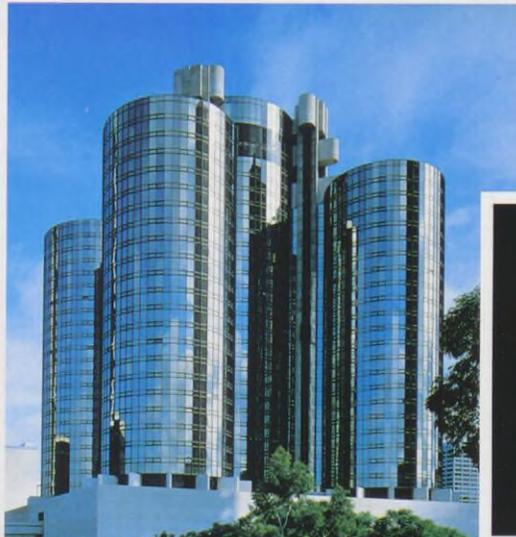
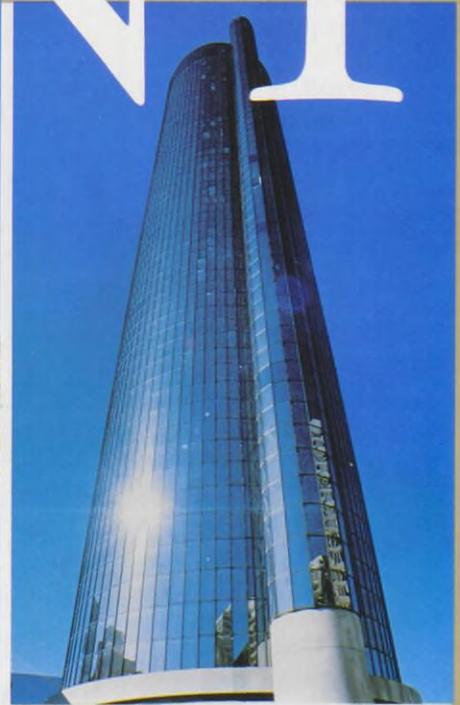




WESTIN HOTELS

NOVEMBER 1984

FRONT

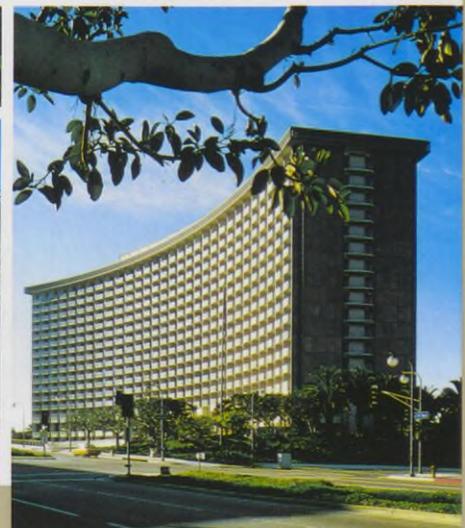
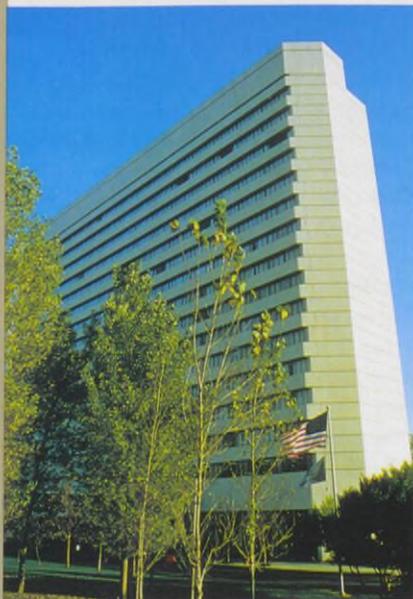


GOLD KEY AWARD WINNERS



WESTIN — A GREAT PLACE TO MEET

(Story, page 3)



TOP ROW: The Westin Hotel, Chicago; The Westin Crown Center; The Westin Peachtree Plaza. MIDDLE ROW: The Westin St. Francis; The Westin Bonaventure. BOTTOM ROW: The Westin South Coast Plaza; The Arizona Biltmore; The Century Plaza.

NEWSFRONT

Moving on Moving up

Joseph Carroll, project manager The Westin Hotel, Renaissance Center, Detroit, to chief engineer/Country Club, The Westin La Paloma, Tucson.

Tanis Clark, assistant F&B director The Westin Bonaventure, Los Angeles, to F&B director The Westin Oaks, Houston.

Timothy Cleary, sous chef The Westin Hotel, Renaissance Center, Detroit to executive sous chef The Westin Bellevue Stratford, Philadelphia.

John Finamore, front office manager The Westin Hotel, Ottawa to senior assistant manager The Westin Bayshore.

Pelagia Graf, senior assistant manager The Westin Bayshore to senior assistant manager The Westin Hotel, Ottawa.

COVER: Each year Meetings & Conventions magazine polls its readers, asking them who they think the best meetings hotels are — the ones they'd go back to again as a result of positive meeting experiences. Again this year, Westin Hotels made a very respectable showing in that poll: the eight hotels pictured here ranked in the top 50, earning each M&C's prestigious Gold Key Award, and giving Westin more such awards than any other hotel company. See story, page 3.

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.



After the flood, the Aeji orphans posed for this group portrait before departing for their home aboard one of the hotel's buses.

Room at the inn for orphans of the storm

The torrential rain storm that hit Seoul, South Korea in early September — the worst in 80 years — left thousands homeless and totally flooded much of the city's low-lying areas.

Concerned over the situation and wanting to help, Giovanni Angelini, general manager of The Westin Chosun, initiated a search for homeless flood victims, preferably a group, that could use the facilities and resources offered by the hotel. He didn't have to search long.

On the second day of the downpour, Angelini found out that the Aeji Orphanage on Seoul's east side had flooded out. Its occupants — 55 orphans ranging from five to eighteen years of age and five staff members — had been forced to evacuate by swimming through muddy, swirling waters to higher ground. They were given shelter in a nearby elementary school already crowded by some 2,500

other homeless flood victims.

After making arrangements with authorities to have the orphans housed at the hotel, Angelini had them picked up by hotel buses. Here, the staff immediately took over, Westin-hospitality style, and arranged to feed, room and clothe the bedraggled-looking but high-spirited youngsters.

They were escorted to their rooms by assistant manager Roh Young-Kwan and guest relations officer Lee Hyun-joo. Each child was furnished with a toothbrush, soap and towel. Rustled-up clothing, including 60 T-shirts, were exchanged for their damp and muddied garments which were sent to the hotel's laundry for cleaning.

A schedule was worked out so the children could eat three meals a day in the employee cantina. Dietician Cho Yong-Lim arranged for their milk each morning and a little something special for each meal. The hotel bakery provided extra trays of pastries for bedtime snacks. Room service was kept busy delivering Pori-Cha (a Korean barley tea) to the rooms in huge teapots, as the city's water supply

was somewhat questionable.

And the sales staff, under the leadership of Kim Young-Lee, chipped in to buy the orphans Korean snacks for between meal munching.

The cheerful and well-mannered children won the hearts of both staff and guests alike. Many went out of their way to amuse and pamper the youngsters throughout their three-day stay. Even office tenants in the hotel building got involved with offers of assistance.

One tenant, in fact, donated 55 pounds of beef to be delivered to the orphans upon their return to the orphanage. Coincidentally, but very appropriately, the meat donation was delivered in time for "Chusok," the Korean version of Thanksgiving.

In addition to caring for the orphan group, the hotel donated a total of \$5,000 toward the general flood relief fund and raised an additional \$1,250 for the specific benefit of hotel staff members who had suffered flood damage to their homes.

NEWSFRONT



Westin wins most Gold Key Awards

Eight Westin hotels have been singled out by meeting planners from across the United States as being among the top 50 hotels doing the best job of hosting meetings during the year.

In the annual survey by MEETINGS & CONVENTIONS magazine of its subscribers to find out which hotels they evaluated as tops for meeting service in the country, the 50 most nominated properties are awarded Gold Key Award honors. Included among the top 50 publication reader (mostly meeting planners) favorites were these eight Westin hotels:

- The Westin St. Francis,**
San Francisco
- The Westin South Coast Plaza,**
Costa Mesa
- The Westin Peachtree Plaza,**
Atlanta
- Century Plaza,**
Los Angeles
- The Westin Crown Center,**
Kansas City
- The Westin Hotel,**
Chicago
- Arizona Biltmore,**
Phoenix
- The Westin Bonaventure,**
Los Angeles

Westin received more nominations and subsequently more Gold Key Awards, than any other hotel company.

Judging criteria included accommodations, food and beverage service, audio-visual/

technical equipment, reservations handling, meetings staff and sports/recreation facilities if a resort. The major emphasis is placed on service and staff quality.

The 50 Gold Key Award winners are being featured in the November issue of MEETINGS & CONVENTIONS.

Discoveries — a new book and a new store

Monday, October 1, was a red-letter day for Discoveries in both its retail store and catalog operations.

Opening at The Westin South Coast Plaza was the company's 12th specialty merchandise store. According to Jim Crimmins, vice president of Discoveries, Limited, this is a temporary operation pending the renovation completion of permanent store space now under way in the hotel. The opening of that much larger shop is scheduled for the first of December.

And hot off the presses on the first of October were preview copies of Discoveries' Holiday Issue mail order catalog. Its largest issue yet, Discoveries' Holiday Issue features popular items from six of the nation's leading mail order companies: The Sharper Image, Eddie Bauer, Monarch of New Zealand, Early Winters, Norm Thompson and My Child's Destiny, which features specialty items for children.

As with previous catalogs, the Holiday Issue has been placed in all Westin Hotel guest rooms in the United States and Canada, as well as on United Airlines' domestic flights.

Discoveries, Limited, is a venture of Westin Enterprises, a subsidiary of Westin Hotels.

Fall radio campaign blankets U.S. markets

*Right in the middle of everything
Westin Hotels are the better address.
We know just what you're looking for.*

*To make your trip a real success.
What business is coming to.
Westin Hotels. Westin Hotels.*

That radio spot jingle — each line interspersed with announcer comments — has been saturating airwaves from Boston to Seattle and from Atlanta to Detroit since mid-October.

Aimed at the consumer market served by the various Westin cities in the contiguous United States, the radio spot schedule represents a major focus of Westin's Fall corporate advertising campaign. That campaign involves over 4,000 announcements emanating from 60 radio stations in 20 markets where Westin hotels are located.

To reach a targeted high-income frequent business

traveler audience, the spots were scheduled during morning and afternoon commute times as message breaks during locally popular news or news-talk shows.

For most areas the saturation run was scheduled for four weeks. However, this was extended to five weeks in the major population markets of Washington, D.C., New York, Chicago, Los Angeles, San Francisco and Houston/Dallas.

Local tags at the end of each spot promote the local Westin hotel plus one or two other Westin properties elsewhere in the U.S. or in Canada and in Asia.

A major objective of the campaign, according to Ron LaRue, corporate director of advertising and public relations, is to reinforce the company's print advertising efforts in promoting Westin Hotels name awareness with the targeted market audience — to get Westin's name heard and said. And also to promote an audience association awareness with Westin and its individual hotel members.



Don't Be a Name Dropper!

Let's all make Westin a habit.

Q
A

■ **FRONT:** To begin with — why the name change to Design International?

■ **O'BRIEN:** Well, it more accurately says what we are now rather than what we were under the Westin Service name.

That is, our objectives as an international design firm offering services and expertise to widely expanded markets beyond what we had been offering to our parent Westin Hotels company. Though, of course, we will continue to provide on-going service to Westin's hotels around the world as we have done in the past.

■ **FRONT:** What are these markets and what are the design services you plan to offer them?

■ **O'BRIEN:** Some of that market could be other hotels or hotel companies for which we would provide similar services as we do for Westin. For instance, we anticipate some good business potential for the hospitality industry in the Far East. We've enjoyed some excellent exposure in that market with the work we've done on the Garden Wing of the Shangri-La in Singapore and, of course, in the food facilities and interior design work we've now got going on in the Raffles City project.

But in our new marketing approach, we're seeking diversification in lots of other areas. Design International is equipped to offer expertise in interior design, space planning, contract purchasing and facilities planning for restaurants, health care facilities, financial institutions, retail, offices — whatever.

Our aim is to market ourselves as an independent interior design, purchasing and food facilities planning firm, offering the highest quality services at competitive prices.

■ **FRONT:** An ambitious and exciting undertaking, but how do you propose marketing Design International's services to various areas?

■ **O'BRIEN:** Recently, we've taken on a marketing staff person to assist and direct us in this effort. She is C-J Jordan and she carries the title of director of marketing. She came to us with some excellent qualifications in this area. And further down the road, there's the likelihood that we will add to



Design International principals toast their new venture (from left): C-J Jordan, director of marketing; Les Jones, director of facilities planning; Judy Davison, manager/creative design; Jan O'Leary, director of purchasing; Pat O'Brien, president; Jack Knudtsen, vice president.

Good-bye
Westin Service
Hello Design
International

On October 1, Westin Service, the 30-year-old subsidiary company of Westin Hotels, changed its name to Design International. But most significant was the action that prompted the name change — the emergence of a new marketing concept for the company with its exciting potential for expansion and diversification.

FRONT visited with Pat O'Brien, president of Design International (and formerly president of Westin Service), for this insight into the new venture.

the marketing staff as we see the need.

Then, of course, our years of operation in the design field as Westin Service has given us a lot of general exposure. Also, our relationship with two internationally prestigious companies — Westin Hotels and United Airlines — helps open doors for us and provides us with recognition credentials.

■ **FRONT:** What about staffing — is it adequate in size, capability and versatility to meet your projected needs?

■ **O'BRIEN:** Really, it's our staff that's our

biggest asset in support of this venture. Now in place are nearly sixty interior designers, food facilities planning procurement specialists, plus our customer service representatives and support people. All are experienced professionals.

In addition to the probable additions to the marketing staff I mentioned earlier, it's very likely that we will be adding specialists in specific areas as needed. Also, we may reposition certain staff members to better utilize their talents in filling these specialist positions if that's how it works out.

■ **FRONT:** With your name change and your new direction, does this also mean a relationship change with Westin Hotels?

■ **O'BRIEN:** Not at all. We still operate as a wholly owned subsidiary of Westin Hotels. The firm's principals are myself as president and Jack Knudtsen as vice president, and includes Judy Davison, manager of creative design; Les Jones, director of facilities planning; Jan O'Leary, director of purchasing and C-J Jordan, director of marketing.

■ **FRONT:** One final question. You've mentioned that Design International may be relocating outside of your present Westin Building offices. Why the move and where would you go?

■ **O'BRIEN:** Yes, we are considering an eventual relocation. However, because of our continuing close involvement with the corporate offices, we're committed to remain within reasonably close proximity to the Westin Building.

There are lots of reasons for considering a move. For one thing, we'd like to have space that is flexible enough to allow us to do certain things that we might not be able to do in a regular office environment, such as setting up mock display rooms or specialized storage or work centers. Space that will allow us to add new services such as office space planning and design, retail design or health care design.

We are also looking for space that makes a statement to clients that projects an immediate "design business" image.

PHOTO NEWS



Chief, Chef swap

DETROIT—For the second year in a row, The Westin Hotel, Renaissance Center Detroit, participated in a National Boss-Employee Exchange Day job swap. As in last year's selection procedure, Kim Chappell, general manager, invited all 1,200 hotel employees to write him and give their reasons for wanting to be "the chief" for a day. Ben Coleman, room service and banquet chef, won the competition largely because he

expressed a "genuine concern for smoother operations in room service." Here, Coleman (left) took a breather from his boss-for-a-day duties to check up on chef-for-a-day Chappell's progress in the hotel's kitchen.



Westins host runner

TORONTO—Steve Fonyo (left), the 19-year old Canadian who lost his left leg to cancer and is running across Canada to raise funds for the Canadian Cancer Society, makes an enroute stop-over at The Westin Hotel, Toronto. Fonyo, who began his 8,000-kilometer trek in St. Johns, Newfoundland, last March, had raised some \$400,000 for the Society by the time he had reached Toronto in early September. All six Westin hotels across Canada have volunteered to host Fonyo and his family upon their arrival in each of the hotel cities. With Fonyo is hotel door attendant, Steve Smolko.

The great champagne trick

SEATTLE—The trick, as performed here by Peter Smith, general manager of The Westin Hotel, Seattle, is to keep pouring the champagne into the top glass only, letting the overflow cascade until all 650 glasses are filled — without spilling a drop! Smith's "pour-formance" was at the invitation of Robert Goudin (right), international champagne authority, who had set up the glass pyramid display in the hotel's lobby as a promotional attraction sponsored by the famed French champagne producers Moët-Hennessy.

A private performance by Goudin was repeated that evening in one of the hotel's function rooms. This was for the benefit of restaurateurs from throughout North America who had gathered at the hotel for the prestigious Travel/Holiday Fine Dining Award reunion and banquet. (The annual reunion honors Travel/Holiday Award-winning restaurants, which included The Westin Hotel, Seattle's Palm Court.)

Incidentally, the display takes four hours to construct and the crystal glasses used are valued at \$40,000.

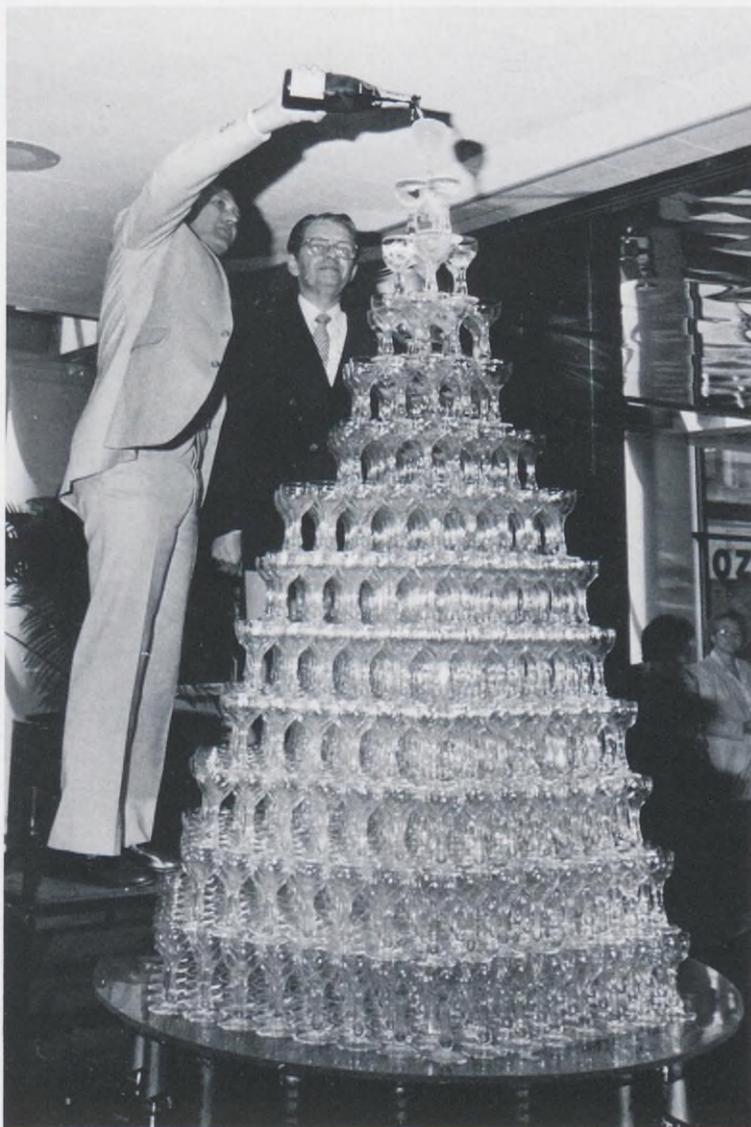
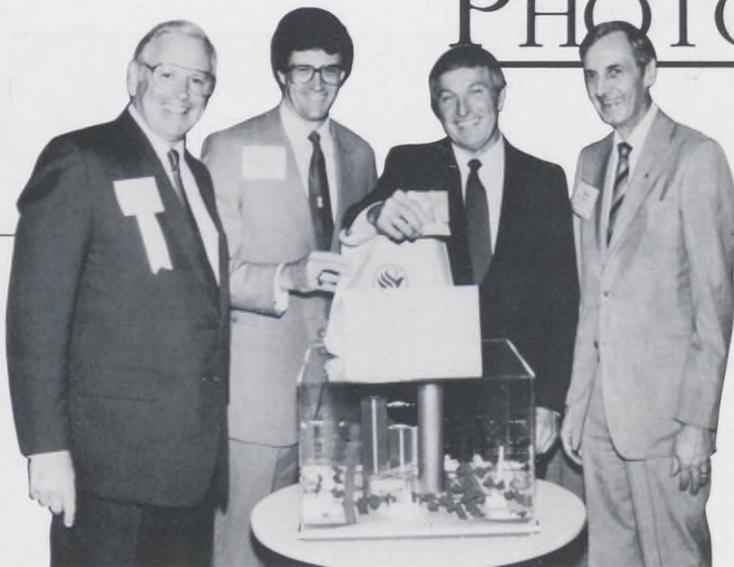


PHOTO NEWS



Drawing for a winner

MINNEAPOLIS—To generate awareness of The Westin Stamford & Westin Plaza hotels, now under construction in Raffles City, Singapore, Westin's ads in various meetings publications featured a special contest. Publication readers were asked to mail in their business card entering them in a drawing for a trip for two to Singapore plus a 10-day stay at The Westin Stamford & Westin Plaza in conjunction with the hotels' grand opening in 1986. Drawing for the winner was made during the

annual meeting of the American Society of Association Executives which was held recently in Minneapolis.

Gathered at the Westin Hotels exhibit booth for the drawing during the ASAE meeting are (from left): Dave Evans, vice president/Westin Hotels; George Helmstead, former director of sales/The Westin Stamford & Westin Plaza; R. William Taylor, president of ASAE (who drew the winning card); and Bob Chamberlin, director of sales/North America for The Westin Stamford and Westin Plaza.

Sister cities hosts

SEATTLE—In conjunction with Seattle's annual Seafair celebration, this year's event featured a "Sister Cities Festival" sponsored by the Seattle Jaycees. The mayors as well as representatives of business and the arts of each of Seattle's ten "sister cities" from around the world, ranging from Tashkent, USSR to Nantes, France, attended with the mayors and their families staying at The Westin Hotel, Seattle. Assuring a cordial welcome for the international visitors was this group of employees from Westin's corporate offices and The Westin Hotel who volunteered to act as hosts for opening day festivities.

Language barriers dissolved and friendly relations blossomed during the full day of activities that included a breakfast, an American style picnic in the park, city sightseeing and a reception and formal dinner.

The good (health) life

PHOENIX—The good life offered guests of the Arizona Biltmore got better with the opening for the Five-Star resort's newest facility in late October, the Executive Health Center. The new structure is designed as a comprehensive physical testing and examination facility aimed at attracting executives from around the country. Patterned after other successful executive fitness facilities, the center is staffed by clinic doctors from the Phoenix-based Good Samaritan Medical Center who provide 2-3 day comprehensive physicals for center clients. Guests spend their

mornings undergoing tests at the center and have their afternoons and evenings free to enjoy the extensive resort facilities that includes two championship golf courses, 15 lighted tennis courts and a swimming pool and health club.

At the end of their stay, clinic doctors provide the guests with a detailed report and recommendations for lifestyle modifications if any are needed. The Arizona Biltmore Executive Health Center is the only facility of its kind in Arizona.



PHOTO NEWS



Career encouragement

TALLAHASSEE—A recent Weekly Forum session sponsored by the School of Business and Industry at Florida A&M University featured Westin Chairman Harry Mullikin as guest speaker. An emphasis of Mullikin's address was to encourage the student body to seek career opportunities within the hospitality industry. Currently, two student members are interning with the company — one with The Westin Hotel, Galleria Dallas and the other with The Westin Hotel, Seattle. A third former intern has recently accepted an as yet unassigned position with Westin.

With Mullikin (right), is the school's Dean, Sybil C. Mobley (center) and Greg Sadler, director of manpower planning and development for Westin Hotels.



Cornerstone at the Capital

WASHINGTON, D.C.—Whatever else was happening at the nation's capital on the morning of September 26, nothing was of greater import to Westin than the ceremonies being held at the corner of 24th and M Streets, N.W., in the city's West End. Happening was a cornerstone-laying ceremony and re-

ception formally introducing Westin's new luxury property, The Westin Hotel, Washington, D.C., to the community. Hosting the event was Harry Mullikin (right), Westin Chairman. Ceremony participants included city Mayor Marion S. Barry, Jr. (left), who welcomed Westin's presence in Washington, D.C. Master of ceremonies was Thomas Gurtner (center), the hotel's general manager.

Attendee guests included members of the Washington State Congressional delegation, representatives of the business community and the hospitality industry, West End neighbors and Westin Hotel project participants.

The nine-story, 400-room hotel will open its doors in early fall, 1985.



Breakfast at Tiffany's

DALLAS—Ever since the movie, the concept of breakfast at Tiffany's has undoubtedly been a romantic dream for many. That dream came true for members of The Westin Hotel, Galleria Dallas' Westin Preferred Program who were recently treated to a champagne breakfast at the Tiffany's store in the Galleria complex. (Westin Preferred is an incentive program aimed primarily at

the frequent business traveler which includes rewards for the individual's secretary members for booking business at the hotel.) The Tiffany's breakfast honored the hotel's top 12 producer members for the first two quarters of 1984 and their bosses. Here, Bob Willett (left), manager of Tiffany & Co. at the Dallas Galleria, and Mary Kay Colley, account manager for the hotel's Westin Preferred Program, greet arriving guests at a reception prior to the breakfast.

FRONT DESK

Notes
and
news
briefs

The slopes to the Westin Hotel, Vail — now just a short ski run away.

Well, it will be by the end of this month, with the opening of the Westin Ho Trail connecting the lower Simba Run on Vail Mountain to the back entrance of the hotel. The 4,000-foot long trail was developed for the convenience of hotel guests so they could ski directly to the resort hotel after a day on the mountain rather than wait for courtesy transportation as was previously done. Of course, non-guest skiers can also use the Westin Ho Trail as an easy access to the hotel to enjoy its various dining and lounge facilities and other services.

But what if there is no snow on the Westin Ho? No problem. The Trail comes equipped with its own snow-making system that guarantees its ski-worthiness throughout the season.

The 28th Annual Hotel Sales and Marketing Association's (HMSA) advertising awards contest has come and gone.

Left in the wake, a scattering of gold, silver and bronze awards for a scattering of Westin's hotels who participated in the competition. The Westin Miyako, gold and a silver; the Arizona Biltmore, a gold and a bronze; and a silver each to The Westin St. Francis and The Westin Hotel, Chicago.



Relive the spirit and pageantry of the XXIIIrd Olympiad.

International Sport Publications, the official commemorative book licensee of the 1984 Olympics in Los Angeles has recently published a 288-page hard-bound book covering this historic sports event from opening to closing ceremonies.

The publishers have contacted Westin Hotels as one of a number of organizations to offer the Commemorative Book of the Games to its employees at a special limited offer rate. The special price of \$32.95, effective until December 15, 1984 only, includes sales tax and shipping charges. (Westin hotels outside the United States should add \$2.00 shipping cost for a total of U.S. \$34.95.)

The book is described as, "Featuring more than 250 color photographs, articles on each Olympic sport and official statistics; this book contains the work of an international team of noted journalists and world-class photographers, as well as a foreword by George Plimpton."

Orders must be postmarked by December 15 to qualify for this special price, a substantial savings off the \$44.95 suggested retail price. Send orders to ISP C14, 5455 Garden Grove Blvd., Westminster, CA 92683. Payment may be made by check payable to ISP Commemorative Book.

"Brown Bagging it" is out in Tulsa.

What's in is a new Oklahoma state liquor law update that allows liquor-by-the-drink service. Prior to the liquor law change, Oklahomans had to bring their own bottles of liquor — often carried in brown paper bags — to lounges in order to be served a mixed drink. (It had been the only state in the U.S. where liquor-by-the-drink was illegal.) Among the many hospitality establishments reacting to the

law change with a big sigh of relief is The Westin Hotel, Williams Center. No longer do the hotel's bartenders and drink servers have to go through complicated explanations and apologies when out-of-state guests request their favorite beverage from the bar. We'll drink to that!

Let's have a big hand for...

Adi Kohler, GM of the Mauna Kea Beach hotel, recently named chairman of the newly established Marketing Committee of the Hawaii Island Chapter of the Hawaii Visitors Bureau. Kohler had earlier been elected director-at-large for the 500-member Hawaii Hotel Association...

For **Andrew Jones**, resident manager of the Shangri-La, Hong Kong, who has been awarded the Certified Hotel Administrator designation by the Educational Institute of AH&MA. The Certified Hotel Administrator is the highest credential offered by the Educational Institute. To qualify, hotel executives must demonstrate academic achievement and industrial experience...

To **Ron LaRue**, corporate director of advertising and public relations, for being elected to the post of second vice chairman (associate) for the Western Chapter of the Society of American Travel Writers (SATW). The post is the highest an associate member can achieve in the officer ranks of this prestigious national travel writer association.

And to **Jim Weiss**, corporate manager of incentive and travel industry sales, for being elected to the Board of Directors of the Society of Incentive Travel Executives.

