



WESTIN HOTELS

JULY 1981

Front!



The \$20,000 march

(Story page 11)



Harry Mullikin

Chairman and
Chief Executive Officer

Our move — another milestone

A lot has been happening to our hotel company this year, not the least of which was our name change to Westin Hotels, and the more recent restructuring of corporate offices responsibilities.

We are about to reach another milestone.

By mid-July all of Westin's corporate offices, along with Westin Services, will be established in our new world headquarters in The Westin Building.

The first of these offices — which have been scattered throughout six locations in downtown Seattle — began moving in mid-June.

All of us here in Seattle are excited about the move and proud to be able to call The Westin Building our new home.

This is the first time in a long time that all the corporate offices will be together in one location. Not only will this make for easier, more efficient communication among our offices, but it will make it easier for you to locate the people you want to see should you have the opportunity to visit us.

And there is yet another advantage of the move — our new address, like our new name, is shorter and easier to remember. You'll find all of us at: The Westin Building, Seattle, Washington 98121.

COVER: Employees from the Hotel St. Francis, Century Plaza, L.A. Bonaventure and South Coast Plaza recently raised a collective total of over \$20,000 to benefit the March of Dimes cause. Hotel St. Francis employees pictured here trekked about 773 miles in the Walk-A-Thon and raised the most money — about \$6,900. Terry Tufts, organizer of that hotel's effort, dressed his team in style for the walk, with Supertramper T-shirts (imprinted on the back with the new Westin symbol) and straw cowboy hats topped with the hotel's emblem and a blue feather. As a child, Tufts was ill with — and cured of — rheumatic fever, which he says accounts for a good part of the motivating force behind his efforts.

Front!

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

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Deaf may now 'call' in hotel reservations

With the addition of some special new equipment at Westin Hotels' Central Reservations office, the deaf as well as the hearing and speech-impaired may now call special toll-free numbers to make hotel reservations.

The equipment is called a "Porter Printer Plus" and is a keyboard sending-and-receiving unit which is capable of direct communication with the National Deaf Telecommunications Network and with all such telecommunications printers now in use by the hearing or speech-handicapped.

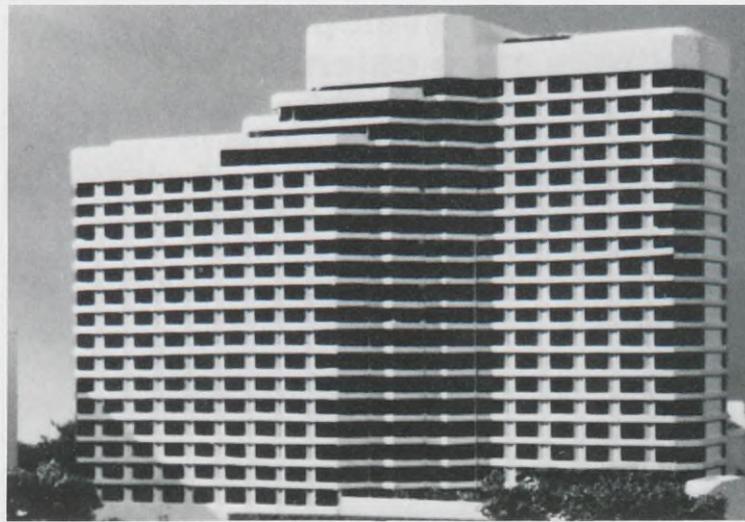
This new equipment, plus the new toll-free lines, will make direct communication possible with a Westin reservationist at no additional cost to the client.

Reservations received on these special lines will be handled exactly as any other reservations, Harvey Cannova, Westron director and manager of Westin's reservations system, explained, including the mailing of hard copy reservation confirmation notices to the client.

These new toll-free reservations numbers will be exclusively promoted through organizations and associations for the handicapped nationwide.

"We will be working closely with many associations for the deaf and handicapped persons across the country," said Cannova, "to insure that handicapped people with this kind of keyboard sending-and-receiving equipment in their homes or offices are aware that we've also installed this capability at our end of the line."

This special service for the hearing and speech-impaired is thought to be unique among hotel and resort management companies, Cannova said.



Architects' scale model of The Westin Hotel, Ottawa, scheduled to open in mid-1983.

Corporate staff on the move to The Westin Building

July 20 is THE big day for Westin Hotels corporate offices people.

That's the day when all offices will finally be under one roof in The Westin Building — the new world headquarters for Westin Hotels.

The move-in, which is being accomplished in four segments, will see the last few departments pack up their belongings Friday, July 17, and report to work the following Monday morning in their new quarters in the 34-story office building. The first-to-move offices settled in on June 22.

The completed move-in will bring together all of Westin Hotels and Westin Services people who had been previously located in a half-dozen different buildings in downtown Seattle.

The approximately 320 corporate office employees will occupy 10 floors of The Westin Building — floors four through fifteen, with two floors to be sub-leased.

Interior designers have called for basically open concept office layouts, with partitions separating most of the office spaces. Generally, private offices will ring the floor

perimeters. The color scheme revolves around earth tones — beiges, browns and rusts.

The building's striking exterior is constructed of glass and vertical marble mullions, which combine to give it a sleek, modern appearance.

The Westin Building is jointly owned by Westin Hotels, Hadley Properties and the Clise Agency. Approximately 385,000 square feet of office space will be leased to other businesses.



The building, located across the street from the Washington Plaza, will also feature a health club in the basement, and in about a year and a half, an adjacent parking garage to be constructed on the present 2000 5th Avenue Building site.

All systems 'go' for The Westin Hotel, Ottawa

Ottawa, Canada's capital city, is Westin's newest hotel destination city.

The long-anticipated announcement of the construction and management of a 500-room luxury hotel in Ottawa, Canada's Rideau Centre Development Project was made in early June by Harry Mullikin, Westin chairman, and David E. Howard, President of the Viking Rideau Corporation, developers of Rideau Centre.

The new property, named The Westin Hotel, Ottawa, will include two restaurants, a cocktail lounge, more than 26,000 square feet of meeting and banquet facilities, an indoor swimming pool, health club facilities and three indoor racquet courts.

The hotel's site overlooks the Rideau Canal and is located close to the Canadian Parliament buildings and the United States Embassy.

In addition to The Westin Hotel, Ottawa, Rideau Centre will contain Canada's Capitol Congress Centre, Eaton's department store, retail shops and a major parking facility with access to The Bay and Ogilvy department stores.

With anticipation that construction of the hotel will begin immediately, the opening has been projected for mid-1983.

The Westin Hotel, Ottawa is the seventh Westin Hotel in Canada that now includes the Westin Hotels in Toronto, Calgary and Edmonton, The Bayshore in Vancouver, the Winnipeg Inn and Hotel Bonaventure in Montreal.

Public Relations — “sharing and doing”

The focus of this year's Public Relations Workshop can almost be summed up in two words. Sharing and doing.

Or, as Ken Kitchin, corporate public relations manager and workshop chairman put it, “The real participants were not the corporate office or outside guest speaker presentations — though they contributed a good deal of valuable input — but the hotel public relations representatives themselves.” It was a hands-on show-and-tell workshop.

About 23 hotel public relations representatives from Westin properties in the U.S., Canada, Mexico, The Philippines and Singapore attended the workshop held at the Bellevue Stratford June 15-19.

Sharing activities were interspersed throughout the four days as each attendee reported on specific public relations activities at their respective hotels. Their hits and misses — why some projects worked and why some didn't.

In one practical experience work session, attendees were given situation details and, fighting a tight deadline, were asked to prepare a news release that would be critiqued by a panel of “judges.” The judges were the managing editors of two leading travel trade publications, who, in turn, presented verbal critiques to the group the following day.

In another sharing/doing session, attendees formed small groups to work on an assigned case study. Their challenge — to arrive at a consensus for handling the situation. Reports were later shared among all the attendees.

Among the outside speakers was Mardy Leaver, corporate communications director for United Airlines, who gave an overview of United's new corporate communications program. Leaver also highlighted

Professional development highlights June calendar

The month of June was bustin' out all over with Westin Hotels conferences and workshops. They included the Reservations Workshop at the Williams Plaza, the Public Relations Workshop at the Bellevue Stratford, the Personnel Conference, also at the Bellevue Stratford, and, finally, the F&B Operations Analysts Workshop in Seattle.

Highlights of these professional development get-togethers are reported here, with the exception of the Operations Analysts event, which will be reviewed in FRONT's August issue.

for the group some of the opportunities that are now available for a closer working relationship between United and Westin resulting from airline industry deregulation.

Reservations Workshop invites “hands-on”

The Westin Hotels Reservations Workshop at Williams Plaza June 11-14 was literally that — a workshop.

The 50 or so attendees from U.S., Canada and Mexico hotels and reservation center offices found themselves “rolling up shirt sleeves” in several hands-on sessions.

In one of the sessions, the group worked with CRTs in a practical learning exercise for applying basic inventory management concepts.

According to Alan Harrison, director of front office operations for the Rooms division, and co-chairman for the get-together, improving inventory control was one of the major workshop aims. Harrison explained that good inventory management is a key to increased productivity, and that translates as higher profitability.

In another hands-on session, the reservations people worked again with the CRT

units on several reservations case studies.

Among the outside speakers was an American Airlines representative who clued his listeners in on some of the special features of his company's reservations system, while Jim Goodman, staff analyst for United Airlines, gave an overview of United's Denver computer center with added pointers on troubleshooting and hardware maintenance.

An AT&T reservations expert talked on phone sales techniques that included tips on how not to lose a sale and how to get the best results out of each phone transaction.

A number of reservationist group members also got into the act with presentations to share with their fellow attendees.

The workshop was co-sponsored by the Rooms division and the Westron department with co-chairman responsibilities shared by Harrison and Harvey Cannova, Westron director.

Personnel Conference stresses “how-tos”

How to prevent sexual harassment.

How to negotiate well.

How to motivate today's worker.

These were among the many and widely varied subjects covered at the Person-

nel Conference June 21-25 at the Bellevue Stratford.

Approximately 47 hotel personnel management people from around Westin's world attended the information-packed conference in Philadelphia.

The conference was not keyed to a specific area of interest, says conference coordinator Reed Sehon, Westin training manager, but, rather, hit on a number of different, but equally important issues.

Addressing some of these issues were several guest speakers.

Domenick Portolese of the Portolese Leadership Institute opened the conference speaking agenda with a talk entitled “Keys to Clear Thinking,” that focused on developing accurate mental maps or pictures to assess a situation as it really is — sorting reality from fantasy data — to form valid conclusions.

Guest speaker Barbara Harlow spoke on how to prevent sexual harassment. Her talk outlined the scope of the problem as it exists, then suggested changes needed to overcome the problem, with emphasis on attitude changes.

Personnel trends of this decade was the focus of a talk by Tom Donohue, vice president, U.S. Chamber of Commerce, and Herb Cohen of Performance Management, Inc., gave the group some pointers on how to negotiate effectively.

Discussion group topics included innovations in the personnel field, reports on what the competition is doing, and an overview of compensation functions. The groups were also given a preview of the revised performance review format (to be implemented in November), and participated in a discussion of the proposed revisions to the career development program.

Fitness bug bites Bayshore employees

Studies have repeatedly shown that a fit employee is a happier and healthier employee — and it would appear that The Bayshore aims to do its share in fostering some of the happiest and healthiest employees around.

Last year, The Bayshore management — long convinced of the value of employee physical fitness — sought out the services of a non-profit Canadian firm, Participaction, that specializes in promoting physical fitness awareness among company employees.

A hotel committee of four — Dorene Wall, director of personnel; Richard Ransome, executive assistant manager; Bill Roddie, controller; and Ed Jaskula, room service manager — devised a plan of action for offering the Participaction fitness program to all employees. And action it was.



Swimming was just one of five fitness events The Bayshore employees competed in.

"Fitness" kits purchased from Participaction supplied news releases, posters and a series of six fitness and health-oriented booklets. Once a month, for six months, one of the booklets was sent to each employee. And to keep interest high, posters, boosting the fitness campaign, were displayed



Richard Hong, food and beverage, puts everything he has into this winning effort on the stationary bicycle.

throughout employee work areas, and special fitness news items were printed in the employee publication and posted on bulletin boards.

But The Bayshore, the first Canadian hotel to offer such a program, didn't stop there. More recently, it opened up its health club facilities twice each week and at two different times each day for employee use.

Then a University of British Columbia physical education professor, impressed with what The Bayshore was doing for its employees, volunteered her services and those of two students to lead employee exercise classes. The twice-weekly classes continue to this day.

Next on the action agenda was a week-long fitness competition between hotel employee and management teams.

As it turned out, the employees edged out management — but the score was close as team members tested their physical endurance in one event each day for a week. Each team pitted its fitness quotient against the other in five relay events — swimming, sit-ups, push-ups, bicycling and chin-ups — and also tested their new-found strength in an old-fashioned tug-of-war. Approximately 50 employees, including management, took part in the competition.

Also, each noon during fitness week, a program of sports demonstrations and films on physical fitness were offered.

The employee cafeteria also got into the fitness week swing of things by featuring a health food menu — yogurt, fresh fruit and lots of good-for-you vegetables.

So popular was the fitness week competition that the hotel is planning to stage a similar event every three months. Meanwhile, just so no one gets out of shape, the health club continues to be open for employee use two times a day, two days a week.

Four hotels named top meeting spots

Four Westin hotels have been singled out by meeting planners from across the country as being among those hotels that have done the best job of hosting meetings during the past year.

In a survey of *Meetings & Conventions* magazine subscribers to find out which hotels have done the best job of hosting meetings during 1980, four Westin hotels ranked among the top 50. They were Century Plaza, The Arizona Biltmore, Detroit Plaza and Peachtree Plaza.

Westin adds 'sweetener' to United's 'Mileage Plus'

United Airlines customer incentive "Mileage Plus" program, introduced in May, has been "sweetened" by Westin Hotels participation.

Basically, "Mileage Plus" rewards United travelers with special discounts for air miles accumulated over a set time period (May 1, 1981 to December 31, 1982).

The rewards range from an upgrade certificate (first class on a purchased coach ticket) after 10,000 miles of accumulated flight miles, to a free first-class round-trip ticket to any United destination after 50,000 accumulated miles.

Westin's participation in the program offers United travelers special room rate discounts at all Westin hotels in Canada and the U.S. excluding Wailea Beach and Mauna Kea Beach properties.

Specifically, the discount allows two night accommodations for any Friday or Saturday on a space available basis at these discount rates: 20,000 miles to 49,999 miles — 25 percent discount; 50,000 miles or more — 50 percent discount. The discount applies to any room except suites.

Each hotel was presented with a Gold Key award from *Meetings & Conventions* for this achievement.

Up until recently, only resort hotels were considered for this award, but now all types of hotels are eligible for the commendation. In voting for their favorite meeting hotel, readers took several factors into consideration, including service, reliability, fine cuisine, maintenance and friendliness.

PHOTONEWS

Taking the pledge(s)

WINNIPEG — Winnipeg Inn hotel staff members recently spent four late-night and wee-morning hours answering phones. Though these "working" hours were not exactly the choicest, the cause for which these phone pledge-taking volunteers worked made it all worthwhile. It was all for the Variety Club Telethon, which raised a total of \$460,000 to buy equipment for the handicapped children of Manitoba. During those four hours, all

phones were covered by hotel staff. Among the pledge-takers, and pictured in the front row, are (from left): Executive Chef Franz Hoefler; Director of Food & Beverage Peter Jacoby; and Sous Chef Edward Mathis. But the duty was not all this demanding. The Dallas Cowboy Cheerleaders were the star performers in the locally-broadcast telethon, and General Manager Timothy Whitehead had the pleasure of welcoming the lovely young ladies to the hotel as guests.



Fifteen rewarding minutes

PHOENIX — It pays to know all about your hotel — at least it did at the Arizona Biltmore where knowledge paid off housekeeping employee Margaret Smith with a heaping cart of groceries. Smith was winner of the hotel's Shopping Spree Jamboree, an employee quiz contest that gave points for correct answers to a series of questions ranging from naming the hotel's owners to what to do in case of fire. Extra points were given for contest-

ant safety and attendance records. To collect her reward, top prize-winner Smith was let loose at a local supermarket for a wild 15-minute shopping spree that netted her \$367 worth of groceries. Two second prize winners were presented with \$100 food gift certificates and two third-prize winners received \$50 certificates each. Additionally, 27 other employee contestants were given \$30 and \$15 gift certificates in the contest's special mention and participation categories.

Caravanning — pink jeep-style

ACAPULCO — Instead of elevators for "guest room" service, Las Brisas uses pink jeeps. If guests need to travel to the other "end" of the hotel, or outside the hotel grounds, there are plenty of pink jeeps to get them there. So when 40 or so visiting U.S. travel writers needed to get to a neighboring hotel for a luncheon, well, how else would they do it, but in those very same famed pink vehicles? The Society of

American Travel Writers, western region, was hosted for its recent get-together by Sitmar Cruises. And since the cruise began in Acapulco, Las Brisas management invited the travel writers to stay at the hotel for a few days prior to their ship's departure. When the group was invited to a couple of neighboring hotels for lunch and cocktails, Las Brisas sent their guests off in style — in a caravan of over 40 personally chauffeured pink jeeps.





Seminar 'serves up' Mexican cuisine ideas

MEXICO CITY — Food and beverage folks from the Mexican properties gathered for a three-day seminar in Mexico City recently to discuss and exchange ideas on food preparation and wine service. The seminar focused on a new major effort among the hotels to feature the finest in Mexican cuisine on restaurant menus. The food and beverage get-together — the first for all Mexican properties — was jointly hosted by the three Mexico City properties,

Camino Real, Alameda and Galeria Plaza. Some of the attendees (from left) were: Albert Volkers, catering director, Camino Real; Hector Perez, vice president, operations and marketing, Hoteles Camino Real; Elvira Rocha, director of public relations, Hoteles Camino Real; Jacques Bourgeois, Westin Hotels food and beverage director; Robert Niederhauser, food and beverage director, Hoteles Camino Real, and seminar chairman; and Patric Estachy, food and beverage director, Camino Real.



The Orient connection

TORONTO — The Westin Hotels booth at the recent Pacific Area Travel Association's PATAMART trade show in Toronto was among the more popular attractions for the over 500 attending travel agents. Offered were free fortune cookies, a drawing for a free dinner for two at The Westin Hotel, Toronto Trader Vics, and — everything the agents

wanted to know about Westin hotels in the Orient from happy-coated booth attendants Fergus Brown (left) and Wayne de Montbrun (right) of the Toronto Regional Sales Office.

Goodbye Plaza, hello Westin

EDMONTON — It's the Edmonton Plaza no more, as these gentlemen check out (and bid goodbye) to the hotel's old signage, which before long will read The Westin. The hotel's name change will involve extensive re-signing throughout the hotel, plus changes in many

other in-hotel items, from matchbooks to menus. From left, Norman Gibson, Beefeater doorman; Harry Hole, representing the Westin Hotel's shareholders; Steve Halliday, general manager; and Ulrich Wall, executive assistant manager.



Eight and a rebate

COPENHAGEN — Eight years ago the Hotel Scandinavia — Westin's first hotel in Europe — heralded its opening as Denmark's premier hotel and Scandinavia's largest. Those claims, now firmly established, remain unchallenged. As a patronage "thank you" in celebration of its eighth year of hosting guests from around the world, the hotel is offering

room rate rebate coupons worth 100 kroner from July through mid-August. One of the posters promoting the rebate offer gets the message across with the help of this Hotel Scandinavia "family" — Marianne Druse, sales secretary; Sven Kristiansen, banquet manager; and Barbara and Andrew Layton, children of Rick Layton, executive assistant manager.



Westin quality standards

Along with a friendly smile, guest amenities

Selling rooms and keeping customers sold is not always that easy — not when there are thousands of them for travelers to choose from in each Westin destination city.

The competition is stiff for Westin Hotels, but as a whole, the company is matching, and in many cases, outdoing their local competition.

And one reason Westin does so well in the guest-pleasing — and selling — department is due in part to the Rooms Division's Minimum Quality Standards program — a program that assures guests of receiving consistent quality amenities and services in every Westin hotel they stay in — from Manila to Montreal and from Cincinnati to Copenhagen.

“Consistency is important because it helps satisfy repeat customers’ expectations.”

These include amenities like retractable clotheslines, electric blankets and alarm clocks, and such services as prompt morning wake-up calls or parcel wrapping and mailing.

Then there are standards requiring that the end tissue of a roll of toilet paper must be folded just so, or that there must be three sheets on every bed, a bottle opener in every room, or a coat hook on the inside of each stall door in the public restrooms. These are among the extra touches and conveniences that guests may not give a lot of thought to — until they're missing.

In all, the program lists approximately 50 minimum quality standards for guest rooms, and about 60 for guest services. And these are minimum standards. Each hotel is required to provide each one of these amenities and services

listed in the nearly 30-page booklet published once each year by the Rooms Division.

Ray Sylvester, director of Rooms, explains why Westin has these minimum quality standards.

“For one thing, these standards create a quality level which is consistent from one Westin hotel to another. Consistency is important because it helps satisfy repeat customers’ expectations. And, secondly, these quality standards establish a guest appeal point of difference between Westin and other leading quality hotels.”

Minimum quality standards are born in one of several ways.

Sylvester explains that often ideas are brought back with traveling company executives who have stayed in some of the competitors’ hotels and have seen an idea used that they think might benefit Westin.

“It may sound like we’re stealing ideas. That may be so, but when we take an idea we try to improve upon it — to help us maintain that point of difference,” Sylvester says.

And Westin is maintaining that point of difference, according to Sylvester. Although the competition may offer some of the amenities and services Westin does, they don't always do it consistently, he explains. For example, only Westin consistently provides such amenity standards as the three-sheet bed, alarm clocks in every room and retractable clotheslines.

A minimum quality standard might also come into existence as the result of a guest suggestion. A 60-Second Critique form is placed in each guest room for guest comments about their stay at the hotel — suggestions for improvements, as well as compliments and criticisms.

But before any standard is adopted, it must first be dis-

cussed and approved by the Corporate Policy Committee, and then passed along for final approval by Group Vice President/Operations, Dwight Call.

While a lot of good suggestions may appear on guest critique forms, and traveling executives may see a lot of fancy gadgets and services in some of the hotels they're staying in, that doesn't mean they'll become standard for every Westin hotel.

“We have to be very careful about additions to the minimum standards,” Sylvester notes. “The decisions (to add or not to add new standards) are very well thought out and the ideas pass by a number of people. Subjectivity is difficult to escape in many cases, but of course, these efforts are directed towards returning perceived value to the guest.”

Sylvester continues, “Also, we can't lose sight of the basics. We can pamper guests with all kinds of amenities — soaps, cremes, after-shave, shower caps, radio and TV, electric blankets — but if there's an unsightly chip in the desk-top or the tub's not clean, those amenities are all wasted. What our studies have repeatedly

“When we take an idea we try to improve upon it to help us maintain that point of difference.”

shown is that the most important things to a guest are a clean room and a friendly, helpful staff.”

And, too, during times of economic downturn for the hotel industry, instituting new quality standards may not be feasible, according to Sylvester.

“We can't always add an amenity cost of even 15¢ per room if the revenue's not there to offset it.”



The oversized bath towel Lota Jackson, room attendant, places in the bathroom is not a minimum quality standard, but rather, one of the quality extras at the Washington Plaza.

assure top quality hotels

and services go a long way in selling a room

In fact, some hotels occasionally may have a difficult time offering all the existing minimum quality standards during slow economic periods.

"It's a challenge to maintain Westin quality standards during such times," Sylvester explains, "but, on the whole, we do it. We would be shortsighted not to."

If a hotel cannot realistically and cost-effectively comply with a minimum quality standard, the general manager will discuss this possible deviation with his operations officer. The standard will be waived if the operations officer agrees and approves the deviation, which then must be communicated to the group vice president/operations.

However, not only do all

hotels meet most or all of the minimum quality standards, but most also offer at least some enhancements to these standards — like concierge service, larger bath towels, bathrobes, garment bags, luggage tags,

"Often it is these extras that entice guests to return to a Westin hotel."

jogging maps, live plants in the rooms, refrigerators, even telephones in the bathrooms.

"These optional amenities and services make selling a room just that much easier," Sylvester says. "Some hotels are able to offer a lot of these extras, while others only a few; it depends on their respective

market mix, the competition, and, of course, affordability."

Often it is these extras that entice guests to return to a Westin hotel.

But even economics permitting, this doesn't necessarily mean the number of guest room amenities will be increased, says Sylvester. He sees Westin concentrating on quality presentation rather than quantity.

"Rather than adding significantly more items, I now see a classier packaging of the items we already have. And with the new corporate identity and the new packaging design geared to it, I think we'll be accomplishing just that — presentation quality."

After all, quality *is* the program's middle name.

Implementing minimum quality standards

Just how is the Minimum Quality Standards program implemented at the hotel level?

Jay Wildgen, senior assistant manager at the Washington Plaza, explains that when he receives the revised Minimum Quality Standards booklet from the Westin Rooms Division, he sits down with the director of housekeeping, Stephanie Cowan, to review the hotel's compliance.

"We perceive the minimum quality standards as precisely that — minimum," explains Wildgen. "At the Washington Plaza we make every effort to meet or exceed every standard. But in those rare cases where that is impossible, highly prohibitive cost is the only reason for minimum standard variance that I've ever seen."

Wildgen recalls such a situation at The Mayflower, his former assignment, where the required bow room keys were not cost effective. When a deviation like this occurs, the general manager is consulted and approval is then sought from the operations officer for that hotel.

This approval for deviation doesn't mean that the standard is waived permanently, however. For instance, the Washington Plaza's current telephone system does not allow for the one-digit dialing system required by Westin. But this noncompliance item will be corrected with the installation of the new telephone system designed to accommodate the tower addition.

According to Washington Plaza General Manager Jim Treadway, the Washington Plaza meets or exceeds Minimum Quality Standards in all other areas. Two examples of higher standards include the larger than standard bath towels and concierge service.

"Minimum Quality Standards are necessary to meet the expectations of the traveling public who choose our hotels over the competition," Treadway says. "The word 'minimum' is key, however. In many cases it's in the hotel's best interest to exceed the minimum to maintain its superior position from a quality and marketing standpoint."



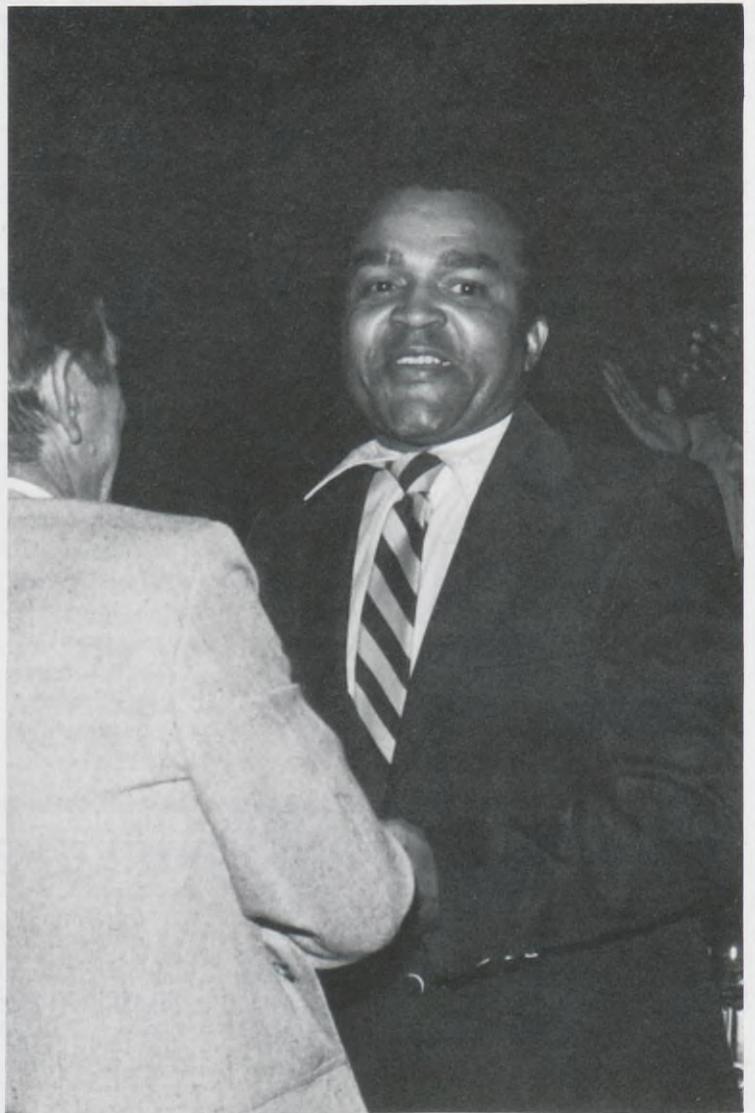
Washington Plaza Bellperson Dan Elkins takes a guest's luggage for storage in the baggage room. Baggage storage is just one of many quality standards found in Westin hotels.

WESTINPEOPLE

Airing his laundry (to coin a phrase)

SAN FRANCISCO — Arnold Batliner, widely publicized because of his unique occupation as coin “launderer” at the Hotel St. Francis, once again made the news recently as the hotel honored his 20th year as coinwasher and his 77th birthday with a “Silver Dollar” party. Batliner, who was born in 1904, the year Hotel St.

Francis celebrated its grand opening, has washed over \$10 million in coins over his 20-year career in the hotel’s money laundry. Appropriately, Batliner’s cake was baked in the shape of a silver dollar (dated 1904, naturally) and the edges flanked with real silver dollars. And, also appropriately enough, Batliner received 77 silver dollars from Managing Director Bob Wilhelm in honor of the occasion.



'Felicidades, Don Jose'

MEXICO CITY — A visit to Mexico that included attendance at a HOCASA (Hoteles Camino Real, S.A.) Board of Director's meeting, coincided with Joe Mogush's birthday. The Westin Hotels senior vice president was feted with a surprise birthday celebration and a cake with an icing inscription that read, "Felicidades, Don Jose!" The sombreroed and saraped Mogush is flanked by well-wishers (from left): Pedro Baltran, John Berthelot, Emilio Calderon, Hector Perez, Jorg Neuenhaus and Javier Gorozpe.



He's the tops

ATLANTA — In five years at the Peachtree Plaza Ron Smith has never been late for work or missed a single day. But Smith's recent selection as the hotel's Employee of the Year was credited to a lot more than just perfect attendance. As General Manager Hermann Gammeter noted, "Ron's selection as employee of the year was a popular one because he is hardworking, dedicated, respected and caring. In his job as kitchen steward he is indispensable to the flow of activities that result in quality service to our guests." Smith received a check for \$100, a plaque and a special name tag which he will wear the next 12 months declaring that he is the hotel's employee of the year.

On their toes when it comes to charity

Westin employees do more than just take care of guests.

And four Westin hotels in California proved that this spring as employees from the Century Plaza, Hotel St. Francis, L.A. Bonaventure and South Coast Plaza trekked a collective total of about 4,400 kilometers (2,750 miles) and collected over \$20,000 to aid the nationwide fight against birth defects.

Employees at each of the hotels — over 150 of them all together — gave their time (and toes) this year to the March of Dimes annual Walk-A-Thon fund-raiser.

After mustering sponsor pledges, each hotel team trekked around a specified course in their respective cities, logging as many kilometers of the 32 kilometer courses (20 miles) as their legs could carry them.

About 115 walkers finished

the entire 32 kilometer courses (let's see, that's about 1,150 pret-t-t-ty sore toes . . .).

But sore toes paid off in some pretty hefty sums — collectively and individually — for the March of Dimes cause. At the L.A. Bonaventure, for instance, Franz Filzwieser, banquet manager, came up the big money-raiser collecting over \$1,200, while Bambi Bryant, the Bonaventure's teamwalk coordinator, collected almost \$1,000 in sponsor donations. Top money-raiser of South Coast Plaza was Sharon McIntosh, front desk cashier. She turned in \$571.

With the preliminary counts in, the Hotel St. Francis has raised the most money — about \$6,899 — but the Century Plaza, L.A. Bonaventure and South Coast Plaza were hot on their heels, so to speak, each raising about \$6,000, \$5,000 and \$3,700 respectively.



Twenty-eight super-walkers from the Century Plaza finished the entire 32-kilometer course.



These Los Angeles Bonaventure "super-walkers" logged a collective total of about 1,056 kilometers for the March of Dimes.



South Coast Plaza walkers turned in a grand total of \$3,700 to the March of Dimes.

Recommended reading

#1 — The April 1981 issue of *Cosmopolitan* magazine. Therein, some encouraging words for women aiming for a management career in the hospitality biz. A featured article, "Women in Hotel Work," profiles a half-dozen or so women who are now holding major positions of management responsibility with a particular hotel or hotel company. Among those featured — Gina Henry, Westin's New York-based travel consultant and public relations representative.

Let's hear it

for Hertz — From Fran Wada, Corporate Tour & Travel, comes word that Hertz car rental is currently offering special discount rates to Westin employees. In all 50 U.S. states it's unlimited free mileage plus 20 percent discount. In Canada it's 25 percent discount on basic time and kilometer rates. In Mexico, Europe, Africa, Middle East and Japan it's 20 percent off time/kilometer rates. And 10 percent off time/kilometer rates in Asia, Pacific and Latin America. But to get the discounts you've gotta show your Hertz/Westin employee discount card. And how do you get a card? Simple. Just write Fran at Corporate Tour & Travel requesting a card and she'll be happy to send you one. Be sure to include your name, your hotel and department and your office location.

Summer camp — Beginning in mid-June and running through Labor Day, the Wailea Beach is offering a special Summer Fun program for children five to 12 years old. The fun 'n' games includes outdoor activities ranging from volleyball to sandcastle building; indoor activities from Hawaiian story-telling to mask and lei-making, and a schedule of special events such as weiner

Recommended reading

#2 — The menu at Zucchini's, the Houston Oaks' unique farm-to-market cafe. The judging committee for the National Restaurant Association's 1981 Great Menu Awards Competition read it and found it worthy of the top Gold Medal Award in the competition's family/coffee shop category. Scoring and selection of the winning menus in this annual contest is based on overall appearance, selling power, readability and originality. Extra points were also given to menus that were memorable and provided an enjoyable reading experience. The Zucchini entry scored high in all counts. Also scoring high — as judged by patronage popularity — is the quality of Zucchini's food.

Planner appointed

planner — Byron Brady, director of corporate planning for Westin Hotels, has taken on a second planning job outside the company. No, Brady isn't moonlighting, but has been appointed a member of the Long Range Planning Committee of the Educational Institute of the American Hotel & Motel Association (AH&MA). The Institute, the educational arm of AH&MA, provides continuing learning opportunities for present and future employees of the lodging industry.

roasts and "make your own Sundae" parties. And tots tiring of all the organized activity can wile away the hours — with or without parents — in the resort's fully-equipped game room with a quiet game of checkers or a boisterous session with one of the various electronic games. Now that's got to be the ultimate in summer camp.

Quotable — "In United Airlines and Westin Hotels, we try to get our staffs to feel that they are people taking care of people. It works." — Edward E. Carlson, chairman, United Airlines, Inc. (Quoted in a new book *Hospitality for Sale*, published by the Educational Institute of AH&MA).

Birthday present

— The Shangri-La, Singapore celebrated its 10th birthday with all the pomp and circumstance befitting this major milestone including a very special employee awards banquet and an anniversary day dinner for hotel principals and some 400 civic notables. An unexpected "birthday present" highlighting the occasion was a "Plaque of Commendation" presented to Shangri-La G.M. Mike Kalyk, by the National Trades Union Congress that cited in part, "... It (Shangri-La) has successfully established itself as one of the most reputable hotels in Singapore providing the highest standard of service and facilities."

Ramada to go

first-class — Ramada Inns Inc., a world-wide mid-priced hotel chain, has announced plans to add 13 first-class hotels to its roster by 1983, an article in *The Wall Street Journal* reports. To be called "Ramada Renaissance Hotels," the upgraded properties will be "20 percent to 25 percent more expensive than Ramada's existing facilities and about 25 percent less expensive than hotels classified as deluxe," according to a company spokesperson. Several of the proposed "Renaissance" hotels are planned for Westin destination cities.

Chris Baum, from national sales manager, Washington Plaza, to regional director of sales, Houston Regional Sales Office.

John Federer, from front office manager, Detroit Plaza, to senior assistant manager, Los Angeles Bonaventure.

Mark Hellrung, from banquet manager, Houston Oaks, to director of restaurants, Continental Plaza.

Trevor Kendall, from director of personnel, Mayflower, to director of personnel, Washington Plaza.

Dennis Langley, from assistant to the Chairman, Chairman's Office, to closing coordinator, Space Needle.

Kristina Lasell, from tour coordinator, Los Angeles Bonaventure, to assistant front office manager, South Coast Plaza.

Cliff Winkfield, from director of security, Crown Center, to corporate security director, Rooms division.

FRONTREPORTER**Houston Oaks**

FRONT! correspondent for the Houston Oaks is Nicole Lipson. As marketing coordinator Lipson acts as liaison between the hotel and its advertising agency and handles promotions and publicity for the hotel, in addition to editing the hotel's corporate newsletter, the *Houston Oaks' Gazette*. Contact Nicole if you have news for FRONT!