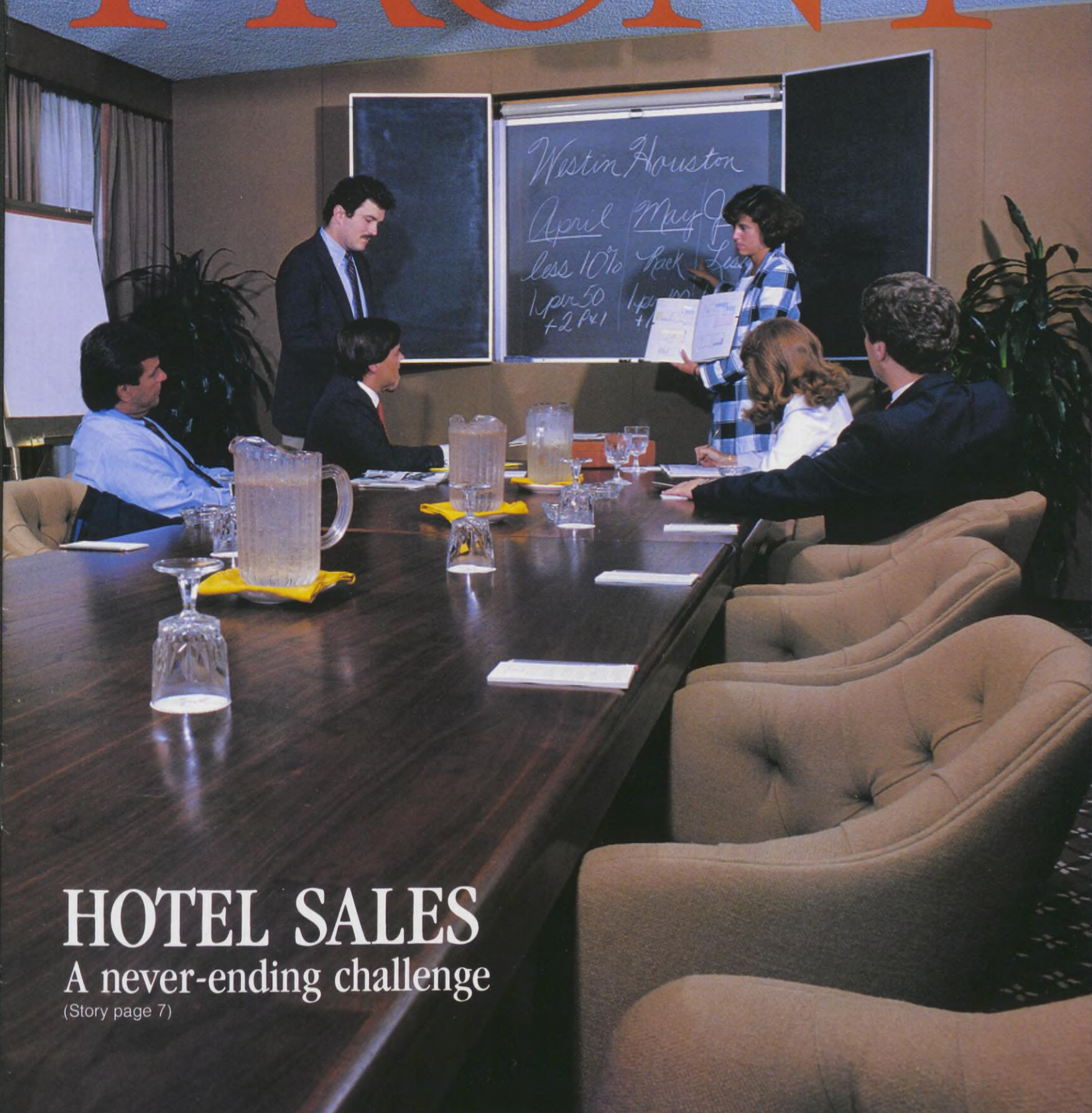




# FRONT



**HOTEL SALES**  
A never-ending challenge  
(Story page 7)

# NEWSFRONT

*COVER: While selling room nights for their particular hotel is the name of the game for Westin's hotel sales people, the close proximity of The Westin Galleria and The Westin Oaks in Houston (at opposite ends of the Galleria Mall) offers a unique marketing opportunity for a combined hotel sales effort. In addition to selling their individual properties, both hotel sales departments also join forces to market their "900-room concept" (the total rooms for both hotels) to attract the large group business market. This is business that each of the hotels could not singly accommodate.*

*Pictured on the cover is Nan Stone (at the chalk board), national sales manager for The Westin Galleria, addressing a combined hotel staff sales strategy session on the concept.*

*Innovative ideas such as the Houston hotel's 900-room concept are among the sales strategy "tools" used by Westin's hotel sales people around the world to assist them in meeting their never-ending challenge of filling guest rooms night after night after night.*

*For a further insight into sales strategies and the marketing operations of Westin's hotels, see the special Hotel Sales feature beginning on page 7.*

## FRONT

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

**Gabe Fonseca**  
Publications Editor  
The Westin Building  
Seattle, WA 98121

Printed in U.S.A.

## Moving on Moving up

**Phil Brezinski**, senior assistant manager, The Westin Hotel, Copley Place Boston to executive assistant manager, The Westin Hotel, O'Hare.

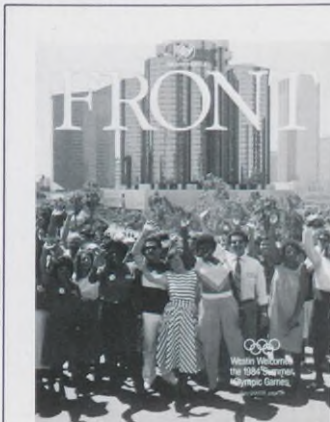
**Laurie Costello**, sales manager, Westin Sales Office, New York to senior sales manager, The Westin Hotel, O'Hare.

**Karen Johnson**, senior assistant manager, The Westin Oaks, Houston to senior assistant manager, The Westin Hotel, Chicago.

**Myles Shibata**, senior assistant manager, The Westin Ilikai to senior assistant manager, The Westin Hotel, Seattle.

**Ray Stone**, director of marketing, The Westin Hotel, Renaissance Center Detroit to director of sales, Westin Sales Office, New York.

**Axel Suray**, F&B director, The Westin Chosun, Seoul to F&B director, The Westin Hotel, Tabor Center Denver.



THANKS IRA . . .

The great cover photo that appeared on the August issue of FRONT (reproduced here) should have included a credit line for the photographer. It was taken by Los Angeles photographer Ira Margolin.

## Management change

This hotel management position change was announced in August:

Liam Lambert, executive assistant manager at The Westin Hotel, Ottawa, has been named general manager of The Westin Hotel, Edmonton.

Lambert replaced Steve Halliday who had left Westin to accept the position of general manager with the Tokyu Hotel in Vancouver, B.C.

## Agreement reached on sale of Ilikai

Westin Chairman Harry Mullikin announced in early August that an agreement has been reached for the sale of The Westin Ilikai to Ilikai Hotel Investors, Ltd.

The purchasers are a newly-formed Arizona partnership consisting of Heller-White Hotels, its principals and two thrift institutions located in Los Angeles and Dallas.

Heller-White is associated with the Formac Investment Corporation which has recently agreed to acquire Interisland Resorts, Ltd.

According to a Heller-White executive, the hotel will be renamed The Ilikai Surf and will be associated with the three Surf Resort hotels on the neighboring islands.

The transaction is expected to be finalized before November 1 of this year.

The announcement noted that Westin Hotels will continue to manage the Mauna Kea Beach on the Big Island of Hawaii.

## The Westin St. Francis among "10 Best"

I'm extremely impressed with the sales staff. They're always willing to work with us in putting together whatever we want." That commendation by one corporate incentive program user of The Westin St. Francis, San Francisco was among the many accolades volunteered by the readers of

*Corporate Meetings & Incentive* magazine that won the hotel its recent recognition as one of the "10 Best Incentive Hotels" in North America. "Incentive" hotels or resorts are those properties used by organizations when rewarding their top achievers with accommodation prizes. Their selection is usually based not only on destination popularity but on properties offering the most commendable qualities in facilities, service and staff attitude.

# NEWSFRONT

## Interaction is training key

So you've been appointed a supervisor or department manager. Now that you've achieved that career step, you're eager to prove your worth. That is, to make your area of responsibility as smooth running and top performing an operation as you can.

But though you know the job and what's expected of your area, you're kind of new to this "people managing" part of your business.

You're not too sure how to go about communicating your operation's goals and expectations to your staff to gain their full cooperation and commitment. Or how to translate that commitment in terms of not only benefiting your operation as a whole but as benefiting the career growth of the individual.

One thing you do know. Without the full support of your staff, it could be awfully tough sledding.

The vital need for training in people management—for both the newly appointed supervisor/manager and middle management people—has long been an area of company concern. Consequently, when Walker Williams joined Westin as director of personnel in 1981, one of his top priority directives was to research the availability of a people management training program best suited to Westin's needs.

The result was the Interaction Management Program for Supervisory Personnel as offered by Development Dimensions International. (Actually, the DDI pro-



*The Interaction Management graduating class at The Westin Hotel, Winnipeg display their course completion certificates.*



*Reed Sehon, corporate management education manager, lectures a hotel trainer group on some program basics.*

gram had been successfully and independently used at The Carlton, Johannesburg, for a couple of years prior to its adoption by corporate personnel.)

"The key word in the DDI program is 'interaction,'" says Reed Sehon, management education manager with corporate personnel and responsible for implementing the program at the hotels.

"A basic concept of the program," Sehon explains, "is teaching supervisors how to interact with their staff in a positive way that respects them as individuals and to boost their self-esteem."

At its core, Interaction Management offers supervisors a set of problem-solving skills enabling them to effectively handle employee performance and work habit problems. But just as important is the training that supervisors receive in

recognizing and maintaining good performance and improvements as they occur.

After watching a video tape depicting the effective handling of a difficult situation, the heart of the real skills development begins. Each program participant is then given the opportunity to "skill practice" (via specialized role play) how they would handle a similar situation using the principles and steps they had previously learned in the program.

The first hotels introducing the Interaction Management program were the Westins in Seattle, downtown Chicago and Detroit. Since then 17 more U.S. and Canadian properties have adopted the program.

In each instance, it was Sehon's responsibility to initiate each hotel's program via a week-long instructor certification workshop for a small group of key management people at

each hotel. Essentially, these are "train the trainer" programs, since it is up to these individuals to do the actual training of their hotel's supervisory staff. Following these certification workshops, Sehon also conducts an intensive two-day workshop for the hotel's executive committee.

Says Sehon, "This executive committee involvement is essential to the success of the program because it is through their own use and reinforcement of the principles that will help assure its sustained use over the long run."

One of the original hotels to adopt the DDI program, The Westin Hotel, Seattle, lists 160 managers and supervisors as having been trained in Interaction Management to date. Most of that training has been under the direction of Susan Gibson Breda, training and development manager for the hotel.

An enthusiastic supporter of the program, as is the hotel's management, Gibson Breda notes, "Ever since its implementation, we've experienced increasingly positive team work attitudes and productivity. Another benefit has been the development of a managerial consistency throughout the hotel."

Other Westin hotel users of the program are as equally positive in their responses as indicated from a survey taken of these hotels by the corporate Personnel Division.

Ulrich Wall, former general manager of The Westin Hotel, Winnipeg and now general manager of The Carlton, evaluates it as "... one of the finest programs Westin has undertaken. I believe the training will greatly assist all supervisors in their day-to-day operations."

# PHOTO NEWS



## Music to eat hot dogs by

COSTA MESA—Every Thursday throughout the summer, lunch-time groups from the surrounding business community headed towards The Westin South Coast Plaza drawn by the sound of music. Source was the hotel-sponsored "Concerts in the Park" summer series held in the park in front of the hotel. The weekly concerts featured a live band that focused on an easy-listening big band sound. And for easy-on-the-pocketbook lunching, a dollar bought tasty hot dogs with all the fixin's or a choice of beverages supplied by the hotel.



## First birthday, first pin

BOSTON—On July 25, The Westin Hotel, Copley Place Boston celebrated its first birthday with its first Employee Awards Banquet. Attending were more than 400 one-year employees and a dozen five and ten year award recipients. Among those receiving their first service award pin marking five years of service was Diane Ptasnik, the hotel's reservations manager, pictured here with Bodo Lemke, general manager.

## 'Salesman of the Year'

TORONTO—John Visconti (left) sales manager with the Westin Sales Office, Toronto proudly accepts "The Westin Stamford and Westin Plaza Hotels' Salesman of the Year Award for 1983" from Bob Chamberlin, director of sales/North America for the Raffles City properties in Singapore. The annual award, which was first presented last year,

was created by The Westin Stamford and Westin Plaza, Singapore sales and marketing staff to recognize exceptional booking business generated by other Westin sales members for the hotel. Visconti was credited

for booking the Crown Life Insurance Company Incentive Program into The Westin Plaza Hotel for April, 1987 — two back-to-back groups of 500 members each.



# PHOTO NEWS

## Westins host Olympic heros



Immediately following the Summer Olympics, the Gold, Silver and Bronze medalists from the U.S. were whisked on a quick cross country tour. Starting in Los Angeles, the exuberant athletes were feted at a "breakfast of champions" with President Ronald Reagan. In New York, exuberant New Yorkers feted them with a triumphant ticker-tape parade down Broadway.

Host hotel on both these occasions were Westins — the Century Plaza in Los Angeles who hosted the breakfast and The Plaza in New York who had

treated the medalists to a buffet dinner-dance on the evening before the parade.

The most popular "sport" among personnel at both hotels was taking pictures of, and having their pictures taken with, their favorite Olympics heros. Among those who succeeded: (Top photo): Larry Saward (left), resident manager at the Century Plaza, with track star Carl Lewis, winner of four Gold Medals. (Bottom photo): Randy Smith (right), group service manager at The Plaza with Gold Medal gymnast Bart Conner.



## Waterfall, a wind-fall

KANSAS CITY—Every once in a while the pool at the base of the five-story waterfall at The Westin Crown Center is "harvested" of its riches — coins tossed into the pool by guests and the public. Its most recent harvest yielded two buckets of coins totaling over \$500. The coin collection was donated to Kansas City's Children's Mercy Hospital, as a contribution to their capital fund drive, by Jim Durham (right), the hotel's managing director. Accepting are Dr. Richard Dreher, director of the hospital and Mrs. Donald Hall, hospital Board member.



## In case of fire ...

PHOENIX—Some 60 employees of the Arizona Biltmore are a lot better prepared to cope with any kind of fire emergency thanks to a fire prevention class recently presented at the hotel by the Phoenix Fire Department. The class included

a lecture, movie, practical demonstrations and a question and answer session. Participants learned which extinguisher to use on different types of fires and practiced extinguishing paper and flammable liquid fires. Here security officer Deborah Lee Hall takes a turn on the proper procedures for extinguishing a flammable liquid practice fire.

# PHOTO NEWS

## Running... for office



SAN FRANCISCO—Following his nomination at the U.S. Democratic National Convention proceedings in San Francisco in July, Democratic presidential nominee, Walter Mondale and his wife, Joan, attended a victory breakfast at The Westin St. Francis. Greeting the Mondales upon their arrival at the hotel are Bob Wilhelm (second from right), managing director, and Bill Agugliero (right), director of security for the hotel.



TORONTO—the first day of the campaign for the Canadian Federal Elections found Progressive Conservative Party leader candidate, Brian Mulroney, checking into The Westin Hotel, Toronto while in the city to attend a number of local political functions. Welcoming Mulroney to the hotel is Minaz Abji (right), executive assistant manager for The Westin Hotel, Toronto.

## Running... for fun



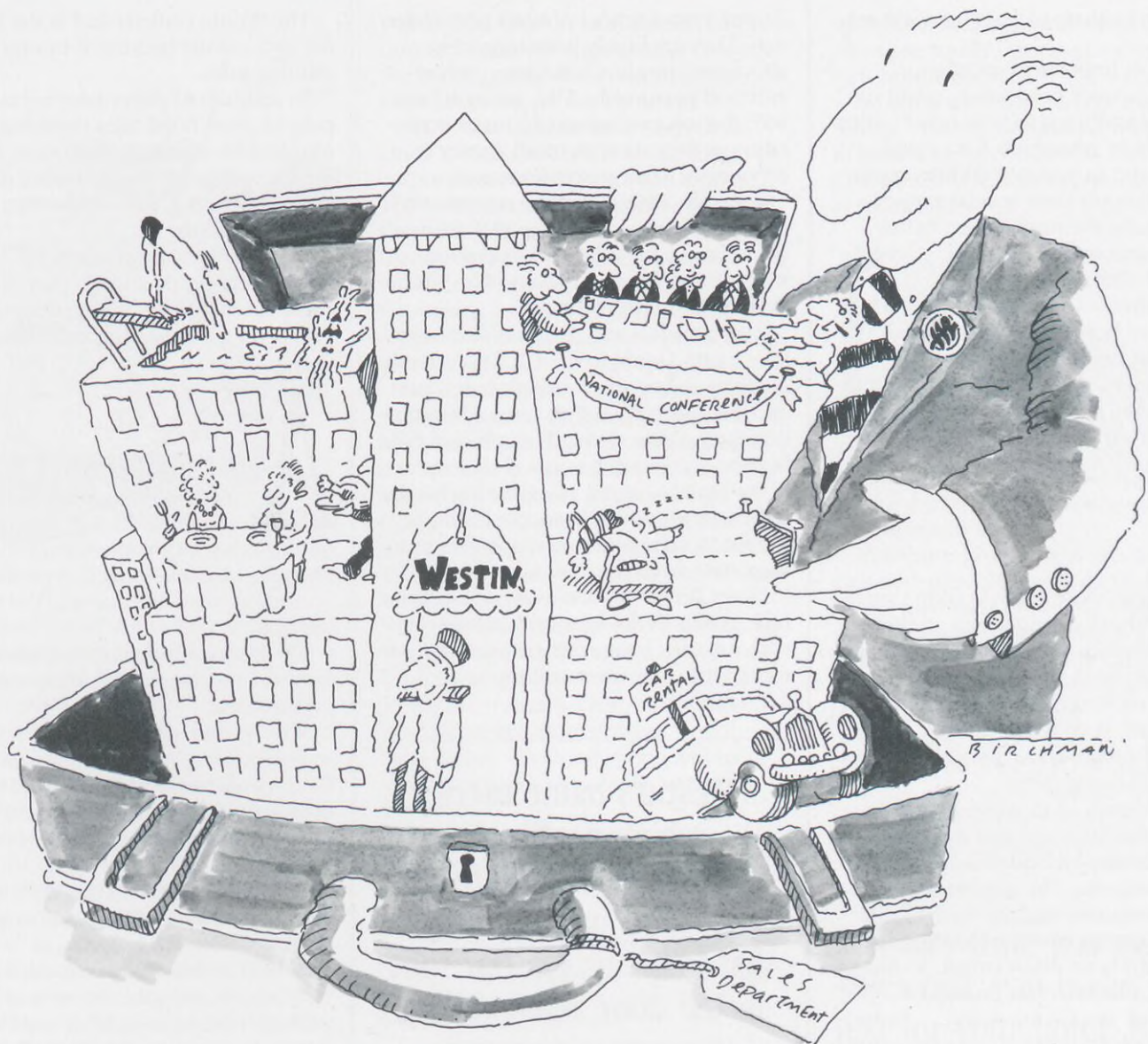
hats and carrying wooden spoons (which came in handy as laggard prods) mostly for the fun of it but also to promote the hotel's newly opened Terrace Court restaurant and its "Terrace After 5" dining concept.

MANILA—Members of the two-year old Philippine Plaza Runners Club were among participants in a recent city-wide invitational Fun Run and raffle draw sponsored by Diners Club. In competition with several hundred others, the hotel team made a respectable showing with member Expedita

Ortega winning a second place in the women's 3-km race. But the big win came with the lucky drawing in the raffle that netted the team the 10,000-peso grand prize award which was turned over to the Employees' Social and Athletic Council.

CALGARY—A recent 6-km Fun Run, co-sponsored by The Westin Hotel, Calgary and Calgary's Heavens Fitness Centre, drew some 600 participants including this group of hotel "chefs". Actually, there wasn't a culinarian in the lot. The team was comprised of sales, public relations and front desk people dressed in chef's jackets and





# HOTEL SALES

The challenge of filling guest rooms night after night after night ...

How many guest rooms are there at your hotel? 400? 800? 1,000 perhaps?

Whatever. Except for those that have been put out of order for some reason, they are all for sale. Night after night after night.

Who will be buying them tonight? Tomorrow night? Next week? Next year?

And how many will go unsold? Lost business that can never be recaptured.

The focus of responsibility

for seeing to it that as few rooms as possible are left unsold each night lies largely with a handful of people; your hotel's sales department staff.

Sure, there are some "walk-in" buyers. Guests who walk in off the street requesting rooms for a night or two. There are also buyers who have made room reservations by calling our "800" number or who have called your hotel directly. And of course, Westin Sales Offices would have

contributed a share of your hotel's guest business.

But for an important part of your hotel's occupancy production, credit can be directly attributed to your hotel's sales people. Those whose job it is — and usually in the face of tremendous competition — to apply their special expertise in influencing the marketplace to buy accommodations at your hotel . . . night after night after night.

At one time — and that wasn't too long ago — most hotels managed without sales departments. For the most part, ads in newspapers, a billboard or two on the edge of town, and a prominent sign on the hotel itself was sufficient to draw the hotel's largely transient guest business.

**T**oday, most hotels couldn't survive without at least a two- or three-member sales staff. For many larger hotels, a department complement of a dozen or more members, including support staff, is common.

What's brought about this sales activity emphasis? Several things.

The tremendous increase in hotel industry competitiveness and the subsequent scramble for business is probably the biggest factor. The growth of new hotel construction and the birth of new hotel companies over the past few decades has been phenomenal. So much so, in fact, that there are dozens of destinations around the world — including those with Westins — that are currently considered overbuilt with hotels.

Then, largely because of today's ease and speed of jet travel, there have been several dramatic changes taking place throughout the hospitality/travel industry market itself.

For one thing, today's major hotels can and do seek their markets not just locally or even regionally, but nationally and internationally as well.

And this market — whether it be the individual business traveler, the pleasure traveler or the group traveler — has become increasingly more sophisticated and demanding. These travelers want to know as much as possible about the hotel product they are buying — its cost, location, reputation — and most of all, exactly how the hotel, even the destination, will suit their particular needs.

As the industry and the customer have changed and become more sophisticated, so have the hospitality industry's sales people.

Today's Westin hotel sales person is usually a college graduate (some with post graduate degrees) often with a

degree from a school of hotel administration. They are highly knowledgeable about their product, articulate, enthusiastic and personable. They are as at ease with the top executives of a major corporation as they are with travel agency receptionists. They are professionals.

Recently, *FRONT* had the opportunity to visit with one such group of Westin professionals — the sales and marketing staffs of The Westin Oaks and The Westin Galleria hotels in Houston.

This attractive and dynamic Texas city (the fourth largest in the U.S.) is currently counted among the overbuilt hotel cities, and also currently suffers from a lagging economy. Yet both hotels can boast of the highest occupancy records in the city.

Ray Brum, director of marketing for the 500-room Westin Galleria, credits the Westin Hotels name and reputation as an important factor for their sales success.

Notes Brum, "Westin's name carries a high profile. It automatically identifies us with a quality image that helps us get our foot in the door when calling on new accounts."

**"Westin's name carries a high profile. It automatically identifies us with a quality image that helps us get our foot in the door when calling on new accounts."**



— Ray Brum

Don Blakesley, director of sales for the neighboring 400-room Westin Oaks, concurs. He adds, "The reputation of your own hotel is very important also. Happily, both our hotel and the Galleria are widely recognized as the two finest in Houston, even by those who have not stayed with either one of us."

The staff makeup of both hotels' sales departments, though differing in size, is similar, and similar in their operations to most other Westin hotel sales and marketing departments.

The Westin Galleria staff is the larger of the two, mainly because it incorporates catering sales.

In addition to direct sales contact people, most hotel sales departments will also include convention services, advertising and public relations, market research, word processing, sales secretaries and other specialists.

At the two Houston hotels the department heads, though they do make some sales contacts, concentrate their efforts on administering and planning.

**A**s with all Westin hotels, the department sales organization chart is specific in its staff assignments as to territories and markets. How these assignments are allocated depends largely on market mix emphasis and the size of the hotel.

The business pursued by a sales staff falls into two basic categories — group and transient.

With Westin, group business is defined as booking a minimum of 12 guest rooms for a specific account. This could be a corporate group, an association, a tour group, a sports team or even a wedding party.

All other business is classified as transient business. This could range from such non-solicited business as "walk-ins" and "800" number callers to such solicited business as corporate clients and hotel package respondents. With most Westin hotels, transient represents the higher percentage of room business.

The two Houston hotels list one national sales manager each. Other larger group oriented hotels could assign two or more people to that position. The prime targets for the national sales manager is the association business.

Headquarters for most national associations are concentrated in the three cities of Washington, D.C., New York and Chicago. State and regional associations are usually headquartered in state capitals or in larger cities.

Most association business is booked several months, even years, in advance of the actual event.

Says Nan Stone, who handles national accounts for The Westin Oaks, "Often with associations, you've got to use a double-sell approach. That is, you first sell the prospect on the destination — your city; then on the particular site in your city — your hotel."

She adds, "You've really got to be pretty convinced — and convincing — that what you are offering outdistances



the competition in destination and hotel for best serving the client's needs. It's what makes the job so challenging. And that's why service after sale — the totally satisfying hotel experience — is so important."

To assure that "totally satisfying hotel experience," each of the two hotels staff a convention services manager. (Again, some of the larger hotels will staff a three- or four-member convention services staff, including a director of convention services.)

It's up to the convention services staff member to take over after the sale has been booked, with the responsibility of following through in handling every client need or requirement.

Another supplier of group business is the hotel's corporate accounts. These can range from sales meetings and regional conferences to product shows and public seminars. (Corporate hotel events not involving sleeping rooms are usually handled by the hotel's catering sales staff.) A good deal of corporate business is also categorized as transient.

The pursuit of corporate business is a major sales department activity, with more staff members assigned to corporate accounts than for any other business segment. For one thing, it takes a lot of people to contact and service the multitude of business organizations located within a hotel's marketing area. Besides, it's a very desirable market — it's a more frequent producer than association business and is usually short lead time business.

To assure maximum coverage of the corporate market, each department sales manager is assigned a specific territory to cover. It's then up to the managers to plan their calls to cover a specific area

within their territory during each day's outing. Phone call appointments may be the norm, but there can also be some just plain knocking-on-door cold calls.

Many hotels promote a "secretary's club," which the executive secretaries of corporate accounts are invited to join. The club's intent is to promote goodwill through social activities and to encourage members to book business with the hotels, since they are often responsible for making accommodations arrangements for their company people and out of town visitors.

With some of the larger hotels, a sales manager may be assigned to a specific market segment that may be handled in other hotels as "part of the territory." For instance, a hotel that generates a good deal of tour business may staff a tour and travel specialist to work with tour wholesalers, travel agencies and incentive travel houses.

Promotional packages are a standard transient business attraction. These may range from special weekend to holiday packages — usually promoted when hotel occupancies are lowest — to the often longer stay honeymoon and recreational packages so popular with resort properties.

Here is one of the many areas in which the creative expertise of the hotel's advertising and public relations people come into play.

Often these hotel packages will be developed in conjunction with an air carrier, a car rental company or other travel industry related business.

Currently, the two Houston hotels, along with The Westin Galleria Dallas, are promoting their "Galleria Shopper's Bonus Guide" package. Participating are American Express and Hertz car rentals. The package offers guests a special weekend room rate plus a coupon book good for special savings on purchases made from selected merchants of both the Houston and Dallas Galleria shopping malls.

An aim of a hotel's sales strategy is not only to bring in the business, but to bring it in consistently. Even hotels enjoying good occupancies inevitably experience peak and valley occupancy periods. These are beyond the traditional weekend and holiday dips and are more seasonal in nature.

Response to these forecasted valley periods may call for special action that might include requests for special assistance from the Westin Sales Offices, Central Reservations Office or special promotions and selling efforts by the hotel's sales staff.

One device to drum up business is the

sales blitz; an all-out staff effort to canvass often previously untapped sources for new business leads.

An often used approach is "position selling." That is, negotiating with a client to book a piece of business during a slow period, with a special rate usually offered as an incentive.

**I**t's a win-win combination," says Brum. "The price break benefits the client, and we win by booking the business when we need it the most. Besides, it frees up booking space for other business that we might have had to turn away if the client had booked during a peak business season."

Innovative promotions, special packages and sales blitzes are all vital to a hotel's total sales effort. But both Houston managers agree that the real key to sales success lies with each individual sales person maintaining a high awareness profile in the marketplace.

Says Brum, "If they don't see you or hear from you, they don't do business with you. And you can be sure there is plenty of heavy competition out there making those contacts."

**"Every time you make a sales call, you make it not just for your hotel, but for the whole company."**



— Don Blakesley

Blakesley adds, "Every time you make a sales call, you make it not just for your hotel, but for the whole company. Not only are you promoting Westin name familiarity, but often you'll pick up some information that could be a lead for another Westin hotel in some other area."

With these two hotels, as it is with all Westin hotels, the sales staff is the hotel's occupancy business lifeline dedicated to the single-minded pursuit of filling guest rooms . . . night after night after night.

# WESTIN PEOPLE



## He's joined the club

SEATTLE—The usually unflappable Chuck Brown (left), manager of sales development/Westsel development for the corporate Marketing Division, found himself in somewhat of a speechless daze when he heard the announcement that he had been named a member of Westin's select Thurston-Dupar Inspirational Award "club." That surprise announcement, made by Westin Chairman, Harry Mullikin (right), climaxed the corporate offices' Annual Employee Awards Banquet festivities which were held at The Westin Hotel, Seattle. As corporate Thurston-Dupar Inspirational Award winner for 1984, Brown was presented with the traditional award plaque, a cash award and the entitlement to wear the award's color-designated service pin.

## Human resources director faces his biggest challenge

"There were a lot of very important loose ends that needed to be tied up," explained Eng Leong Tan in commenting on his visit to Seattle in late June. He added, "In particular I needed the specifics about what was being done for us and what was expected of me."

Tan, recently appointed as the director of human resources for the hotels in Raffles City, Singapore, was at corporate headquarters for a several day orientation mostly with personnel division staff.

Though new to Westin, the young Singaporean is no stranger to the hotel business or personnel. For the past four

years he had been employed as director of personnel with one of Singapore's major hotels. Prior to that, he worked in the area of industrial relations with Singapore trade unions.

With his newest position, Tan admits to facing his biggest career challenge yet. When completed, the combined properties of the Westin Stamford & Westin Plaza will offer 2,000 rooms served by a staff of



nearly 3,000 employees (The 800-room Westin Plaza is anticipating a late 1985 opening and the 1,200-room Westin Stamford will open the following year.)

The personnel department for the combined hotels which Tan heads, will employ 22 members. For the next several months he will be deeply involved in pre-opening employment and training, beginning with the acquisition and development of his own staff.

"I'm sure I'm going to need an awful lot of help during these months from the corporate personnel people," Tan smiled. "That's why this has been such a great opportunity and benefit for me to become personally acquainted with the people I will be working closely with."

Here, Tan exchanges information with a member of the corporate personnel staff.

## They've joined the club

NEW YORK—The 121 members of The Plaza's Quarter Century Club chapter recently welcomed seven new members into their exclusive ranks and

celebrated with a gala dinner-dance for members and spouses in the hotel's Baroque Room. (Quarter-Century Club eligibility requires 25 years of service with Westin or with a Westin hotel.) Congratulating six of the seven new Quarter Century Club members (cen-

ter) is Jeffrey Flowers, managing director. The new members (from left) Karolina Stroeber, Benny Ferrante, Vito Belfiore, (Flowers), Pablo Ruiz, Gabrielle Pretto and Dorothy Monahan. Not pictured is member, Sauro Marchi. All inductees were presented with a clock from Tiffany & Co.



# WESTIN PEOPLE



Bart Moore (left), Ron Bruenning.



From left: George Steiger, Martin Shaffer, Bob Wilhelm.



From left: General Manager Arthur Oades, Ted Campbell, Harry Mullikin.

## Awards of Merit

Within the last few months at least four Westin people have been cited for their immediate and properly applied responses to emergency situations involving guests and fellow employees. For their actions, all have been presented with the Chairman's Award of Merit, which is given in recognition of a "performance of an act involving the attempt, successful or not, to save human life." Each award is accompanied by a letter of thanks and commendation from Harry Mullikin, Chairman and CEO of Westin Hotels. The award recipients . . .

**Ron Bruenning**, waiter at The Westin Bellevue Stratford's fine dining room, Versailles. Bruenning's attention was caught by a commotion at one of the tables. A woman guest was frantically gasping for air after some food had lodged in her throat while her table companions looked helplessly on. Bruenning immediately applied the Heimlich Maneuver, which relieved the situation and saved the guest's life. Presenting Bruenning with

the award plaque is Bart Moore (left), the hotel's general manager.

**Ted Campbell**, sous chef at The Westin Hotel, Calgary. A distress call from The Terrace dining room reporting that a female patron was asphyxiating on her food, brought Campbell out of the kitchen in a hurry. Again, it was the successful application of the Heimlich Maneuver that saved the woman's life. Campbell (left) was presented his Award of Merit by Harry Mullikin who

happened to be in the hotel during Calgary Stampede week.

Security officers **George Steiger** (left), and **Martin Shaffer** (center) of The Westin St. Francis were cited for their efforts in assisting a fellow employee who had suffered a heart attack. The pair alternated in the application of cardiopulmonary resuscitation until medical assistance arrived on the scene. Interestingly — and fortunately — both men had just completed a CPR course. Bob Wilhelm (right) did the award presentation honors.

# FRONT DESK

Notes  
and  
news  
briefs

## And what was your most memorable experience with Westin?

That question was asked by the editors of *Reflections*, the in-house publication of The Westin Bonaventure. This incident as reported by Joyce Butler, director/convention services brought a chuckle: "The time when Avon was in house with 2,000 women. With so many women and not enough restrooms to accommodate all of them, the men's rooms on the California Ballroom level were assigned to them as well. Not satisfied with that, the Avon ladies insisted that ferns be placed in each and every urinal . . ."



## What do you do in case of a fire emergency at the Westin Galleria, Houston?

You turn on TV, that's what. Recently the hotel installed a specially marked hotel video program channel for all of its guest room sets. Operating 24 hours a day, the special channel carries a repeat segment illustrating how to escape and survive a hotel fire emergency. (The guest information program on this channel also describes hotel services, dining, area shopping, entertainment and tourist attractions). The hotel is the first in Houston to provide guests with a fire safety video program and one of only a handful of hotels nationwide providing a similar service.

## March of Dimes WalkAmerica®



### The results are in on this year's Walk-America teamwalk.

The happy report—1984 was a record-breaker with close to 16 million dollars pledged! And Westin's walkers played their important role in this nation-wide effort to help wipe out birth defects. Among our U.S. hotels we fielded 220 walkers and pledged \$25,460 while providing a lot of good will and community spirit in the process. For those 220 strong who participated in this year's TeamWalk, it's gold stars for your good deeds ledgers and gold medals for your winning efforts.

## There you are — ready to surprise your friends with an authentic Hawaiian aha'aina, but you're stumped on how to begin.

Not to worry. Full directions for preparing a aha'aina (Hawaiian feast or Luau) can be found in the "Mauna Kea Beach Hotel Employees' Cookbook" as provided by the hotel's award-winning executive chef Kim Dietrich. A number of Chef Dietrich's prized gourmet recipes as well as several down-home favorites from the kitchens of hotel employees—an ethnic melange of Japanese, Korean, Portuguese, Filipino and Polynesian specialties—are also featured in this 150-page cookbook. And to round out your authentic Hawaiian dining experience, the book also features recipes for some of the resort hotel's most popular beverages including the "Ultimate Mai Tai".

The "Mauna Kea Beach Hotel Employees' Cookbook" was prepared by the hotel's Employee Council as a benefit pro-

ject to raise funds for needy families. Westin employees wishing to order their own copy can do so by ordering directly from the hotel's Employee Council. Cost is \$7.50 per copy plus \$2.50 handling and mailing for a total of \$10 each. Send your order and check to: Employee Council, Mauna Kea Beach Hotel, P.O. Box 218, Kamuela, Hawaii, 96743.



## Where is Julio Iglesias sleeping tonight?

If he is appearing in your town, chances are good that he is bedding down at your hotel. As Iglesias fans may be aware, this internationally acclaimed pop singer from Spain is currently on a world concert tour. What may not be known is that for a large part of that tour Iglesias and company will be going Westin a good deal of the way. From The Westin Oaks in Houston in mid-July to the Westin associated Miyako Hotel in Kyoto, Japan in December, the on-the-road concert troupe will check into 14 Westin properties in the U.S., Canada, South Africa, Hong Kong and Japan along the way. Their room block at each of the hotels will consist of a deluxe one-bedroom suite for Iglesias plus three medium one-bedroom suites, 12 twins, 7 singles and one press room.

There is an interesting sidelight to that booking. It was the first to be received from Marketing Network International, an international hotel sales agency which was contracted earlier this year to represent Westin through their reservations offices in a number of countries around the world. The Iglesias booking originated from their office in Madrid.

## It's now The Westin William Penn, Pittsburgh.

In early August, the owner of the William Penn Hotel, Aloca Properties, agreed to incorporate the Westin family name as part of the hotel's identification. Though it may be a while before the new signs are all in place, it's official. Our hotel in Pittsburgh? It's The Westin William Penn.