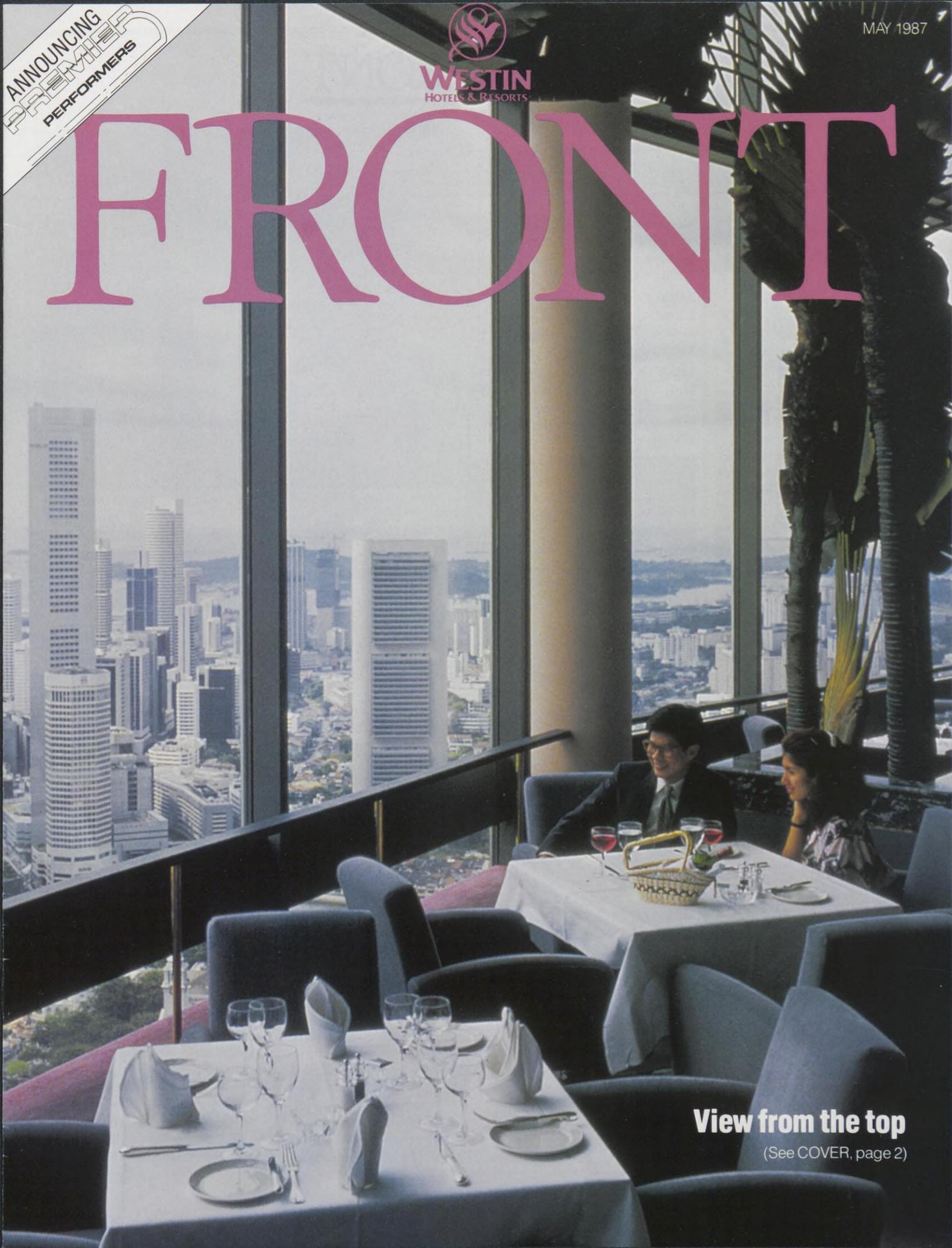


ANNOUNCING
PREMIER
PERFORMERS


WESTIN
HOTELS & RESORTS

MAY 1987

FRONT



View from the top
(See COVER, page 2)

NEWSFRONT

Moving on Moving up

Nina Bell, management trainee, Century Plaza to asst. front office manager, The Westin Bonaventure

Gregory Bramham, front office asst. manager, The Westin La Paloma to senior asst. manager, The Westin Hotel, Washington, D.C.

Steven Bratichak, assistant controller, The Westin St. Francis to controller, The Westin Hotel, Tabor Center Denver

Michael Chiusano, asst. front office manager, The Westin Plaza to asst. front office manager, The Westin William Penn

Allen Cox, asst. director of human resources, Century Plaza to director of human resources, The Westin Bonaventure

Lindsey Geyer, director of human resources, The Westin Bonaventure to director of human resources, The Westin Maui

Lisa Hillestad, management trainee, The Westin Hotel, Galleria Dallas to asst. front office manager, The Westin Hotel, Washington, D.C.

Jane Jontz, employee relations supervisor, Corporate Human Resources, to director of human resources, The Westin Hotel, Galleria Dallas

Robert Keith, controller, The Westin Hotel, Galleria Dallas to controller, The Westin Hotels, Houston

John Leander, Sidewalk Cafe manager, The Westin Bonaventure to assistant manager, The Westin Canal Place

Hock Leng Sng, executive sous chef, The Westin Bonaventure to executive chef, The Westin Hotel, Cincinnati

Laura Mallano, management trainee, The Westin Plaza to restaurant asst. manager, The Westin Hotel, Copley Place Boston

Richard Rojek, asst. front office manager, The Westin Hotels, Houston to assistant manager, The Westin Plaza



The Westin Marquette connects with the 52-story IDS Center shown in background.

Minneapolis hotel joins Westin family

As of May 1, Minneapolis, Minnesota has joined the ranks of Westin destination cities with the addition of The Westin Marquette to the Westin family.

The 282-room hotel, opened in 1974, is considered the leading hotel in Minneapolis. Located in the heart of downtown, at the corner of Seventh Street and Marquette Avenue, The Westin Marquette is part of the city's nationally known IDS Center, a mixed-use tower which, at 52 stories, is Minneapolis' largest structure.

Taking advantage of the eight-sided IDS Center's cut-back architectural pattern, The Westin Marquette offers larger than standard guest rooms, each with an expansive corner view.

The Westin Marquette is connected to Minneapolis' skyway system, a network of glass enclosed second level walkways that connect 27 blocks of the city's business district. This feature makes the hotel especially convenient and attractive to the business traveler.

An extensive \$9 million refurbishment and expansion program is planned in which all of the hotel's 282 guest rooms and

suites will be completely redecorated. Also included in the refurbishment plans are a new ground floor lobby, new conference rooms and a new restaurant. Existing public areas will also be extensively renovated.

Management changes

Recent changes in management positions have included the following:

Pat O'Brien, formerly president of FORMA, Westin's interior design, planning and purchasing subsidiary, has accepted the position of vice president United Airlines, Food Services. **Jack Knudtsen**, vice president of FORMA, has assumed the senior officer responsibility for that organization.

Bob Hawes, formerly general manager of The Westin Ilikai has been named managing director of The Westin Hotels, Houston.

Steve Shalit, executive assistant manager of The Westin Paso del Norte has been named executive assistant manager of The Westin La Paloma.

COVER: In early March some 250 guests attended a dinner reception celebrating the official opening of the Compass Rose restaurant and bar located on the 69th to 71st floors of The Westin Stamford in Raffles City Singapore. Touted as the "World's highest hotel restaurant and bar," the spectacular view from the Compass Rose encompasses three countries — Malaysia, Indonesia and, of course, Singapore.

The Compass Rose, which has become the most popular spot in Singapore for dining and viewing (grazing and gazing?) was designed by the internationally acclaimed interior designer Warren Platner, who conceived the "Windows of the World" restaurant in New York's World Trade Center.

FRONT

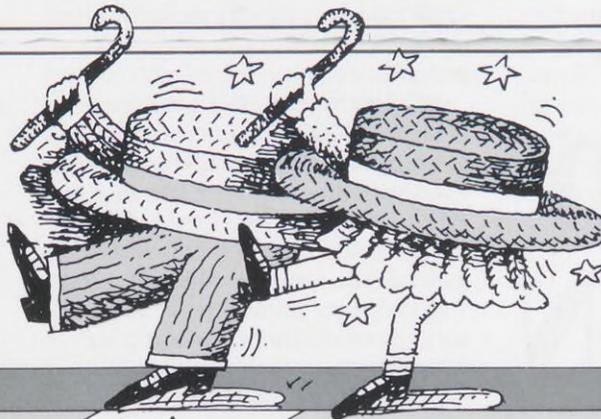
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NEWSFRONT

PREMIER PERFORMERS



IT'S COMING...
TO YOUR HOTEL*

PREMIER PERFORMERS! AN EMPLOYEE RECOGNITION PROGRAM

Westin Hotels and Resorts proudly announces a new and exciting employee recognition program that rewards YOU for YOUR outstanding service and performance!

Rewards YOU for excelling in YOUR position as a Westin Hospitality Professional!

Rewards YOU for taking that extra step to succeed, for YOURSELF, and for Westin!

You'll LEARN...

how to be your very best! Westin has put together individual learning opportunities designed for YOU, to help you show just how good you are!

You'll EARN...

exclusive PREMIER PERFORMER merchandise, recognition and travel awards! YES... a host of fabulous awards can be YOURS! It's a fantastic, and funtastic, opportunity for Westin's PREMIER PERFORMERS to learn AND earn.

PREMIER PERFORMERS...

is Westin's way of saying "Thank You," for the dedication and service excellence of its employees!

It's coming this month to your hotel!

Watch for it!

*U.S. and Canadian Properties

Award finds 'safe' home in Atlanta

The Westin Safety Award of Excellence left its former home at The Westin South Coast Plaza, where it reigned as 1985 winner, and has taken up residence at The Westin Peachtree Plaza as the 1986 winner of this annual award.

Instituted in 1976, the award recognizes the Westin hotel that has achieved the most significant performance in safety as judged by Westin's Risk Management Department.

For best fulfilling the award's judging criteria, The Westin Peachtree Plaza earned possession of the Safety Traveling Award Plaque and received a check for \$1,000 that went to the hotel's safety committee.

Winning hotels of the second place Westin Safety Award of Distinction were: The Westin Hotel, Cincinnati; The Westin Hotel, Galleria Dallas (both winners of last year's "Distinction" awards); The Westin Hotels, Houston; The Westin Hotel, Toronto; and The Westin Hotel, Calgary.

Westin Safety Achievement Awards, presented in recognition for significant safety performance during the year, were presented to: The Westin Crown Center; The Westin Hotel, Chicago; The Westin South Coast Plaza; The Westin Hotel, Seattle; The Westin Hotel, Renaissance Center Detroit; The Westin William Penn; The Westin Hotel, Winnipeg; The Carlton; and The Westin Philippine Plaza.

Congratulations—the seventh time around

For the seventh consecutive year, Westin Hotels & Resorts was selected the number one hotel chain, both in the domestic and international categories, in *Travel-Holiday* magazine's Annual Travel Poll.

Each year, the publication's 2 million plus readers are asked to evaluate airlines, car rental agencies, cruise lines, hotels, railways, tour operators and other travel-related services based on their actual travel experiences of the past year. This annual poll is recognized as the world's largest survey of its kind of the traveling public.

Westin Hotels & Resorts was rated first among hotel chains based on the following criteria: cleanliness; courtesy of staff; quality of meals; efficiency of check-in and departure. Westin rated high in all areas, but, particularly, in staff courtesy.

Winning second place in the "Hotels within the contiguous U.S. (domestic)" category was Marriott.

In second place in the "Hotels outside the contiguous U.S. (international)" category was Regent International.

In recognition of its achievement, Westin, along with other category winners, was presented with its top recognition award at a luncheon honoring the best of the travel industry which was held at The Westin Plaza on the evening of May 6.

In an earlier bulletin to all hotel managers throughout Westin, president Dwight Call noted, "We know you share in our feeling of great pride in this recognition and will, in turn, want to share this good news with your staff... Our sincere thanks to our people who once again have made the difference."

CSO'S

80/20

VISION

FOCUSES ON

IMPROVING

BUSINESS

Marketing people suspected it. Westin Marketing Task Force research confirmed it. About 80 percent of the business generated by Westin's Corporate Sales Offices (CSOs) came from 20 percent of their customers.

Didn't it make sense, therefore, that the CSOs focus a major effort in cultivating this key 20 percent business-producing group?

It did with Fletch Waller, executive vice president/Marketing, after reviewing the Task Force study and its conclusions shortly after he had joined Westin in May, 1985.

It did to Dave Evans, vice president and general sales manager, who is charged with corporate administrative and advisory responsibility for the Corporate Sales Offices.

And it did with the corporate directors of sales attending a two-day meeting in Seattle in August, 1985 at which what came to be known as the 80/20 theory was the meeting agenda focus.

It was from that meeting that a plan to apply the 80/20 theory to its maximum advantage was presented. Called the Account Management Program or the National Account Program, the plan was officially launched by the Corporate Sales

Offices the following January, 1986.

Preliminary to launching the program, the corporate directors of sales were requested to do a thorough research of their office's account files over the next few months. The purpose, to identify that 20 percent or so customers that stood out as the major business producers.

Accounts were to be categorized as either "national" or "standard." National account status was granted to any account that produced a minimum of 1,000 group nights a year for two or more Westin hotels. Accounts producing under 1,000 room nights but more than 250 nights, also for two or more Westin hotels, would be classified as standard accounts. Under

Conferring prior to the CSO quarterly meeting, held in New Orleans in early March, are area directors of sales (from left): Paula Crowder (West Coast); Ted Nordahl (Chicago); Clyde Harris (New York); Tony Schopp (Washington, D.C.); Michael Holehouse (London); Akio Hirao (Tokyo); Brian Hornyak (Toronto).



250 room night accounts would be handled as an individual hotel responsibility.

Once the account classifications had been categorized, it was determined that standard account customers be serviced mostly by phone by the office's inside account executive sales staff. This allowed the outside sales manager staff to concentrate on direct contact calls of the more productive national account customers. Because it is more costly and time consuming to make personal calls on customers, which in some cases may be hundreds of miles away from a Corporate Sales Office, this new system greatly upped the chances that these calls would be more productive and cost effective.

As a memory refresher, the Corporate Sales Office operations differ from that of hotel sales efforts in that the CSO represents and sells for all of Westin's hotels worldwide. The hotel sales operation, on the other hand, concentrates on selling only its own hotel product.

There are nine Westin Corporate Sales Office locations around the world. Each is managed by an area director of sales as follows: United States: Chicago, managed by Ted Nordahl; the West Coast (Los Angeles and San Francisco), managed by Paula Crowder; New York, managed by Clyde Harris; Washington, D.C., managed by Tony Schopp. Canada: Toronto, managed by Brian Hornyak. Mexico: Mexico City, managed by Adrian Schjethnan. (Though this office reports to HOCASA, it is very much part of the team.) Asia: Tokyo, managed by Akio Hirao. Europe: London, managed by Michael Holehouse.

Areas of CSO office service may range from widespread geographical regions in the United States to whole countries such as in Canada and Mexico to whole continents such as the case with the Europe and Asian offices.

Most of a CSO's accounts can be categorized as either corporate (corporations and other megabusineses of regional, national or international operation) and associations (with regional, national or international membership). And most of the business produced by these offices is of meeting, convention or similar group type.

However, the types of markets may vary considerably from office to office — some offices such as Washington, D.C. are heaviest in association accounts and others such as the West Coast offices are largely corporate.

With CSO account reorganization, sales managers are now not only concentrating solely on national account customers and prospects but their account load has been somewhat lessened. The general guideline is around 150 account files per sales manager.

Typical of sales manager reaction to this new arrangement is this comment from area director Paula Crowder, "What is happening with this national account program is that the sales manager's call frequency with all our assigned accounts is much more regular than it ever was. Before, when we had zillions of accounts to handle, we seldom had time to call on all of them with any frequency and some accounts hardly at all.

"Now, we pick the top producers and we concentrate on them. And we're not letting them forget the name Westin Hotels & Resorts. By doing this, we've been steadily increasing the share of the market ever since the program was launched in January, 1986 and we are developing a good rapport and business familiarity with these key producers."

But most importantly, this "80/20 vision" focus on these identified key producers has, notes Dave Evans, resulted in some very markedly improved group business for Westin since the National Account Program has been in operation.

Ferris responds to employee concerns

In an open letter to all Allegis employees in late April, Richard Ferris, chairman of Westin's parent Allegis Corporation, responded to recent publicized developments involving the Allegis company.

Specifically, Ferris acknowledged employee concerns as to the company's future in light of the proposal from the pilots at United to discuss the purchase of the airline and the resultant speculation, as expressed in the news media, of possible outsider takeover. He noted that while the Board of Directors had rejected the pilot's proposal, the threat of outside raider activity was still of concern.

Meanwhile, Ferris assured employees of the Board's ongoing commitment to the Allegis partnership and all it represents. As Ferris noted, "We are healthy and strong financially. We have a business strategy that is beginning to pay off in the travel industry. And we are not about to do anything that will jeopardize either the value of this company for our shareholders or the careers of our people."

Then, in direct reference to Westin employees, Ferris stated, "Let me also assure you that the Allegis Board, Harry Mullikin and I will not gamble with your future... you are part of our plans for the future. You are helping us make history in the travel industry. We've only begun — but our prospects are very bright indeed."

In his conclusion, Ferris acknowledged, "You have been extremely patient with us through this time and I'm very grateful. We will do everything we can to keep you informed." Full text copies of Ferris' letter were sent to all Westin hotels and offices for posting.

PHOTO NEWS



Community minded

HONG KONG—Community-minded Shangri-La hotel employees and their families walked for three hours recently in a city-wide "Kowloon Walk for Millions" 10K walkathon to benefit the local Community Chest. Here, Josephine Tang, president of the Employee Council and James Simkins, executive assistant manager, present a check for HK\$19,858, raised by the walkers to the Hon. Q.W. Lee, vice patron of the Community Chest of Hong Kong.

Medal men

PITTSBURGH—In late February The Westin William Penn hosted the Third Annual Culinary Arts Salon Competition encompassing the tri-state area of Pennsylvania, West Virginia and Ohio. Among the more than 100 chefs and apprentices competing was this culinary foursome from

The Westin (from left): Vincent Sanzotti, chef de cuisine; Mark Kraemer, fine dining room chef; Bernd Libergesell, executive chef; and Frank Cappellino, sous chef. About 15 medals were awarded participants with the Westin group winning four of them—one gold, two silvers and one bronze.



'White Hats'

EDMONTON—Les Toques Blanches, or The White Hats, is an international society of executive chefs formed in Paris in 1979 to enhance the culinary profession internationally. Among the group's objectives is the exchange of culinary ideas, promote community relations and to encourage young people to pursue a culinary career. Currently there are 42 chapters throughout the world boasting 1000 mem-

bers. The newest chapter—and country—was the recently established Edmonton Chapter which takes credit as the first Canadian Les Toques Blanches chapter. Among the Chapter founders were three members of The Westin Hotel, Edmonton—Manfred Ochs, executive chef (top left); Chris Christie, sous chef (next to Ochs); and John Anneler, pastry chef (seated center). Seated left is Liam Lambert, general manager.

PHOTO NEWS



Celeb bartenders

KANSAS CITY—Dimitrios Roussopoulos (left) beverage manager at The Westin Crown Center, poses with pro soccer team members of the Kansas City Comets Tasso Koutsoukos and Demir Haramina who were among the Comet players participating in a recent "Celebrity Bartenders" event at the hotel's K.C.'s Sports Bar (formerly the Signboard Bar). The Comet team's demonstrated championship form as bartenders was only outmatched by their playing form in the field which has lead them to the national playoffs held in early May.

Helping hand

HOUSTON — Because he was so instrumental in helping organize the National Coalition of Black Meeting Planners (NCBMP) a few years back, executive vice president Fletch Waller was honored at the association's most recent get-together held in Houston in late March. During the group's award ceremonies, Waller was presented with a special recognition plaque in appreciation of his helping hand by Kermit Hall (left) chairperson, Board of Directors NCBMP. Also pictured are Kay Russell, sales manager, national accounts, The Westin Hotel, Renaissance Center Detroit, and (right) Howard Mills, president NCBMP.



Flippin' pancakes

OTTAWA — The First Annual Shrove Tuesday Flipathon for Easter Seals pitted two pancake flipping teams for this fund-raising fun event held at Daly's restaurant at The Westin Hotel, Ottawa on March 3. Heading the Brit team was hotel general

manager, Timothy Whitehead (in action, left center), and leading the Canadian team was Ottawa Mayor Jim Durrell (in action, right center). Winner was the Canadian Easter Seal foundation by a total of \$175 raised during the hour-long Flipathon.



Tripled record

NEW YORK — Annually, New York City hotels, restaurants and entertainment establishments host a fundraiser on behalf of the Greater New York Councils of Boy Scouts of America. Under the direction of the 1987 chairman Jeffrey Flowers, managing director of The Westin Plaza, this year's awards luncheon, held at the hotel, tripled previous records and raised over \$90,000 to benefit scouting programs. With Flowers (left) is Maury Mortensen, The Westin Plaza's Loss Control manager and project coordinator for the fundraiser luncheon and honored cub scout Kevin Gonzalez.

FRONT DESK

Notes
and
news
briefs

Superlatives from the champion

Jack Nicklaus, famed golf champion and premier golf course designer, was mightily impressed with the site selected for his design at the two golf courses being installed at The Westin Kauai resort. On his first viewing, Nicklaus was lead to comment that the site was "probably the most magnificent piece of property I have ever seen." This from a traveling pro who obviously has seen a lot of other golf courses during his world wide golfing engagements, including some pretty magnifi-



cent ones already in place in the neighboring Islands. Reports are that Nicklaus has done no less than a magnificent designing job of the two 18-hole courses he was commissioned to develop at the Kauai super resort.

How about this two-time winner...

For the second year in a row the Century Plaza was honored by three of the leading meetings and conventions publications as among the very best to hold a meeting or convention. From *Meetings & Conventions* magazine a 1986 "Gold Key Award"; from *Corporate & Incentive Travel* magazine, their "Award for Excellence" and from *Successful Meetings* magazine a 1986 "Pinnacle Award." The Century Plaza is the only hotel in Los Angeles to win all three awards and for two years in a row.

It's in the mail

Members of United Air Lines Employees Credit Union (UALECU) will be pleased with the first class touch addition to credit union services. Beginning with the first quarter 1987 statement mailing (April 6, 1987), the quarterly member statement will be sent to members' homes via first class mail. Included in these mailings will be a copy of MONEY CLIPS, the UALECU member newsletter.

THE PLACES OF WESTIN

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



IN GUADALAJARA

Camino Real

Though just ten minutes from the center of downtown Guadalajara, the 225-room Camino Real projects a secluded resort atmosphere in its sprawling garden setting. Contributing to that atmosphere are its five swimming pools and lighted tennis courts as well as a putting green, shuffleboard and volleyball courts and a children's playground. There is fine dining at the Aquellos Tiempos Restaurant and the Pavillion Coffee Shop and at the La Dilegencia Bar. Within minutes is some of the best shopping in Mexico that includes the Libertad Market,

said to be the world's largest under one roof, and the quaint plazas of Tlaquepaque, home of some of the country's finest artisans. The city boasts of a near perfect climate with 70° as the normal daily forecast. The hotel opened in 1965.

IN MEXICO CITY

Camino Real

The 716-room hotel is the only AAA Five Diamond awarded hotel in Mexico City. Located on a 7-1/2-acre site across from the city's historic Chapultepec Park, the hotel presents an oasis for business or pleasure travelers right in the heart of one of the world's largest cities. Its recreational facilities include four swim-

ming pools, four tennis courts, two practice courts and a complete health club. Ten restaurants are featured including Fouguet's de Paris for French cuisine, Cero Cero for video disco and Le Club for backgammon games. Nearby is Maximilian's Chapultepec Castle, the National Museum of Anthropology and the smart shops, boutiques and restaurants of Mexico City's famed Pink Zone. The Camino Real, Mexico City opened in 1978.



Galeria Plaza

The 435-room Galeria Plaza is located in the heart of Mexico City's Zona Rosa or Pink Zone. Its location within the city's most glamorous shopping and dining area places it within five minutes of Chapultepec Park and close to the city's most famous landmark, the Independence Column. The hotel restaurants offer some of the finest dining in Mexico City including the Ile de France gourmet French restaurant, the Cafe Plaza, the Ile de France piano bar and the exciting Le Chic disco. The private Penthouse Club, for guest and members only, features a swimming pool, sundeck and bar and food service. The Galeria Plaza opened in 1980.