-story atrium lobby and outline the newly designed elevator cabs and wall treatments for an almost magical lighting effect. Also new is the marble flooring, custom designed furnishings and specially commissioned sculptures to give the lobby its first totally new look since its opening in 1976.

The lobby redesign is part of a \$31 million renovation of the

hotel which has been taking place over the past several months. Included has been the complete redo of guest rooms, suites and meeting rooms. An additional \$4 million is budgeted for the renovation of the tri-level, revolving restaurant and cocktail lounge atop the hotel, the Sun Dial, and of the lobby level Savannah Fish Company dining room.

The 1,074-room, 73-story hotel boasts as being the tallest hotel in the Western Hemisphere. As a result of its totally new look renovation, it could in a sense also boast as being Atlanta's newest. Certainly, it's that city's most stunning.

Management changes

Recent changes in hotel management positions have included the following:

Tom Cortabitarte, managing director at The Westin Hotel, Renaissance Center, Detroit, is named general manager of The Westin Hotel, San Francisco Airport which is scheduled for a late fall, 1987 opening.

Naveen Ahuja, managing director of The Westin Hotels, Houston, replaces Cortabitarte as managing director of the Detroit hotel.

Larry Scheerer, executive assistant manager at The Westin La Paloma, has been named manager for The Westin Kauai.

Myles Shibata, executive assistant manager at the recently sold Ilikai in Honolulu, moves to The Westin Maui as executive assistant manager for that property.

Hotel Utah to close

The First Presidency of The Church of Jesus Christ of Latter Day Saints announced in early March the proposed closure of The Westin Hotel Utah scheduled for August 31, 1987.

The announcement went on to state that the 75-year old hotel would be renovated and converted to an office building largely for Church usage.

The hotel will continue to be managed by Westin through to its end of August closure under the continuing direction of general manager Tom Hosea and his staff.

PHOTO NEWS

Little charmer

SEATTLE—Little Gretchen Rosenkranz, National Poster Child for the March of Dimes for 1987, charmed the front office staff at The Westin Hotel, Seattle with her bright manner and smile when she checked into the hotel recently. The six year old from Olympia, Washington was born with spina bifida hydrocephalus (water on the brain) and club feet and is currently on tour as Poster Child throughout the United States. Assisting Gretchen with check-in is Elizabeth Wing, front office assistant manager.



'Taste of Detroit'

DETROIT—At the invitation of Michael Micketti, director of marketing for The Westin Hotel, Renaissance Center Detroit, 19 corporate sales managers from Westin Corporate Sales Offices from New York to San Francisco attended a "Taste of Detroit" familiarization tour of the city. After viewing the many attrac-

tions and amenities Detroit has to offer, the group returned to their respective offices with renewed enthusiasm about the motor city's tremendous opportunities for group and corporate business. The visit ended on a "taste" note of another sort when all the sales people gathered at the Detroit Institute of Arts (pictured) for their famous "Brunch with Bach".



Drill thrill

PUSAN—Once a month, employee members of The Westin Chosun Beach Civil Defense Force practice their fire/life safety drills as part of a nationwide emergency preparedness campaign. One of the drill exercises is the dropping of an escape chute from the top—10th—floor of the hotel and its thrill ride trial usage by members of the staff. At the February drill the civil defense force was inspected and rated on the various exercises by local government officials and came through with flying colors.

PHOTO NEWS



Working together

CHICAGO—A good example of our Allegis philosophy of sister companies working together is taking place at The Westin Hotel, O'Hare which has contracted to do the laundry for the United Airlines Training Center. The move not only provides United Airlines with better service but has helped the hotel by adding additional staff to their Housekeeping department which is reflected in better guest service. From left: Wanda Hornewer, United's hotel staff administrator; Phillip Tsilis, director of housekeeping and Pam Pappanduros, laundry/valet supervisor, both of The Westin Hotel, O'Hare.



Hooked logo

PITTSBURGH—Last fall after The Westin William Penn's employee picnic, Theresa Zupon (left) management candidate, Loraine Werling (center) executive secretary and Cathy Ching (right) assistant director of Human Resources decided to make a large Westin logo suitable for display at all employee functions. Since all three were adept at rug making, they settled on a hooked rug in the appropriate grey/red colors as the medium, and with the help of hotel carpenters had it mounted on plywood.



Ice aquarium

STAMFORD—A crowd of some 4,000 people mingled at the Cove Island Winter Festival in Stamford, Connecticut in late February while chefs Michael DeMaria and Paul Bache of The Westin Hotel, Stamford sawed and chisled away on several blocks of ice. The hotel culi-

narians, competing in the ice sculpture competition, walked off with the first prize with their "Ice Aquarium" sculpture depicting seahorses and flying fish. Chef DeMaria poses proudly with the award winning masterpiece.



'Grand Masters'

SAN FRANCISCO—Joel Rambaud, Chef de Cuisine for Victor's restaurant at The Westin St. Francis was one of six San Francisco chefs selected by the Grand Master Chefs of America Society to participate in the "Grand Master Chefs of San Francisco" program. The chefs have been selected to teach gourmet cooking in their restaurant kitchen for small classes this spring. At series conclusion this June, the chefs will be

honored at an Awards Reception during which they will be presented the "Grand Master Chef of America" medallions. The Westin St. Francis is the first San Francisco hotel to be included in their annual event. The all-star "master" culinarians include (from left): Lucas Schoemaker, Jil's Trianon; Renato Rizzardi, Donatello; Rambaud; Rene Verdon, Grand Master Emeritus; Jacky Robert, Amelio's; Herbert Keller, Fleur de Lys.

United Way commitment involves U.S. employees

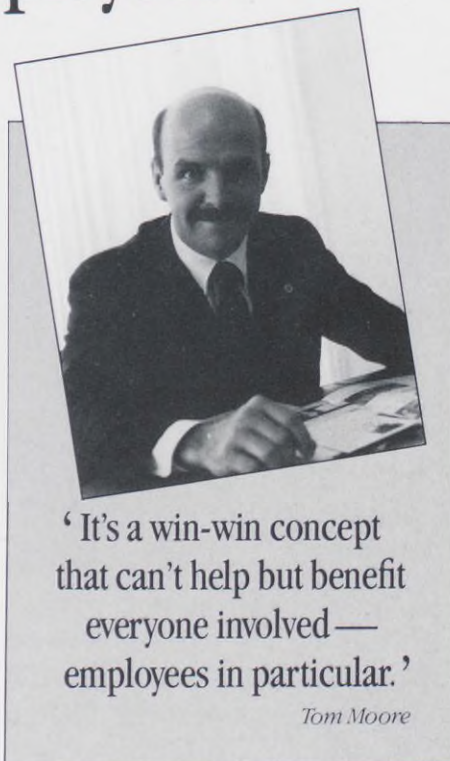
The annual United Way campaign is no longer a sometime thing with Westin. It's now a full-time commitment.

It all started last year when Westin Hotels & Resorts was asked to join with other large businesses across the United States to become a United Way National Corporate Development (NCD) program company.

The program involves a year round effort among NCD member companies to: (1) educate and inform its employees about United Way agency services; (2) stimulate employee volunteerism in working with community agencies; (3) directly involve hotel management in United Way agency service; and (4) develop a coordinated effort to increase employee giving through payroll deduction at all office/hotel locations.

Says Tom Moore, Westin's manager of employee relations and the appointed NCD coordinator for Westin: "The NCD concept is a very exciting one and it makes a lot of sense.

"In the past we were hit once a year with an outstretched palm, so to speak, and asked to contribute to United Way and it's agencies, many of which we knew very little about or hadn't even heard of. Though most of us probably thought the cause was right, we just weren't too sure



where our contributions were going or whether or not they were being well spent. Further, other than contributing our hard-earned money many of us never really felt involved in the process or in our understanding of community services in general.

"The NCD program helps to change all that. It will help give us all a pretty clear picture of how, where and why our con-

tributions are being spent and give us a voice and an opportunity for active involvement in the community service process if we wish."

Working with corporate and United Way executives, Moore has developed a Westin campaign program calendar for 1987. The schedule includes the appointment of campaign coordinators for each of the U.S. hotels and a corporate orientation of the coordinators in Seattle; a selected sampling United Way attitude survey among the employees of various hotels; and a coordinated company-wide solicitation campaign scheduled for September 1 to 11.

But of special interest to employees will be the in-hotel information and educational program as developed by their hotel's United Way coordinator.

These efforts are being designed to increase employee awareness and understanding of community services in general and United Way in particular as it affects their community, their fellow employees and themselves.

The 1987 United Way NCD program represents a total commitment by Westin's corporate and hotel management people. But as Moore notes, "It's a win-win concept that can't help but benefit everyone involved — employees in particular. They are given an opportunity to share their talents and skills by becoming agency volunteers. And, most of all, they can see how their financial and physical assistance can contribute to the betterment of their community."

This year, by the way, celebrates the 100th anniversary of the United Way — a testimony to its need and value to the community over the past century. It's national convention celebrating that centennial event is being held this month (April) in Washington, D.C. hosted by The Westin Hotel, Washington, D.C.

THE UNITED WAY LOGO — WHAT IT MEANS



The United Way logo is very visible. It is displayed at health-care facilities, day-care centers, neighborhood human-services organizations, and on United Way products. But what does it mean? The message is simple, but universal.



The bottom is a helping hand symbolizing United Way's support of services and programs that in turn support the people in local communities.



The center image, based on the universal symbol of mankind, is cradled by the helping hand. It indicates that United Way cares about all people, everywhere.



The rainbow overhead, emerging from the hand to shelter the figure, represents hope for a better tomorrow.

WESTIN PEOPLE

Winner's roll

With three top professional awards under belt — or, rather, mounted on her office wall — it's pretty clear that Jerre Riffle, convention services manager at The Westin St. Francis has been on a winner's roll.

It all began late last year when *Successful Meetings Magazine* notified her that she had been selected to receive its Convention Service Manager Award for 1986. Doing the selecting were the publication's readers who had nominated Riffle as their top spot choice.



Hardly had she recovered from that prestigious recognition when the Professional Convention Management Association (PCMA) designated Riffle as their choice as Convention Services Manager of the Year in recognition of her "... contributions, dedication and service to health care meetings." PCMA members, who are mostly medical meeting planners, have been booking a number of health care related conventions and meetings at The Westin St. Francis over the past several years. Riffle has been with the hotel sales department since 1972.

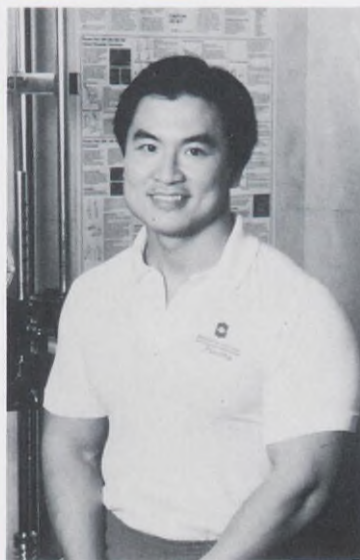
Then at the Westin Sales Conference, held at The Westin Canal Place in early March, Riffle found

out that she had once again won the title of Convention Services Sales Manager of the Year. This honor from her own Westin Hotels & Resorts member associates.

Service and dedication

A beaming and beribboned Dave Evans proudly grasps his Distinguished Service Award plaque as presented to him at the Professional Convention Management Association (PCMA) award ceremonies as part of the group's recent annual meeting in Orlando, Florida. The honored Westin vice president was only the second affiliate member in PCMA's 28-year history to receive the annual award. Evan's 25 years of service and dedication to the group and the meetings and convention industry was the recognition citation.

In further recognition of Evan's service and professionalism, the PCMA Board elected him to their executive committee membership, the only affiliate member to be so selected.



'Mr. Hong Kong'

Dichens Chan, health club manager at the Shangri-La, Hong Kong, became a national personality when he won the "Mr. Hong Kong" championship title in a recent body-building

competition. Chan, who spends his free time working out at the health club, was runner-up in last year's event.

Achieving championship status and maintaining his physique has not been easy according to Chan. For the past several years he has followed a strict diet, eating five to six high-protein meals every day, abstaining from alcohol and tobacco and maintaining a disciplined exercise regime.

In addition to body-building pursuit, Chan became interested in the sport of full contact karate entering a number of competitions. Here again he proved his physical prowess coming in second in the super-heavyweight category of the Asian championships and reaching the heavyweight boxing finals of the Asian Games in Delhi in 1982.



Chairman's Award

Salesh Ram (right) busperson at the Westin-managed Benjamin Franklin Hotel in San Mateo, California, is presented with the Chairman's Award of Merit by hotel manager Jerry Gunderman for a recent heroic act involving a fellow employee.

Ram came upon the scene at the hotel in which a berserk cook had stabbed the hotel's F&B manager with a kitchen knife. He struggled with the cook who was still wielding the knife but was unable to subdue him, though he did send him running off.

Ram then turned his attention to the victim instructing kitchen employees to bring ice and towels to stop the flow of blood and to call the medics and the police. The medics and the emergency room doctor both affirmed that it was Ram's quick actions that stabilized the stabbing victim until medics arrived and probably saved his life.

The Chairman's Award of Merit is given in recognition of unusual courage or valor associated with the activities of the company.

FRONT DESK

Notes
and
news
briefs

THE PLACES OF WESTIN

(An ongoing series of profile briefs on Westin's hotels and resorts by geographical locations)

IN KANSAS CITY

The Westin Crown Center

Five minutes from the downtown core, the hotel is located in a city within a city, the 85-acre Crown Center cultural, shopping and business center. The 725-room hotel which opened in 1973 features a unique lobby area with its five-story cascading waterfall and pool, tropical plants and greenery. Its varied F&B outlets include the Top of the Crown view restaurant, Trader Vic's, the Signboard Bar with live entertainment and The Garden Cafe. Recreational facilities include an indoor swimming pool, health club with sauna, whirlpool and steam and exercise rooms. There is also a sports deck with tennis courts and jogging track. Close by are the Worlds of Fun and Oceans of Fun theme parks, the Truman Library and a nationally renowned zoo. The Westin Crown Center employs 650 people.



IN CINCINNATI

The Westin Hotel

Located in the heart of downtown and adjacent to its most famous landmark, Fountain Square, the 450-room, 17-story hotel celebrated its sixth birthday in March this year. The hotel features a year round rooftop swimming pool and fitness center for men and women. Among its four restaurants and lounges are the award winning Delmonico's for distinctive dining, the three meal a day Fifth Street Market and Yeatman's Seafood Cantina specializing in seafood and Mexican dishes. A



hotel skywalk links guests with the city's many business and pleasure attractions. Riverfront Stadium, home of the Cincinnati Reds, is just three blocks away as is the Convention Center. The Westin Hotel, Cincinnati employs 370 people.

IN TULSA

The Westin Hotel, Williams Center

Fronting a beautifully landscaped green, the 450 room hotel is located at Williams Center, a 22-acre cultural, shopping and business center in downtown Tulsa. Overlook-



ing the green is the hotel's casual Glass on the Green restaurant. Other F&B outlets include the romantic and elegant Montagues restaurant and Barristers entertainment room. Facilities include an indoor/outdoor swimming pool, four indoor tennis courts, Nautilus health club and hot tub. Next door is the Tulsa Performing Arts Center, an ice skating rink and the Forum, a galleria-styled building of fine shops. The Westin Hotel, Williams Center employs 265 employees.

The intolerable front desk hassle.

"The harried business traveler can put up with changes in planes, long delays and lines at the airport, lost luggage and crowded rental car lines, but the one thing that isn't tolerable is a problem at the front desk of the hotel."

So notes Melinda Bush, publisher of *Hotel & Travel Index* magazine. Bush's comment stemmed from a recent travel industry study conducted by the

U.S. Travel Data Center as commissioned by her publishing company. Among the 3600 travelers interviewed during the 12-month study, front desk hassles were high on respondent's gripe lists.

Other key findings revealed by the study included:

- Almost 44% of the surveyed business travelers stayed at luxury hotels.

- One out of every four business trips included some vacation time to include spouse and sometimes other family members accompaniment.

- Convenient location is the most important factor when selecting a hotel, followed by clean, comfortable accommodations. Room rate ranked third in importance.

- Women now make up nearly 40% of all business travelers (in the U.S.), up from 34% two years ago.

One out of ten ain't bad.

Annually, the readers of *Corporate Meetings & Incentives* magazine vote the ten best hotels in the United States for meeting services. Sure to be among them is The Arizona Biltmore and this year the posh resort property stood out to be counted again among the favored ten. Of all the hundreds of contenders for this honor, certainly one Westin out of the ten wasn't bad.

