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SPECIAL  
ISSUE

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# ALLEGIS

IT'S WESTIN'S PARENT COMPANY'S NEW NAME

INSIDE... Harry Mullikin, Chairman and CEO of Westin Hotels & Resorts, comments on what this parent company name change from UAL, Inc. to Allegis means to Westin and Westin people.

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According to its Mission Statement, a prime objective of Allegis is to be the world's premier travel-related corporation.

That statement goes on to note that the Corporation is comprised of a distinctive partnership of companies where people are pledged to service and quality in caring for travelers worldwide. Westin Hotels & Resorts is, of course, one of the companies of this "distinctive partnership".

Basically, there is nothing new about this association. Since 1970 we've enjoyed a travel partnership with United Airlines and more recently with Hertz.

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## A 'DISTINCTIVE PARTNERSHIP'

But while we are all individually well recognized within our various markets, collectively we've never achieved a unified public identity under the UAL, Inc. banner.

Many travelers, for instance, did not necessarily associate Westin with United, or United with Hertz or Hertz with UAL, Inc. In fact, our partnership

association was often confusing or went totally unrealized.

Therefore, for our operating parent company to succeed in its stated world's premier travel-related corporation objective, it needed to clear up this identity confusion. Essentially, it needed a new name. A name that would equally encompass all of its partnership components — Westin, United, Hertz, etc. A name that was easy to recognize, easy to say and unique to its operations. And a name that would give it an unmistakable identity.

The name selected to do that job, as you now know, is Allegis.

As with our name change a few years back, it will take a little while before the Allegis name gains a public familiarity. But, we can expect in time that people who hear it or see it would think the association, "Yes, that's Westin Hotels & Resorts." "That's United Airlines." "That's Hertz," and so on. Or when they hear the names of any of the partnership companies they would similarly associate them with the operating parent Allegis.

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But more than this, it would be an association that identifies with a reputation for quality and trust in the travel industry. Such a favorable reputation already exists among the partnership companies. It only needs the Allegis name to tie it all together in the public eye.

I can see the parent company name change impacting Westin and Westin people in a number of ways. All of them to the good.

To begin with, the unifying name will dispel any confusion as to who Westin is in relation to our various partnership companies. It allows Westin an equally shared identity within the parent company framework. Westin will be perceived as being as much an Allegis company as is any of the other partnership companies.

Then there is the benefit of the increased public exposure that Westin will enjoy as the Allegis name and identity is marketed throughout the world. As Allegis establishes itself and becomes a familiar and trusted "household word" of the travel industry, Westin will also benefit from that familiarity.

There is also the exposure of our association with the other broadly experienced travel related partners of our Allegis family. All of us dedicated towards serving today's travelers in ever more responsive ways. All of us unified by the common objective of becoming the world's premier travel-related organization.

Last but not least, is the fact that the pursuit of this objective can not help but benefit the career-minded Westin employee. In achieving this travel leadership objective, increasingly greater demands will be required of everyone's professional skills. Those who exercise such skills in response to the growing needs are also qualifying themselves for exciting new career growth opportunities.

Allegis — a distinctive partnership of companies where people are pledged to service and quality. We are all part of it.

  
Harry Mullikin



INVESTMENT

ALLIANCE

A DISTINCTIVE BRAND



**WESTIN**  
HOTELS & RESORTS

An Allegis Company.