



WESTIN HOTELS

AUGUST, 1982

Front!



THE WESTIN HOTEL, SEATTLE
AN ALL NEW EXPERIENCE (Story, page 2)

Moving on Moving up

Alberto Andrade, executive assistant manager from Hoteles Camino Real, Mexico City, to The Westin Oaks, Houston as executive assistant manager.

Connie Benner, assistant controller of The Westin Hotel, Seattle to the assistant controller at the Century Plaza.

Jim Bills, assistant director of F&B from The Westin Bonaventure, Los Angeles to the director of F&B at The Westin Hotel, Vail.

Suzanne Bloch, assistant controller of the Century Plaza to the controller of The Westin Hotel, Vail.

James Darville, assistant controller from The Westin Peachtree Plaza, Atlanta to controller of The Westin Galleria, Houston.

Franz Filzwieser, banquet manager of The Westin Bonaventure, Los Angeles to The Plaza as assistant director of F&B.

Tom Moore, personnel director, The Westin Hotel, Cincinnati, to The Westin Hotel, Chicago as the personnel director.

Linda Nolan, director of personnel, Cherry Creek to The Westin Hotel, Vail, as the director of personnel.

COVER: The stunning Lobby Court of The Westin Hotel, Seattle separates the hotel's twin towers at the main lobby level. At right (off picture) is a glass-walled, two-level atrium, and visible at left is the new front desk area. Featured at the Lobby Court lounge —cocktails, bors d'oeuvres and evening piano entertainment.

Front!

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

Gabe Fonseca,
Publications Editor
The Westin Building
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The Westin Hotel, Seattle

A premier position is reaffirmed

Theme of the Seattle Art Museum's benefit gala that officially opened The Westin Hotel, Seattle's Grand Ballroom in late June was "Paint The Town."

For an art museum, the theme was an appropriate one.

But, in another context, that theme could as well apply to The Westin Hotel, Seattle itself.

With the completion of its

\$65 million expansion project that included a 47-story twin tower, the hotel has reaffirmed its premier position as Seattle's largest and most exciting hotel.

It's not only *the* place to stay, to meet and to dine in Seattle, but, as the occasion calls, it's the place to "paint the town." For the hotel's guests, it's simply a matter of making choices.

For starters, there's the strictly first-class Palm Court restaurant offering the ultimate in fine dining in an elegant glass pavilion setting.

Up a curved stair-case from the Palm Court is Shampers. It's a wine and champagne bar but

other beverages are also featured.

Midway between the two, on the stair-case landing, is an entertainment deck that features live piano music nightly.

Around the corner in the lobby level is the Market Cafe. It's a festive all-day dining room with a decor patterned after Seattle's historic Pike Place market. There's even a fresh flower stand.

The lobby, now greatly expanded to connect the twin towers and enclosed on the street side by a spacious glass atrium, features the new Lobby Court (see cover photo). That lounge is fast becoming the town's favorite people-meeting and people-watching spot.

Down one level to the drive-in entrance floor is Trader Vic's restaurant. In the tradition of this world-famed restaurant chain, Trader Vic's specializes in authentic Chinese and Polynesian dishes and exotic tropical beverages in South Seas decor surroundings.

Opening next month on the lobby level in the new North Tower is Fitzgerald's lounge whose attractions include a 65-foot curved green marble bar where fresh seafoods and cocktails are featured. Another attraction is the room's sophisticated audio-visual entertainment system offering daily stock market reports, sporting events, music for dancing and other entertainment.

For painting the town in a truly grand style there is the new Grand Ballroom itself. Situated on the roof of the hotel garage between the two towers, the 18,000 square foot room is the largest west of Chicago and north of San Francisco. Fully expanded (the room can be divided into three parts), the ballroom can serve sit-down meals for 1,700 and handle receptions for up to 2,500 persons. For smaller gatherings, there are 23 other



The Westin Hotel, Seattle's twin towers dominate the city's skyline. At right, The Westin Building, Westin Hotels corporate headquarters.

meeting rooms of various sizes to choose from.

And for those hotel guests whose idea of painting the town is indulging in bouts of exercise, the hotel's fitness center provides just the ticket. Features of the fitness center include a swimming pool, Jacuzzi and an exercise room offering professional exercise consultation.

According to General Manager James Treadway, with the recent completion of all the guest rooms and suites in the new North Tower in combination with those of the

South Tower, The Westin Hotel, Seattle is the largest in the city with its 875 rooms. The older 40-story South Tower, by the way, has been completely refurbished and, from carpeting to amenities, is a twin match to the North Tower.

But from either tower, room guests, who would just as soon view the town as paint it, are treated to some of the most spectacular panoramic vistas of this spectacularly viewable city in its setting surrounded by mountains, lakes and the Puget Sound.

Management changes

The following management changes were announced by Chairman and CEO Harry Mullikin over the past few weeks:

Dave Paulon, general manager the Shangri-La, Hong Kong to managing director of the Raffles City Hotels, Singapore.

Jeffery Flowers, general manager of the Philippine Plaza, Manila to general manager of the Shangri-La Hong Kong.

Paul Ross, manager of The Westin Chosun, Seoul to general manager of the Philippine Plaza, Manila.

Jim Mogush, general manager of the Westin Galleria, Houston to general manager of The Westin Hotel, Chicago.

Naveen Ahuja, manager The Westin St. Francis, to general manager The Westin Galleria, Houston.

Maurice Briquet, to general manager of the Camino Real, Tijuana.

Giovanni Angelini, executive assistant manager at the Alameda, Mexico City to manager at the Westin Chosun, Seoul.

Rick Layton, executive assistant manager Hotel Scandinavia, Copenhagen to manager of The Westin St. Francis.



Gaines to VP post

Newest member of the Westin Hotels' corporate management team is Jack Gaines, most recently general manager of The Westin Hotel, Chicago.

Gaines, a 19-year veteran of Westin that included several years in hotel management positions, was elected to the post of vice president in late June. Gaines will be moving to Seattle within the next few weeks, at which time his hotel supervisory responsibilities will be announced.



Personnel Conference "new approach" proved a winner

"Great!" "Rewarding!" "Positive direction."

These are some of the enthusiastic comments expressed by the attendees of the 1982 Personnel Conference held at The Westin Hotel, Cincinnati, June 13-18.

"We tried a completely different approach this year," said Reed Sehon, Conference coordinator and Westin's corporate training manager. "We wanted to create an interactive working conference fully involving both corporate and hotel people."

A focus of the Conference interaction, according to Sehon, was to determine the strengths and weaknesses of both the corporate and hotel operations. From this mutually beneficial exercise, strategies could be created for the common pursuit of the company's personnel administration goals. Among the most popularly received sessions were those that focused on clarifying the role of the hotel directors of personnel and their operations strategies.

Noted Ken Melton, director of personnel for The Westin Peachtree Plaza, "After this conference, I felt we all left with a much more positive sense of direction than we've had previously."

Equally popular were the sessions in which the hotel people were asked to evaluate

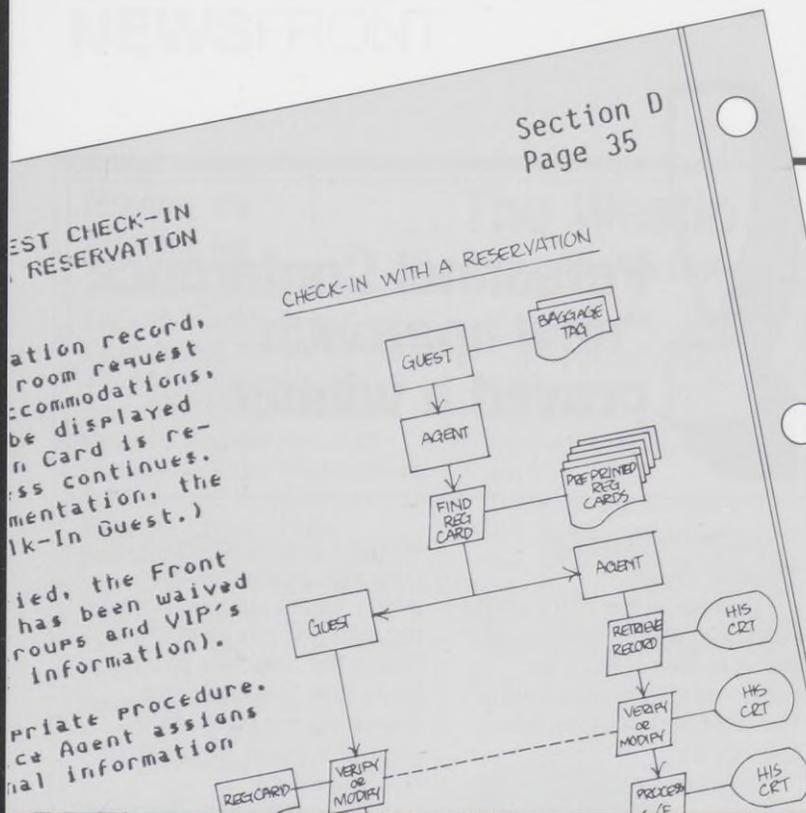
and give candid feedback on corporate personnel operations. These sessions served the dual purpose of not only letting the corporate people know how they had been doing, but served to clarify areas of support expectations and limitations.

As Rose Jefferson, director of personnel for The Westin Hotel, Toronto expressed it, "Now I know what corporate can and cannot do for us. These sessions helped us find our common denominator. It was great!"

Corporate director of personnel and Conference chairman, Walker Williams, encouraged the attendees to pursue a more active visibility in their operations. In particular, to participate as members of their hotel's policy making team.

The success of the "different approach" taken by this year's Conference prompted Williams to later comment, "The format established a team relationship between corporate and hotel operations that's greatly strengthened our mutual goals.

"The interaction exhibited was terrific. It's been a very rewarding experience for all of us and I can foresee this type of conference being repeated."



Flow-charting

A symbol language for easy instruction

Is the flow-charting approach to operations manuals the way to go in the future?

Westin's Rooms Division staff, for one, is convinced it is.

For the past few weeks, the Division's members have been working on a prototype procedures manual using the flow-charting approach for use by the rooms staff of Westin's hotels. Its implementation debut is ear-marked for The Westin Hotel, Vail.

How does flow-charting differ from the more familiar written text procedural manual?

Primarily it's in the use of symbols rather than words. About 10 mostly geometrically-shaped symbols are used. Each symbol could represent a number of related things which are specifically labeled. For instance, a square represents an "item" or any tangible piece of property such as a laundry cart, a room key, a uniform or whatever as labeled.

Similarly, an employee (listed by title) is represented by a rectangle; a diamond-shape with a question mark in-

dicates a "yes" or "no" action decision. Other more graphic symbols represent telephone communication or money.

The various symbols required in the steps to process a procedure are connected, as in a road map, by direction lines from procedure start to completion.

By simply following the "road map" lines and understanding the meaning of a few symbols, even a new department employee can get a clear understanding of exactly what steps should be followed in the completion of a procedure action.

Susan Picht, former corporate housekeeper, and now senior assistant manager, The Westin Hotel, Vail, views flow-charting as "visual aid communication."

Says Picht, "It does away with a lot of verbiage and the result is much more precise and easy to understand".

To this Hanne Dittler, director of property services, adds, "In developing a flow-chart of each procedure it has forced us to think out each process in exacting detail. Everything is clearly defined. There's no room for vagueness



A flow-charting development session (from left): Susan Picht, David Witt, John Finamore, Hanne Dittler.

or assumptions that often happen with written procedures."

Assisting the corporate Rooms Division staff in developing the system were David Witt, administrative assistant on loan from The Westin Chicago, O'Hare, and John Finamore, administrative assistant, The Westin Hotel, Ottawa.

Both men developed their flow-chart expertise in working with Larry Dustin, Westin project director for the two properties.

Dustin, a devoted advocate of flow-charting, has been using the process for years. More recently, he has applied it as a standardized system of documentation for the O'Hare and Ottawa properties.

Says Dustin, "I didn't invent the system. It's been used by data-processing people for a long time. From my earlier

experience with data processing, I realized its value as an excellent discipline and that it could be applied to almost any procedure. It's brief, concise, comprehensive and once you learn the few words of the symbolic language, it's easily understood."

David Ling, Director of the Rooms Division, learned of the system from Dustin and thought it would make the perfect instruction manual communications tool particularly for opening properties. The prototype being developed is designed for a 400-room property but may be customized to suit the needs of any size hotel.

According to Dustin, a number of other corporate divisions are also very interested in developing their own flow-charting systems.

With that interest, indications are that flow-charting is indeed the way to go in the future.

A Westin for Washington, D.C.

A 400-room hotel, to be named The Westin Hotel, Washington, D.C. is scheduled for the Nation's capital with construction to begin in mid-1983.

Announcement of the proposed new property was made in early July by Westin Chairman Harry Mullikin. Westin will participate in a joint venture partnership with the Oliver T. Carr Company in the hotel's construction and management.

The hotel will be located at 24th and "M" Streets between Georgetown and the central business district in the West End area. A multi-use office and retail complex is also planned for the development.

The hotel's facilities will include a fine dining room, lobby lounge, a ballroom with a banquet capacity for 490 persons, and 15 meeting rooms, including a fixed-seat auditorium for 250 people and offering teleconferencing capabilities. Also planned is a complete health club offering racquetball, indoor jogging track, indoor pool and a professional exercise facility.

The project completion date is slated for April, 1985.



Penguin pals

CINCINNATI—Jeff Richardson, pictured here at the Cincinnati zoo, is partial towards penguins. After all, it was his gag line entry in the second

Cartoon Caption contest featuring a convention of penguins, that won him first-place honors. The line, "You tell the bartender we need 200 herring wallbangers."

Richardson, bartender at The Westin Hotel, Cincinnati's Delmonico's restaurant has been with the hotel since its opening in March, 1981.

For being named the company-wide winner of the second First-Class Caption Contest, Richardson is eligible for the grand prize award of \$1,000 to be awarded one of the five winners of the five cartoon contests series.



Talented fingers

LOS ANGELES—"Best to quit while I'm ahead," decided Doug Brooks after winning the First Place trophy in the Southern California Pac-Man Championships. Brooks, director of reservations at the Century Plaza, came down with "Pac-Man fever" about two years ago and prides himself in his personal high score of 923,000 points. In order to win the championships, Brooks had to obtain the highest points in five separately-timed elimination rounds of 10 minutes each.

Though Brooks has quit the Pac-Man competition circuit, his talented fingers are still getting a workout—but now it's mostly on his CRT keyboard.

Racers' "home"

TORONTO—Brian Hornyak, senior sales manager at The Westin Hotel, Toronto is billed as the hotel's "sports sales manager." And for good reason. He has been instrumental in negotiating contracts for all visiting sports teams to use The Westin Hotel, Toronto as their home away from home. The hotel has welcomed hockey, soccer, football and baseball teams. Now calling the hotel "home"—car racing participants.

Here, Hornyak joins Miss "Can Am 1982" behind the wheel of a racing car displayed outside the hotel to promote the Labatt Breweries sponsored Can Am Race in early June.



PHOTONEWS



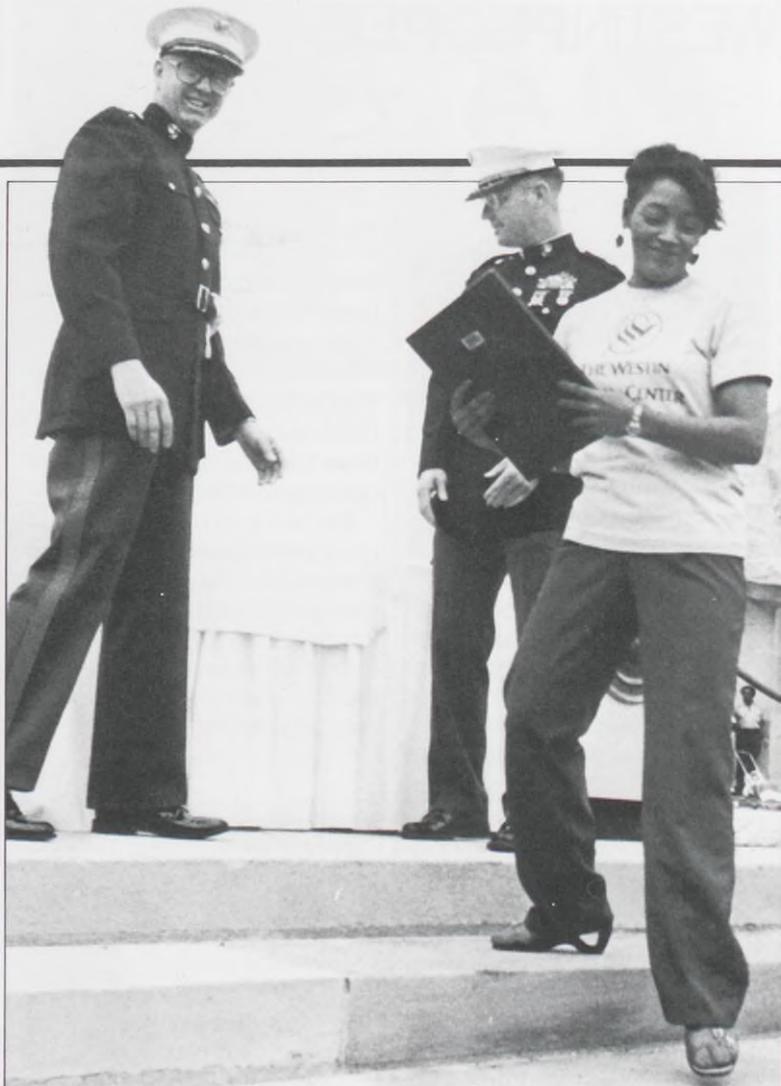
Fishing around

CALGARY—The Westin Hotel, Calgary has been fishing around for a new dining concept for its Marco's restaurant which has been featuring an Italian cuisine. At the same time, the government of New Foundland has also been fishing around for a fine Calgary restaurant to promote seafood products.

The two came together in mid-June when Marco's

launched a "Newfoundland & Labrador Lobster and Seafood Festival." Public response to the seafood menu, according to a hotel report, has been "terrific."

At the lobster display table during the festival kickoff reception held for major corporate clients and the media, are (from left) Kari Hiltunen, Marco's chef, and Marc Drouin, room manager.



Helping out

KANSAS CITY—The Westin Crown Center joined the U.S. Marines during the Memorial Day weekend to co-host the city's first annual "Run With the Marines" event in which over 600 Kansas Citians participated.

For the physical fitness awareness event, which was held in nearby Penn Valley Park, the hotel supplied the rest stations along the race course with refreshments and staff members to service the stations.

For its participation, the hotel was presented with an appreciation plaque—accepted on behalf of the hotel by Patricia Wyatt, director of public relations (right)—from Marine Corps officials.



Dual honors

SEATTLE—The New York Art Director's Club and The Los Angeles Advertising Women's Club were of one mind in their evaluations of Westin's Corporate Identity Manuals and Westin's Award Certificates.

Both groups selected these Westin entries in their recent national competitions as tops in design in their entry categories. The recognition from the Los Angeles organiza-

tion came in the form of "Lulu" statuettes as pictured here.

Displaying the prize-winning manuals and certificates are Candice Reed, assistant to the director of advertising and public relations and the director, Ron LaRue.



Professionalism's payoff

SEATTLE—At the conclusion of the annual Pacific Area Travel Association (PATA) Travel Mart, which was held this year in late May on the island of Maui, a "Professionalism Award," presented in concert with Canadian Travel Press, is given the most deserving participant. Among the judging criteria for the Award are office appearance and the quality of sales aids and professional knowledge and demeanor of staff.

This year's award, in the form of a Canadian Eskimo soapstone sculpture depicting a grizzly bear raiding a honey bee hive in a tree stump, was presented to Westin Hotels. Jim Weiss (left) manager/travel industry sales, accepted the award on behalf of Westin, from Canadian Travel Press publisher, W. H. Baxter (right).

The Westin sales team responsible for winning the award in addition to Weiss were: Bob Chamberlin, director of Marketing, The Westin Chosun; Paula Crowder, regional director of sales, San Francisco; Carol DeLapp, director of sales, The Westin Wailea Beach; John Hollander, resident manager, Shangri-La, Hong Kong; Bob Hutchinson, director of marketing, Philippine Plaza; Lehua Kauhane, sales manager, The Westin Wailea Beach; Robert van Meurs, director of sales, Shangri-La, Singapore.

"Excellence" Award

NEW YORK—More recognition for Westin Hotels' name change campaign. This from Marketing Communications Executives International (MCEI) who awarded Westin its top Marketing Excellence Award in the international category for the campaign.

Accepting the Award at ceremonies in New York is Barbara Sand (right) Westin Hotels advertising manager. Handling the presentation honors are Eli Stern (left), president MCEI and Ronnie Telzer, MCEI awards chairperson.



The organization's publication, Marketing Communications, features a comprehensive article on Westin and its campaign in this month's (August) issue.



Flying kitchen

PUSAN—When an Arco company group on Okpo Island, located off the coast of Korea, had a hankering for some fancy banquet fare recently, they simply called on the expertise of The Westin Chosun Beach to make it all happen. Well before the appointed dinner hour, all the ingredients for a grand feast arrived ready for final preparation and service thanks to the hotel's "Flying Kitchen" helicopter catering service.

The attending group with their copter carrying kitchen (from left): Young Ho Lee, assistant banquet manager; Karl Beter, executive chef; Tae Soo Park, cook at the hotel's 9th Gate Restaurant; Sung Tae Hwang, food server.



One millionth

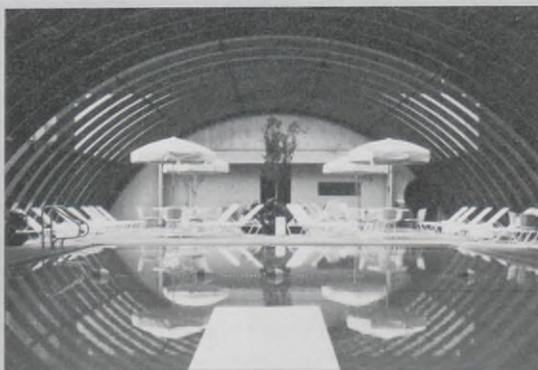
OSLO—Tuesday, June 22, was a red-letter day for the Hotel Scandinavia, Oslo and for two of its check-in guests. For the hotel, it marked the check-in of its millionth guest since the hotel opened in 1975. For the guests, Mr. and Mrs. Richard Gilman of Massachusetts, (left), it was an unexpected champagne and cake treat and congratulations from general manager, Richard Ransome (right).

And for everybody else who happened to be in the hotel's lobby at the time, it was an occasion to share in the champagne and cake treat.

FIRST-CLASS FAMILY FEATURES



Photo quiz



You sure look photogenic!

Just look at this shot in your covered swimming pool area.

And your lobby. It's got to be a photographer's dream! The eight-story atrium with its reflecting pool and waterfall. The suspended cocktail pods over the lobby lake. The thousands of tiny twinkling lights, the hanging banners, the plantings and tubs of bright yellow chrysanthemums. Great color shots!

And the spectacular view possibilities everywhere you turn from the three-level, revolving dining and lounge area at the top. Why, with a telescopic lens, bet you can almost see as far north as the Mason-Dixon line.

You're pretty photographable from the outside, too. With your 73-story height dominating the skyline you can hardly take a cityscape picture around the town without your being in it. And all lit up at night your circular glass surface makes a terrific picture.

This picture perfect hotel is the _____.

What's what at the front desk

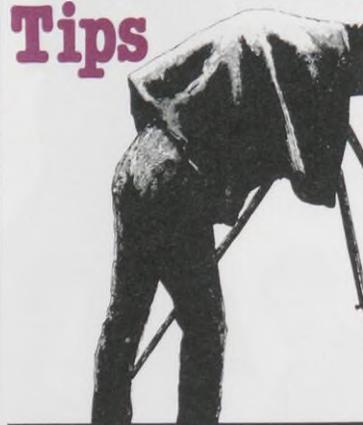
As with any other business, the hospitality industry has its own terminology—"code" words or phrases that are meaningful to those involved but not necessarily understood by the general public or, often, by hotel members of non-involved departments. Our hotel front desk operations are no exception.

In this multiple choice quiz, test your Front desk What's What by selecting the right words or phrases to fit these definitions.

- Guest requesting accommodations at the Front Desk without having made a reservation:
a) Joiner b) Walk-in c) Thoughtless
- Name of reservations system used by Westin:
a) Telex b) Westsel c) Westron
- Rate charged when children 18 or under occupy the same room:
a) No additional charge b) Half-rate c) Full-rate
- Term used for special pre-registered guests of the hotel:
a) VIP b) VSP c) RSVP
- A gift sometimes given to this special guest compliments of the hotel:
a) Freebie b) Amenity c) Suite
- Rooms being held for a specific guest or a group for a specific date:
a) Hoarded b) Blocked c) Charted

PHOTO QUIZ ANSWER: The Westin Peachtree Plaza, Atlanta.
WHAT'S WHAT AT THE FRONT DESK QUIZ ANSWERS: 1. Walk-in
2. Westron 3. No additional charge 4. VIP 5. Amenity 6. Blocked

Vacation PHOTO Tips



Whether you are taking along a simple Instamatic or a complex 35mm with a bag full of lenses and gadgets, your objective will probably be the same . . . to bring home show and tell photo memories of your trip.

To be assured you can "tell" as well as "show" (Let's see—where was that picture taken?) here's a good location-placement idea.

As you travel and are taking several pictures in an area, shoot printed signs, such as road signs, that identify the location. If signs aren't available, try making your own . . . shoot luggage tags, your hotel brochure, or write it on the sand if you're at the beach.

This can help identify for you and the back-home viewers of your photo album or slide show where you've been in location order and sequence.

Most photographers shoot from their eye-level. For more exciting results, try different approaches. Often you can get more dramatic effects by shooting from the ground level up, or focusing down from a high vantage point.

When shooting small children or animals, get down to their eye-level.

When shooting scenics, get a good feeling of depth in your picture by keeping some comparative objects in the foreground such as people, flowers, a branch of a tree, etc.

Sometimes it's effective to "frame" a picture by shooting through archways, foliage, a window, etc. This is most effective when the frame relates to the subject you're focusing on.

Always watch your backgrounds especially when photographing people. TV antennas, a plant or poles "growing out" of someone's head, can ruin an otherwise good picture.

Dust, grit and water is your camera's worst enemy. If you're traveling in a dry, desert-type area, protect your camera by slipping it into a plastic bag; also effective protection against water spray if you're in a small open boat.

If you're traveling by car, don't leave your camera and film in the glove compartment or on a seat in the direct sun. Excessive heat can cause color shift in your film.

And remember, not even professional photographers get the perfect shot every time. If something is worth shooting, take several shots of your subject. From these, you may get just that perfect shot.

EDITOR'S NOTE: Want more photo-taking tips. Write to Pat Carey, c/o Front! Magazine at the Seattle Corporate offices. She will be happy to answer your questions).



by PAT CAREY
Manager / Audio-Visual Services