



WESTIN HOTELS

MARCH 1983

# Front!



**Compliments to the chef!**

(Story, page 5)

# NEWSFRONT

## Moving on Moving up

**Thomas Baird**, director of housekeeping at the Camino Real, Ixtapa to director of housekeeping Camino Real, Cancun.

**Wayne Bodington**, senior assistant manager at The Westin Hotel, Calgary to executive assistant manager The Westin Hotel, Winnipeg.

**Jeff Durham**, senior assistant manager at the Shangri-La, Hong Kong to senior assistant manager The Westin Hotel, Renaissance Center Detroit.

**Gloria Schmidt**, director of housekeeping at The Westin Hotel, Renaissance Center Detroit to director of housekeeping The Westin Crown Center.

**Dell Schooley**, sales director at the Williams Plaza to sales director at The Westin Hotel, Cincinnati.

**Jan Wiley**, building superintendent Williams Plaza to building superintendent The Westin Hotel, Vail.

**Barbara Williams**, controller at The Plaza to controller The Westin Hotel, Copley Place Boston.

*COVER: Kim Dietrich, executive chef at Mauna Kea Beach hotel, is warmly congratulated by Chairman and President Harry Mullikin at Thurston-Dupar Inspirational Award presentation ceremonies.*

## Front!

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

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*Zucchini's — the hotel's market place cafe.*

## The Westin Hotel, GALLERIA DALLAS '...they like our style'

The "big D" and the big "W" hit it off right from the start. Ever since its soft opening in early January, The Westin Hotel, Galleria Dallas has been warmly welcoming hundreds of Dallasite visitors and guests.

In turn, the new 440-room hotel has met with an equally warm and enthusiastic response from the Dallas community. Says Dick Fyock, general manager, "From the comments we've been getting, they really like our style."

As the towering 21-story centerpiece of the new 43.8-acre Galleria complex — in an area referred to as the "new downtown Dallas" — the hotel is easy to spot. Spreading out from its base in the four-level Galleria mall are some 200 other tenants such as Sak's Fifth Avenue, Tiffany, Marshall Field & Co., Gumps and the like.

Pretty classy neighbors all right. But then, so is the hotel.

Stepping into the lobby, the impression is one of comfortable elegance and warmth. Furnishings are a sophisticated blend of traditional reproductions and antiques. Walls are of

polished red granite with brass moldings.

The oversized guest rooms, similar in scale to those popularized by Westin's Houston properties, feature traditional furnishings and luxury amenities including refrigerators and remote control television. All rooms have balconies. The hotel's room count also includes 21 suites.

For meeting groups there are 17 meeting rooms with capacities from 12 to 1,500 persons. The spacious Galleria Ballroom has a banquet seating capacity for 1,100 persons and the smaller Preston Ballroom can seat 500 diners.

Attracting local Dallasites as well as hotel guests are the varied food and beverage outlets. These include Bloms, a fine specialty restaurant accenting a continental cuisine; Zucchini's, a fresh market cafe featuring three-meal a day service; The Grill specializing in beef and steak dishes with its adjoining bar/lounge; Blom's lounge; and The Galleria Roof, the 21st level club featuring light lunches, evening hors d'oeuvres, beverages and dancing.

Reserved for hotel guests are such recreational facilities as a heated swimming pool, and a health club with sauna for men and women.

## Changes in F&B Division personnel 'menu'

Corporate Food and Beverage director, Jacques Bourgeois, has been elected to the position of vice president for the Division by the Westin Hotels Board.

Bourgeois joined Westin in 1969 and was named corporate F&B director in August, 1980.

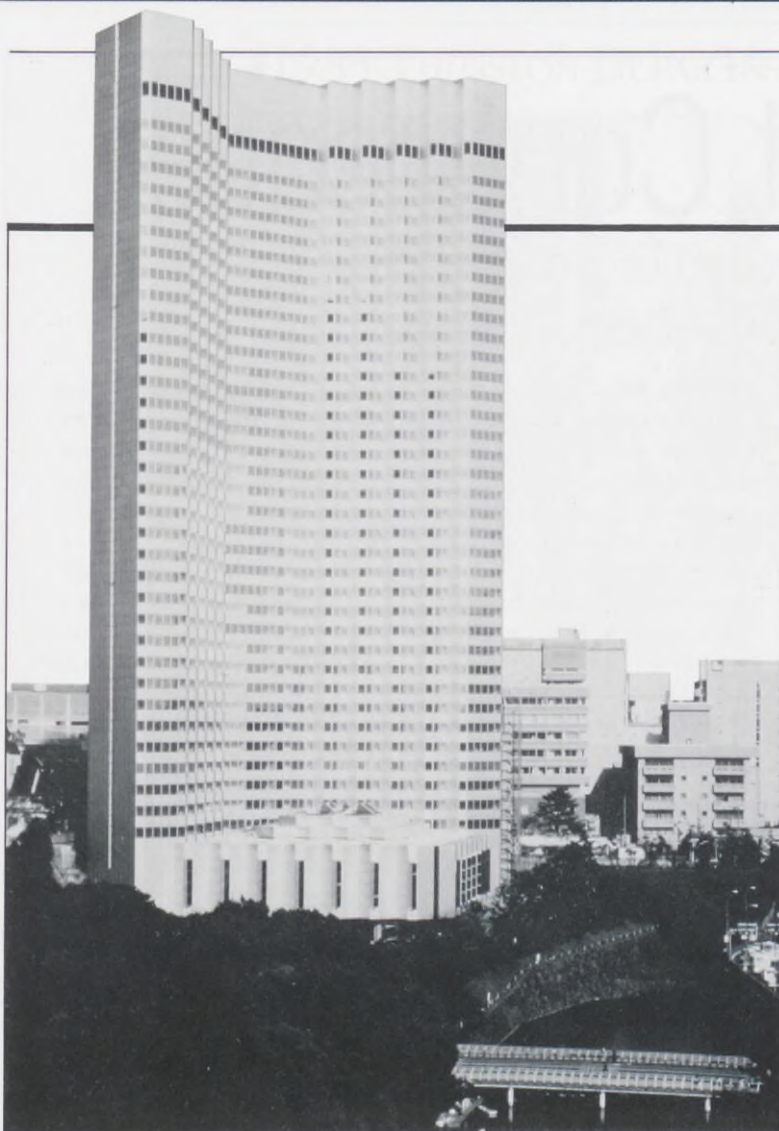
Earlier, the division had announced the retirement of corporate beverage manager, Fred Putnam, effective the end of January.

With his retirement, Putnam brought to a close a distinguished 39-year career with Westin, most of it with the F&B division. He will, however, continue to be actively associated with the Division on a consulting basis for special projects.

Putnam's wide-ranging expertise in beverage operations and merchandising is well recognized not only throughout the company but also within the hospitality industry. As Bourgeois noted in his letter announcing Putnam's retirement to Westin corporate and hotel executives, "There are many among us whose careers have benefited directly or indirectly from Fred's knowledge, recommendations and judgment . . .", then, acknowledging Putnam's retention on a consulting basis, he added, "The good news is that we will continue to profit from Fred's experience . . ."



*Fred Putnam — a distinguished career comes to a close.*



The Akasaka Prince Hotel opens March 7.

It's 'something special'

## AKASAKA PRINCE HOTEL

As one of the world's largest cities, Tokyo offers its proportionate share of traveler accommodations. They range from small classic Japanese inns to grand world-class hotels.

To generate traveler anticipation for the opening of yet another hotel takes some doing. It must offer something special. Something unique.

The Akasaka Prince Hotel, affiliated with Westin Hotels and opening this month in the heart of Tokyo, is something special. And, to the Tokyo hospitality scene, it's concept is something unique.

Part of the uniqueness has to do with the 40-story hotel's architectural design. Its V-shaped construction — a center core flanked by two segmented

wings of glass and stainless steel — allows all guest rooms to be positioned at a corner angle. Accordingly, every room offers expanded panoramic views.

The guest rooms themselves are the largest to be found in any Tokyo hotel and the beds are extra long. Each is furnished with a comfortable couch near the large corner-view windows — a special amenity that's usually found only in larger suites. The hotel's 761 guest room count includes 123 suites.

Of special appeal to the business traveler is the hotel's Executive Business Center staffed by multilingual professionals. The Center provides such services as arranging business appointments,

handling Telexes, telegrams and shipments, typing, copying, printing and other office-away-from-the-office services.

Further, at the center core of each floor is another unique business guest service, the Executive Meeting Room. These rooms are equipped to accommodate up to 40 persons for small business meetings, receptions, business lunches or dinners.

"Our unique Executive Meeting Room and Business Center services will give us a decided edge in marketing to the corporate traveler with special appeal to the frequent North American business and pleasure traveler", says Ken Kishi, director of marketing and sales for the Akasaka Prince Hotel.

The Grand Ballroom can accommodate up to 2,500 persons for receptions, 1,000 for dinners and up to 1,500 for theatre-style seating.

The hotel's twelve food and beverage outlets offer a uniquely exciting "world tour" of dining experiences. They range from an elegant French restaurant, an American style coffee shop, sushi and tempura restaurants, traditional Japanese and Chinese restaurants to a roof top lounge featuring a continental cuisine and a spectacular 360-degree view of Tokyo.

"Outstanding service, first-class accommodations, the perfect location and some very special services for the business traveler combine to make The Akasaka Prince Hotel unique among Japanese hotels," Kishi reiterated.

He also notes that the Akasaka Prince Hotel was designed by internationally renowned architect, Kenzo Tange, as the flagship for the Prince Hotel Group. A sister hotel, the 510-room Tokyo Prince Hotel, has long been affiliated with Westin Hotels through a marketing representation agreement.

### Sales offices now have Westin identity

As of January 1, all of Westin's sales offices have been renamed to carry the Westin name in their identification.

Formerly known as Regional Sales Offices, they are now known as Westin Sales Offices followed by regional location. For instance, the Chicago office is now identified as the Westin Sales Office/Midwest.

The nine Westin Sales Offices by region and location are as follows: Asia (Tokyo); Europe (London); Canada (Toronto); Southeast (Washington D.C.); Northeast (New York); Northwest (San Francisco); Midwest (Chicago); Southwest (Los Angeles); South Central (Houston).

### Scandinavia hotels equity sold — managers reassigned

Westin Hotels announced in December the sale of its equity in Hotel Scandinavia, Copenhagen and Hotel Scandinavia, Oslo to Scandinavia Airlines System (SAS) who, as of January 1, has assumed full management responsibility for both hotels.

Subsequently, the general managers of both properties have been reassigned to other hotel management positions.

Parker Smith, formerly general manager at the Hotel Scandinavia, Copenhagen, has been named general manager of The Westin Hotel, Tabor Center Denver.

Richard Ransome, former general manager of the Hotel Scandinavia, Oslo, is now general manager of The Westin Oaks.

# Management Conference

Hotel management urged to broaden markets;  
focus on individuals

"Homecoming" was the theme for the 1983 Management Conference held at The Westin Hotel, Seattle, on January 11-14. Reference was to the conference's location in Westin's corporate headquarters city — its first in seven years.

But for attendees, that theme carried an extended meaning.

For one thing, it was a reunion "homecoming" of Westin's hotel management people and corporate staff; the annual get-together to share mutual concerns, exchange ideas and renew relationships.

For another, the Seattle site offered attendees an opportunity to become better acquainted with the individuals and responsibilities of the corporate offices support staff.

But most of all it was a "homecoming" of common purpose. That purpose, to set a unified course of action and direction to meet the challenges facing Westin in the year ahead.

In his conference opening address, Chairman and President, Harry Mullikin, referred to the 1983 challenge as "an expectation of MOTS—More Of The Same." As he put it, "There is nothing to indicate that business will be any better for the twelve months of 1983 than it has been for the last nine months of 1982."

In face of that less than rosy prediction, Mullikin presented his audience with two perspectives for their consideration and application.

One of these—labeled a "broad perspective" urged the broadening of Westin's markets that would "... establish the profile of a company aggressively seeking business from every segment of the travel industry and to serve the needs of all segments of the traveling public."

The second or "narrow per-



Mullikin: perspectives broad and narrow.

perspective of one." That is, a perspective that gives focus to the individual hotel guest and the individual employee.

As to guest oneness, Mullikin said, "An awareness of the vital desire of the guest to be recognized and treated as an

individual — as a 'one' — can make the difference in how our hotels are perceived and preferred by the traveling public."

And as to employees, Mullikin advised that "Some of the best hours you can spend in your management assignments are those you devote to your team in getting to know them and in demonstrating your awareness of and appreciation for the numerous contributions they are making.

"These two applied perspectives," Mullikin concluded, "will prove to be the basis from which we can look to the future with confidence."

In his conference remarks, Dwight Call, Executive Vice President/Operations, reaffirmed the "perspective of one" as applied to guest relations.

He listed ten major operating priorities and activities requiring hotel management involvement. The first two read: "The delivery of consistent, superior

service and quality is the one single most important priority of 1983," and, "We must stay close to our customers — to understand and respond to their expectations."

To assist the hotels in the pursuit of these perspectives, much of the corporate division member presentations focused on efforts to strengthen corporate/hotel operations relationships. A lot of emphasis was also given to responding to the "how can we better help you" feedback from the hotel management people.

Attending the three-day conference were more than 130 Westin executives representing all of the company's hotels and the corporate offices staff.

Chairperson for this year's conference was Hermann Gammeter, managing director of The Westin Peachtree Plaza, assisted by Jim Treadway, general manager of the host hotel, The Westin Hotel, Seattle, as vice chairperson.

## Callihan named Carlson-Himmelman Award recipient

During his 40-year career with Westin, hotel life held its share of surprises for former senior vice president, Joe Callihan.

But one of his most unexpected surprises and, very likely one of the most pleasant, came some four months after his retirement from the company.

That happened on the evening of January 11 during the Carlson-Himmelman Achievement Award dinner, the opening event of the 1983 Management Conference, to which Callihan had been invited as a special guest. Just how special a guest



Harry Mullikin pins Carlson-Himmelman Achievement Award winner Joe Callihan to the applause of former Award recipients Joe Mogush (center) and (right) C. R. Lindquist.

was made known to the Conference attendees, and to Callihan, when Chairman and President Harry Mullikin announced that he had been selected as recipient of the Carlson-Himmelman Achievement Award for 1982. Cited were Callihan's many contributions to the company

during his years with Westin.

The Carlson-Himmelman Achievement Award is presented annually by Westin in recognition of particular achievement and service to the company. Award recipients are given a month's trip to visit the great hotels around the world.



*Chef Dietrich (background) hosts handicapped youngsters at a special holiday luncheon.*

# KIM DIETRICH

Going beyond the 'merely acceptable'

French toast. It's a simple enough dish that even an unexperienced cook can prepare with acceptable results.

But when Kim Dietrich, executive chef at Mauna Kea Beach hotel prepares French toast, he takes it way beyond the merely acceptable.

His recipe, which was included in a recent magazine article about him, called for, among other things, ten large eggs and overnight preparation.

Going way beyond the "merely acceptable" is typical of Dietrich's style. His is an enthusiastically wholehearted dedication to whatever he does kind of style. It shows in his food preparation that has earned this posh Hawaiian resort an award-winning reputation for cuisine excellence. It's the style in his workplace relationships that has won him the highest regard from his kitchen staff and his fellow employees. And it's well recognized in his many community activities that has gained him civic and fraternal group honors.

It's a style that the hotel's Thurston-Dupar Inspirational Award nominating committee figured might impress the company-wide Award judging panel. It did. Dietrich was their unanimous choice for the 1982 recipient of this most prestigious Westin Hotels employee recognition.

In their candidate nomination form, the Mauna Kea Beach selection committee wrote glowingly of Dietrich's many Award-

qualifying attributes. Specific examples were given. Among them is this community activity case in point that seems to best illustrate the Dietrich style:

About eight years ago the local chef's association sponsored a Christmas party at the Mauna Kea Beach for handicapped and emotionally retarded children.

When that association disbanded the next year, Dietrich, knowing that the party had been such a high point in these children's lives, decided to take on the project himself and keep it going. He was assured of support by the hotel and his staff. All he needed was money.

Since he enjoys running — he regularly runs the annual Hawaii Hotel Association's group run to aid local charities — he came up with idea of soliciting per mile sponsors for a personal 20-mile run.

That was a beginning. As another fund-raising source, he began selling empty gallon cans and plastic bucket discards from his kitchen. From these, and other fund-raising events, Dietrich has managed to keep these children's parties going every Christmas season over the past seven years.

It was largely due to this program that Dietrich was awarded the local Lion's Club Humanitarian Service Award for 1980. In addition, in 1982, the County of Hawaii adopted a special resolution recognizing Dietrich's benevolence and involvement in such community charities and activities as the Special Olympics for the handicapped, the 4-H Livestock program, the Humane Society's Animal Shelter and the Salvation Army.

On the job, Chef Dietrich is constantly

giving young cooks and sous chefs the benefit of his experience and training. He encourages them to develop special dishes and lets them display their talents in cooking demonstrations for guests and in developing artistic displays for special functions.

When hotel employees organized a Silhouette Club as a weight loss and health maintenance effort, Dietrich developed menus to suit that need. Menus included a variety of tasty health salads, low calorie dressing and other non-fattening items.

Dietrich, a native of Dresden, Germany, joined the Mauna Kea Beach staff in November, 1971 following an extensive resort culinary background in Europe, U.S. and the Carribean. He is married and has two sons.

The Thurston-Dupar Inspirational Award was presented to him during Awards Luncheon ceremonies that highlighted the 1983 Management Conference held at The Westin Hotel, Seattle in early January.

In addition to his personal Thurston-Dupar Inspirational Award plaque and service pin disc, Dietrich received an all-expense-paid two-week vacation (beyond his regular vacation) at the Westin hotel of his choice in the United States, Canada or Mexico plus a check for \$500.

Further, his name has since been added to the permanent Thurston-Dupar Inspirational Award plaque displayed in Westin's executive offices in Seattle.

# PHOTONEWS



## Week of the Redskins

COSTA MESA—As host hotel for the winning Washington Redskins, Superbowl excitement at The Westin South Coast Plaza had worked up to a fever pitch through pre-game week while the team was in residence. Preparations for press conferences, national TV and radio broadcasts, attending to the special needs of team members and VIP guests, and a busy schedule of game-related

social and meeting functions kept staffers hopping.

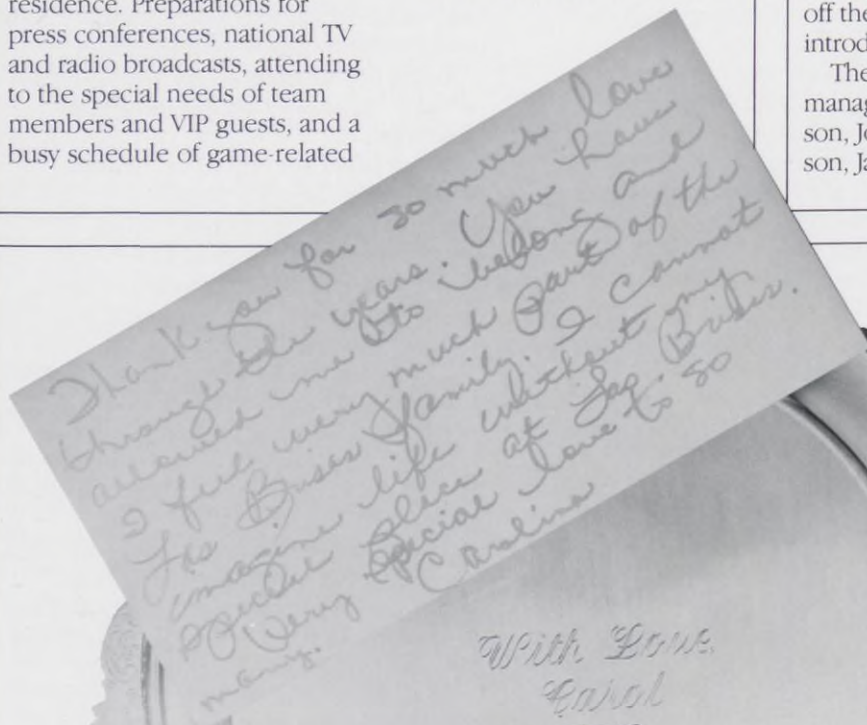
And there were those very special moments such as this one when star quarterback Joe Theismann (center) donned a chef's toque and joined a group of admiring employee fans for a group portrait.



## Fathers and sons

TULSA—"It's a boy" birth announcement popped up three times within a three-week period at the Williams Plaza recently. The three proud dads, all hotel employees, could hardly wait to show off their firstborn offspring to fellow staffers and, at the same time, introduce them to their "where daddy works" hotel world.

The father/son pairs from left: C.V. Healy, executive assistant manager, and son, Ryan Francis; Andy Baugh, night manager, and son, Jonathan Hunter; Bob McCown, F&B operations analyst and son, James Robert.



With Love,  
Carol  
522

## To Las Brisas with love

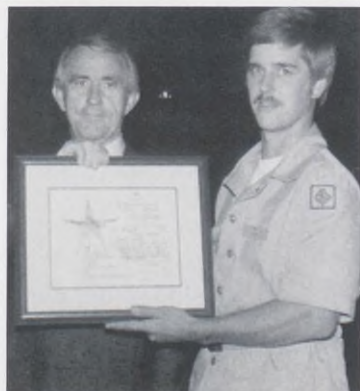
ACAPULCO—Hotel anniversaries are usually celebrated with expressions of appreciation from the hotel to its guests. Though that was the format for Las Brisas when it celebrated its 25th birthday last December, in a turnabout, the hotel became recipient of some special anniversary appreciation from one of its long-time guests.

The guest, a woman who always requested the same casita during her regular hotel visits, presented the Las Brisas management with a silver platter engraved with the anniversary date on one side and on the other with the words, "With Love, Carol" and her room number. Her accompanying card read in part, "I cannot imagine life without my special place at Las Brisas. Very special love to so many."

## They took charge — and won

TORONTO—When Stella Wysocki, a banquet server at The Westin Hotel, Toronto, noticed a choking guest at one of her tables, she knew exactly what to do. She admits at being somewhat apprehensive as to whether or not she could successfully perform the Heimlich maneuver, but the urgency of the situation gave her no choice. She tried it. It worked. And the guest's life was saved.

For her quick acting and life saving response, Wysocki was presented with the Chairman's Award of Merit by the hotel's general manager, Peter Smith.



PHOENIX—A car accident in which a woman driver hit a power pole outside of Dave Neukom's home, immediately drew a large crowd. However, because a fallen live power transformer hung dangerously close to the vehicle, no one dared come to the rescue except Neukom and a neighboring off-duty Phoenix policeman. The pair administered first aid until paramedics arrived. Their actions were credited with saving the woman's life.

For his heroic deed, Neukom (right), a luggage attendant at The Arizona Biltmore, was presented with the hotel's Gold Star Award by general manager, Cecil Ravenswood at the annual hotel Employee General Meeting.



## To Dan London, suite tribute

SAN FRANCISCO—He was known internationally as San Francisco's most gracious hotelier. His urbane wit, charm and managerial acumen contributed to his as well as the hotel's worldwide reputation. That hotelier was Dan London who died in 1974. The hotel, The Westin St. Francis which London managed from 1939 to 1970. As a tribute to London, and as part of the hotel's \$32 million restoration program, an elegant new luxury suite has been named in his honor.

At the dedication of the new London Suite in early January, London's widow, Claire (left

foreground) performed the ribbon cutting ceremonies assisted by Bob Wilhelm, the hotel's managing director, (right). Looking on are Mr. Willard Abel, retired Westin executive, with Mrs. Abel and Mrs. Wilhelm.

Wilhelm noted that London would have been pleased with the fact that the suite's first overnight occupants were President and Mrs. Ronald Reagan who visited San Francisco in early March.

## Security training gets high marks

ATLANTA—Cliff Winkfield (right), director of security for The Westin Peachtree Plaza and Westin's corporate security consultant, has reason to beam with pride for his staff. The group recently completed their first annual Security Department Training Course and passed with flying colors.

The seven-day, 32-hour course covered all aspects of security procedures from self defense to legal aspects of security involvement, which included instruction from outside agencies as well as members of the hotel management staff.



Winkfield recently authored a new Westin Rooms Security Manual, which will soon be distributed to all Westin properties.

## TOPS FOR FINE DINING



## TRAVEL/HOLIDAY AWARDS

**T**ravel/Holiday magazine's annual Guide to Fine Dining in North American Restaurants is out. And Westin's fine-dining restaurants are in.

In fact, Westin Hotels received more *Travel/Holiday* awards and recommendations than any other major hotel company in Canada, the U.S. and Mexico, with eleven restaurants winning Awards and five restaurants earning Recommendation honors.

The Award winners are: The Carvery, The Westin Hotel, Edmonton; Champeaux's, The Westin Ilikai; Delmonico's, The Westin Hotel, Cincinnati; Fouquet's de Paris, Camino Real, Mexico City; Batik Room, Cafe Terrace and Dining Pavilion all at the Mauna Kea Beach; Orangerie, The Arizona Biltmore; The Palm Court, The Westin Hotel, Seattle; Raffles, The Westin Wailea Beach; Yamato, Century Plaza.

Recommendations go to: The London Grill, The Westin Benson; Trader Vic's, The Plaza; Beaudry's, The Westin Bonaventure, Los Angeles; Le Castillion, The Westin Bonaventure, Montreal; Trader Vic's, The Westin Hotel, Seattle.

## TOPS FOR MEETINGS



## GOLD KEY AWARDS

**F**our Westin hotels have been singled out by meeting planners from across the United States as being among the hotels that have done the best job of hosting meetings

## AWARDS

## WESTIN WINS BIG IN THE RATINGS

How do Westin's hotels rate for fine dining, for meetings and conventions, overall?

From a lot of outside people who make an annual practice of researching these things, the response is impressively favorable. And in quite a few places, Westin hotels place at the top of the heap.

This according to some recent reports from some widely recognized and respected sources. They are *Travel/Holiday* magazine, who rates fine dining restaurants; *Meetings & Conven-*

*tions Magazine*, who surveys their meeting planner members on hotel preferences; the American Automobile Association, who annually doles out diamond ratings for accommodations, and the annual Mobil Travel Guide star rating system.

While not all Westin properties made it to the top of the heap in these evaluations, two of the four sources reported more Westin hotels than those of any other company receiving top rating awards.

Here's how Westin stacked up:

during the past year.

In a survey of *Meetings & Conventions* magazine subscribers to find out which hotels they evaluated as tops for meeting service in the country, these four Westin hotels were among the 50 most nominated properties to receive the publication's Gold Key Award honors for 1982.

They are The Arizona Biltmore; The Westin Bonaventure, Los Angeles; Bellevue Stratford and The Westin Peachtree Plaza.

In voting for their favorite meeting hotel, survey respondents took several factors into consideration including service reliability, dining excellence, and friendliness of staff.

Winners were presented with their Gold Key recognition awards at formal dinner ceremonies hosted by *Meetings & Convention* magazine in early January.

Hotel, Renaissance Center Detroit; The Westin Crown Center; The Plaza; Williams Plaza; The Westin Benson; The Westin St. Francis; The Westin South Coast Plaza; Bellevue Stratford; The Westin Oaks; The Westin Hotel, Seattle; The Westin Hotel, Calgary; The Westin Bonaventure, Montreal; The Westin Hotel, Toronto and The Westin Bayshore.

## TOPS OVERALL



## AAA DIAMOND AWARDS

**A** record nine Westin hotels have been selected to receive the American Automobile Association's (AAA) Five-Diamond Award, its highest rating accolade.

Of 18,000 AAA-approved establishments, only 44 hotels, or motor inns and resorts in the U.S., Canada, and Mexico qualified for this top recognition. Westin's win of nine of these 44 Five-Diamond ratings is the most won by any hotel company.

Under AAA's rating system, accommodations undergo rigorous inspections and, if they qualify, are assigned an overall rating of one to five diamonds. The Five-Diamond rating is awarded only to those properties widely recognized for providing the finest in guest facilities, services and atmosphere.

The nine Five-Diamond rated Westin hotels are: The Arizona Biltmore; Century Plaza; The Westin Wailea Beach; Mauna Kea Beach; The Westin Oaks; Williams Plaza; The Westin Bonaventure, Montreal; Las Brisas; Camino Real, Mexico City.

(A complete report on hotels receiving Four-Diamond ratings was not available as *Front!* went to press.)

## TOPS OVERALL

Mobil<sup>®</sup> MOBIL STAR AWARDS

**A**dd one to the classic "death and taxes" sure bets — a Mobil Five Star Award for The Arizona Biltmore. Once again, and for a record 24 years in a row, this classic desert resort was honored with a Mobil Five Star "one of the best in the country" rating.

Additionally, 15 other Westin hotels in the United States and Canada (Mobil does not rate hotels in Hawaii and Mexico) were presented with Mobil's "outstanding, worth a special trip" Four Star rating.

The 15 Four-Star rated hotels are: Century Plaza; The Westin