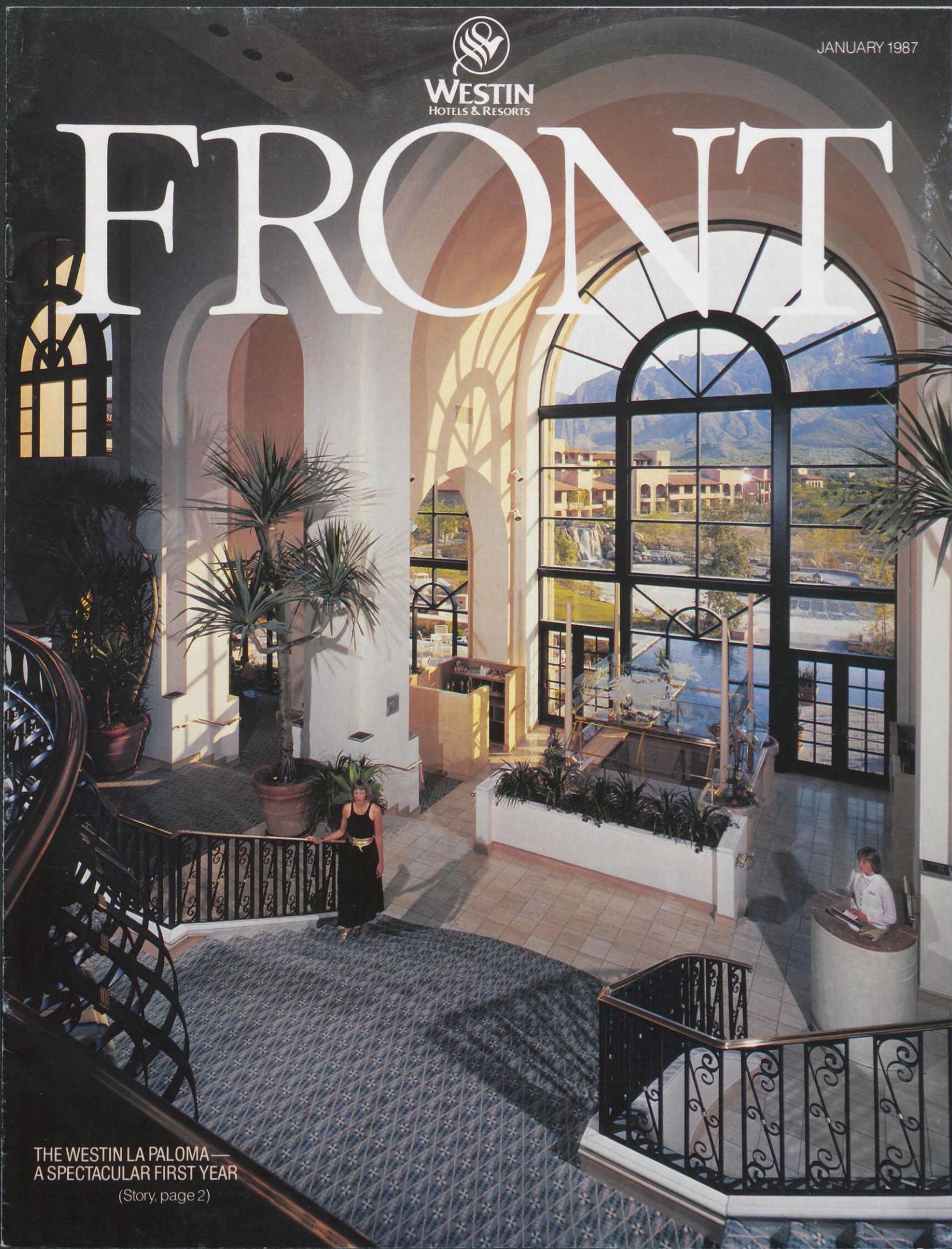




JANUARY 1987

WESTIN  
HOTELS & RESORTS

# FRONT



THE WESTIN LA PALOMA —  
A SPECTACULAR FIRST YEAR  
(Story, page 2)

# NEWSFRONT

## Moving up Moving on

**Beatrice Bernescut**, mgmt. trainee, Century Plaza to asst. beverage manager, The Westin Crown Center

**Georgia Borg**, asst. director of housekeeping, The Westin Hotel Utah to senior housekeeper, The Westin Hotel, Copley Place

**Nancy Davisson**, director of convention services, The Westin Hotel, Chicago to director of convention services, The Westin Canal Place

**Sally Furness**, project coordinator, The Westin St. Francis to director of housekeeping, The Westin Mauna Kea

**Kevin Grenzig**, chef, The Westin Hotel, Vail to executive sous chef, Arizona Biltmore

**Bob King**, restaurant manager, Century Plaza to senior asst. manager, The Westin South Coast Plaza

**Michael Holy**, senior asst. manager, The Westin Hotel, Winnipeg to senior asst. manager, The Westin Hotel, Calgary

**Ralph Melnyk**, asst. controller, The Westin Hotel, Winnipeg to asst. controller, The Westin Hotel, Edmonton

**Tom Miller**, senior asst. manager, The Westin Hotel, Ottawa to senior asst. manager, The Westin Hotel, Toronto

**Scott Picker**, senior asst. manager, The Westin South Coast Plaza to senior asst. manager, Century Plaza

**Jean Smart**, national sales manager, The Westin Hotel Utah to sales manager, New York Corporate Sales Office

**John Visconti**, sales manager, Toronto Corporate Sales Office to sales manager, The Westin La Paloma

**Mark Wagner**, sales manager, Dallas Corporate Sales Office to sales manager, Chicago Corporate Sales Office

## Westin 'best' with Canada travel agents

The results are in on the *Canadian Travel Press's* annual cross-Canada travel agent poll of travel suppliers.

In the hotel chain category, Westin tied with Hilton for the first place spot based on a system of 3 points for a first-place vote, 2 for second, 1 for third and 5 points subtracted for a negative vote.

While Hilton was mentioned on more ballots (perhaps because there are many more of them), Westin received more "best" votes to thus warrant the tie vote.

## Successful first year celebrated by Tucson resort

A year ago this January, The Westin La Paloma, Tucson, opened its doors and was off to a running start. In no time, it caught up to and surpassed the competition to take the quality class lead in this fast growing desert resort area.

From that very start, The Westin La Paloma geared itself in hot pursuit of an eventual Five-Star rating. Guest response over this past year indicates that the hotel is indeed headed in the right direction. A remarkable

rate convention groups that held meetings at La Paloma in 1986 have since re-booked with the hotel.

Looking back over its first year of operation, General Manager, Andrew MacLellan commented, "The reception to our facility and the care extended by employees has been outstanding... it's hard to say what impresses guests most, but I think I can credit a lot of it to a special team spirit."

Certainly, the Westin team spirit can be seen in every area. The personnel of The Westin La Paloma are a success story of their own. Over 250 employees have been promoted from entry level to supervisory positions since the resort's opening.



(for a brand new property) 96 percent of the "60-Second-Critic" forms turned in by guests indicate high approval of the quality of the hotel's accommodations, facilities and level of staff service.

Notable guests like Malcolm Forbes, Audrey Hepburn, Pat Boone and Robert Wagner enjoyed the peaceful beauty of La Paloma's high chaparral desert. World renowned personalities such as Prince Rainier of Monaco, Arnold Palmer, CBS Sports announcers Steve Melnick and Tom Weiskopf and Rock Star, Alice Cooper were challenged by the Jack Nicklaus signature Golf Course that surrounds the 792 acre resort community.

Not just the individual traveler, but business groups as well have fallen for the Westin's many attractions. Several major corpo-

Based on the success of its first year of operations, the hotel was encouraged to expand its original 418 rooms by a soon to open 69 more for a new total of 487 rooms.

Also nearing completion is the Presidential Suite. The handsomely designed and comfortably spacious suite boasts an area of 2,375 square feet. This is larger than the average three-bedroom home! The suite features a fully-equipped entertainment center that includes a 25-inch TV, tape deck and VCR, and a private meeting/dining area that seats 12 persons. And to cap it all, there is the Jacuzzi on the terrace that overlooks the entire city of Tucson.

**COVER:** Expansive arched windows are a design signature for The Westin La Paloma. Pictured is the window view from the central staircase leading to the Desert Garden restaurant. Elsewhere throughout the resort other arched windows frame equally stunning views of the desert, the Catalina foothills or the greens and fairways of the surrounding golf course.

## FRONT

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

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# NEWSFRONT

## American Cancer Society applauds Westin program

**W**estin Hotels & Resorts took the spotlight at awards ceremonies held in conjunction with The American Cancer Society's annual meeting in New York City in November.

The company was awarded a special citation plaque for, as the inscription read, "... being the first hotel organization to join nationwide in the Society's free lodging program offered during the treatment period to cancer patients and their families and for the extraordinary examples of personal generosity and concern shown by Westin employees."

The recognition was for the complimentary cancer patient rooms program which originated with Westin in 1982 at The Westin Hotel, Seattle, as the first of its type in the United States. More recently, the program has been extended to include all 30 Westin hotels across the country.

The program provides hotel accommodations at no cost to cancer patients, and their families, while they are receiving scheduled treatment on an am-



*Harry Mullikin (left) CEO, is presented with citation plaque by Don Elliot Heald, Chairman of the Board for the American Cancer Society.*

bulatory basis. The offer also includes complimentary overnight accommodations for patients on the way to or from treatment facilities where there is a Westin hotel in the stop over city. According to most recent estimates, Westin has already contributed about 1,900 room nights to cancer patients undergoing treatment. Most of these have included stays with an attendant family member along,

## UAL, Inc. announces purchase of Hilton International

**U**AL, Inc., parent company of Westin Hotels & Resorts, and Transworld Corporation jointly announced in late December a definitive agreement for UAL, Inc. to acquire Hilton International Co. for approximately \$980,000,000 in a combination cash, stock and debenture transaction. The transaction, subject to government approval, is expected to close early this year.

Hilton International is a leading hotel company with 88 luxury hotels in 42 countries including five in the United States.

"This acquisition, a bold move by UAL, Inc., dramatically accelerates our strategy of expanding the premier travel services company," said UAL, Inc. Chairman and CEO Richard Ferris. "It will broaden our earnings base and supplement the quality image and geographic reach of Seattle-based Westin Hotels & Resorts, our luxury hotel subsidiary."

UAL, Inc. plans to operate the two hotel companies, Westin and Hilton International, independently while studying how

best to coordinate their marketing programs. Ferris noted that Westin has predominately domestic locations while Hilton International is primarily an international hotelier.

With the acquisition, UAL, Inc.'s hotel operation will leap from 62 to 150 hotels, from 33,200 to 67,670 rooms, and from 28,000 to 67,000 employees; making it one of the largest hotel companies in the world.

Speaking on behalf of Westin, CEO Harry Mullikin stated, "We are most enthusiastic about this acquisition and feel confident that Hilton International's reputation for quality and service fits well within the UAL, Inc. family of United Airlines, Hertz and, most specifically, our own Westin Hotels & Resorts."

Relationship specifics between Westin and Hilton International are being determined and the conclusions as they are formulated over the next several months will be reported in *Front*.

## Management changes

**R**ecent changes in hotel management positions have included the following:

**C.V. Healy**, resident manager at The Westin Stamford, Singapore, moves to Los Angeles as manager of The Westin Bonaventure.

**Andrew Jones**, the former resident manager at the Shangri-La, Hong Kong, has been appointed general manager of The Westin Chosun Beach, Pusan.

**Arthur Mills** moves from executive assistant manager at The Westin Hotel, Stamford, CT to executive assistant manager at The Westin Hotel, Toronto.

**Peter Quattrone**, who has been executive assistant manager at The Westin Hotel, Cincinnati, is now manager of The Westin Hotel, Renaissance Center Detroit.

## Four Westins rate in top fifty

**F**our Westin hotels—Century Plaza, The Westin Peachtree Plaza, The Westin St. Francis and the Arizona Biltmore—were among the 50 winners of the Second Annual Awards of Excellence program as determined by readers of *Corporate & Incentive Travel* magazine.

The publication's Annual Awards of Excellence are given,

according to the magazine, to those hotels, resorts and conference centers in the U.S. that have made readers' meetings and incentive travel programs an outstanding success.

Suggested criteria for choosing property favorites by the readers included: Outstanding staff service, superior accommodations and meeting facilities, trouble-free F&B functions and smooth set-ups and arrangement for social functions.

# PHOTO NEWS



## Coming along

MAUI—This site shot of The Westin Maui taken last November, is good visual indication that the 762-room resort hotel is coming along nicely towards its projected August, 1987 opening. The luxury resort hotel will feature the largest swimming pool in the State of Hawaii and among the largest meeting and convention facilities in the outer islands.

## It's official

NEW YORK—While The Westin Plaza had been given New York City Landmark status in 1969 and

was listed on the National Register of Historic Places since 1978, it was not until late last year that the venerable property was officially designated as a National Historic Landmark by the U.S. Department of the Interior. This status was in recognition of the hotel as "an outstanding example of American architecture...with exceptional value to the nation." To commemorate the occasion, New York Senator Daniel Patrick Moynihan (right) officiated at the presentation of the National Landmark plaque to Jeffrey Flowers, managing director, in ceremonies held in the hotel's Oak Room.



## Three timer

BOSTON—Janne Hurley (center) director of convention services for The Westin Hotel, Copley Place, proudly accepts the 1986 Pinnacle Award for overall conference excellence from *Successful Meetings Magazine's* Diane DiMaggio. Sharing in on the occasion is Westin president

Dwight Call. The Award was the third such recognition honor for the hotel received during 1986. One of these was the Gold Key Award given by the meeting planner readers of *Meetings & Conventions Magazine*, and the other was the nationally prestigious McRand Award for Conference Excellence.



## Exceptional contributions

OMAHA—The Central Reservations Office (CRO) was recently presented with a special United Way award for their exceptional contributions to this season's campaign. With a campaign goal set for \$3,500 the generous CRO staffers beat that by more than

\$1,000 with their total donation of \$4,650. At formal ceremonies, United Way general campaign chairman Thomas Burke (center) presented the award to (left) Kim Marsh, employee council president and (right) Deb Davenport, CRO United Way campaign manager.

## Fun raising

HONOLULU—As it has for the past several years, The Westin Ilikai joined with other members of the Hawaii Chapter of the Hotel Sales & Marketing Association (HSMA) to participate in the annual "Madcap Decathlon Fundraiser" to benefit the Hawaii Special Olympics. Events ranged from volleyball competitions to a watermelon eating contest. Teams pay a \$175 entry fee with additional monies made from the sale of raffle tickets. This year's "fun raiser" gained close to \$12,000 for the cause. The Ilikai team (pictured) which included members from other hotel departments as well as sales, won highest marks for their spirited enthusiasm.



## Superstars sweep

BOSTON—The Boston Red Sox who couldn't clinch the World Series might have taken some pointers from The Westin Hotel, Copley Place's softball team. The hotel "superstars" cleaned up the season with a 10-4 record then went into the playoffs and swept four straight games to win the

title. Though just in their second year of league play, the hotel team, comprised of male and female members from the various hotel departments, posed a league threat from season beginning that pitted them against 14 veteran and very tough Boston hotel teams.



## Team support

CINCINNATI—In a show of support and appreciation for their hometown Bengals pro football team, The Westin Hotel invited players to a special chef's table dinner last November hosted by executive chef Greg Calderwood and the hotel's general manager, Larry Alexander in

the hotel's kitchen. Among the hearty eaters was Bengal quarterback, Boomer Esiason (center). Menu dishes included "Redskinned Potatoes" and "Green Bay Beans." A special "Bengals Bombe" dessert, a concoction of orange ice cream, whipped cream and hot fudge, topped off the meal.

# PHOTO NEWS

## A chainsaw, a block of ice, and Larry Battle

Give Larry Battle, chef garde-manager at The Westin Hotel, Washington, D.C., a big block of ice and a chain saw, then let his imagination and creativity take over.

The results could win a blue ribbon or a gold medal. Or, in the case of the recent Moosehead Beer U.S. Ice Carving Championships, regional championship recognition.

It was a couple of months ago when Battle entered a regional competition in this annual nation-wide event. As with all competitors, Battle was placed in front of a 300 lb. block of ice and told to carve an original right on the spot.

Says Battle, "If I can picture something in my mind, I can do it. What I pictured was an aquarium."

Grabbing his chainsaw he went to work. Ice chips and spray began to fly as what finally emerged was an icy aquarium in which eight different kinds of fish were represented. The completed competition works were judged for originality of design and degree of difficulty in execution. Battle's entry won the judges' votes on both counts.

Battle took up the ice carving art about five years ago and is self-taught. Because he lacked the proper tools he developed and perfected a chainsaw tech-

nique for all except the most delicately detailed work. The largest piece he has ever done was a 1,500 lb. six foot buddha as centerpiece for an oriental party. It took him two days to complete.

As a regional winner, Battle went on to compete in the National Championships which are held in New York City in late November.

How did he do? "Not badly," he modestly admits. That interprets as among the dozens of entrants from around the country, Battle placed among the top six. Not badly, indeed.



### To the top

JOHANNESBURG— Sous chef Glynn Sinclair of the Carlton Hotel is getting a reputation for his winning ways in South Africa culinary circles. With his win of the national 16th Annual Marvello Recipe competition, held last fall in Durban, it made the fourth top culinary title Sinclair had captured during 1986. Earlier he won both the Merlu Chef of The Year competition and the Gable Mushroom Challenge trophy at the sixth National Salon Culinaire, followed a couple of months later with his win of the Chaine des Rotisseurs Under-25 Chef of the Year Award. His Marvello recipe win, by the way, was an honors repeat of the 1984 competition in which he also won the top award.

### To the rescue

TUCSON— What may have been a record of sorts, three employees of The Westin La Paloma have been awarded Chairman's Award of Merit citations all before the resort hotel had even celebrated its first anniversary. The three (from left) are Cathy Martinez (PBX operator); Barbara Homack (assistant restaurant manager), and Elvia Campos, (housekeeping). Homack received her award for performing the Heimlich maneuver on a choking guest in the Desert Garden restaurant, and both Campos and Martinez were instrumental in calming and assisting a resort guest who had gone into labor.



Battle gets set to "free" a swan from a block of ice with his chainsaw.



# WESTIN PEOPLE

## To the head of the class

SINGAPORE—Six staff members of The Westin Stamford & Plaza were recognized for their outstanding performance at the first graduation for the recently formed Singapore Hotel Association Training & Educational Centre (SHATEC). Among them, the six took the lion's share of the graduation awards winning three out of four gold medals, a silver, a bronze and four book prizes for

both diploma and non-diploma courses. The "head of the class" six (from left): Joseph Soh (front office); Lawrence Oh (training); Sharon Ng (front office); Florence Sow Ai Geok (housekeeping); Desmond Chow (front office); Lim Khean Hong (F&B). Some 425 students graduated in this first SHATEC graduating class.



## FRONTLINE

FRONTLINE is a confidential communications forum for Westin employees. Use FRONTLINE to ask questions of general concern, to offer suggestions or to express opinions. Send your questions in an inter-office envelope to: FRONT editor, Westin Hotels & Resorts, 2001 6th Avenue, Seattle, WA 98121. Letters must be signed and include hotel or office location. Names are held confidential. All unprinted letters will be answered by mail.

**QUESTION: With the recent decision by General Motors, IBM and Vicks (among others) to divest their long-term investments and operations in South Africa, when can we expect Westin Hotels & Resorts to divest the ownership and/or management contract of the Carlton Hotel in Johannesburg, South Africa to show its support to the end of apartheid?**

**RESPONSE:** *By Harry Mullikin, Chairman and CEO.*

Westin has recently divested its minority financial interest in the South Africa company, Carlton Hotel Limited. Westin does not now own any assets or have any direct investments in South Africa. We have never provided goods and services directly to the government of South Africa or to any of its agencies.

We do continue to manage the operations of The Carlton as we have since it opened in 1972. We believe our involvement in a quality hotel operation in Johannesburg is an advantage to the people of South Africa as well as Westin.

Since its opening, The Carlton has had the same strong sense of responsibility toward its employees Westin has committed itself to world-wide. We have succeeded in providing quality employment for many black South Africans that offers some hope for a better life and a positive example of integration and anti-apartheid sentiment in the work place.

The company has instituted many programs for the hotel's personnel, such as a culinary apprenticeship program, and

internal management and sub-management training classes. Westin subsidizes employees' studies at night schools and correspondence colleges and assists with their childrens' education.

We believe our presence in South Africa provides a substantial, positive influence upon the policies of the government. As an example, our association with The Carlton was primarily responsible for the creation of a special International License which permits the hotel to serve all patrons on a non-discriminatory basis.

As a result of this leadership and influence, The Carlton provides a non-segregated environment where members of all racial and cultural groups can engage in social fellowship. This environment thus provides a favorable example to the rest of the community and represents a positive force for helping to create a climate of opinion favorable for productive change.

At the present time, we look forward to continuing our affiliation with The Carlton.

**QUESTION: Does Westin have any plans for a hotel in the lovely down under setting of New Zealand?**

**RESPONSE:** *By John Schneider, senior vice president growth & development.*

With United Airlines now flying to both New Zealand and Australia, the Development Division has increased its efforts to identify appropriate hotel opportunities in both countries. And now that Joe Supsinskas, Westin's development director for Asia and the Pacific, is headquartered in Hong Kong, we are even better positioned to pursue these opportunities.

**FRONTLINE invites your questions, complaints, comments. When writing, use an inter-office envelope addressed to:**

**FRONTLINE  
Corporate Offices  
Seattle**

**(No postage necessary.)**

**Or if you prefer, you can send questions, etc. by regular postage mail to:**

**FRONT Editor  
Westin Hotels  
2001 6th Avenue  
Seattle, WA 98121**

# 1986 HIGHLIGHTS

## JANUARY

- The Westin La Paloma, Tucson opens January 31 (410 rooms).
- The new "Westin Hotels & Resorts" signature is adopted.
- Plans to manage an under-construction, 300-room hotel, The Westin Cypress Creek, Ft. Lauderdale, announced.
- Gail Rivera, room service manager, The Westin Hotel, O'Hare, is 1985 Thurston-Dupar Inspirational Award Winner.



## FEBRUARY

- The Westin Plaza opens in Raffles City, Singapore (796 rooms).
- The Westin Bellevue Stratford, Philadelphia closes.
- The Westin Hotel Stamford, Connecticut joins family (500 rooms).
- George Chambers hired as corporate director of advertising and public relations.
- Management changes include: Jim Mogush to GM, The Westin Hotel, Stamford, Connecticut; Hart Balin to manager, The Westin Hotel, Chicago; Hud Hinton to manager, The Westin Plaza; Ray Sylvester to GM, The Westin Cypress Creek, Ft. Lauderdale.
- The Westin South Coast Plaza wins The Westin Safety Award; The Westin Hotel, Galleria Dallas wins Westin Safety Award of Distinction; The Carlton, Johannesburg wins Westin Safety Achievement Award.

## MARCH

- Three major U.S. travel/meetings trade journals—*Meetings & Conventions*, *Successful Meetings*, and *Corporate & Incentive Travel*, award ten Westin hotels for superior meeting service and facilities.

## APRIL

- Westin files with the SEC leading to the limited partnership sales of The Westin St. Francis and The Westin Hotel, Chicago.
- For the sixth consecutive year, Westin Hotels & Resorts was rated number one in *Travel Holiday* magazine's reader poll.

- William H. Ellis, senior vice president, named Carlson-Himmelman Award winner.
- Management appointments include: Didier Calvez to corporate director of Food & Beverage; Larry Alexander to GM of The Westin Hotel, Cincinnati.
- Spring/Summer Employee Recognition Program kicked off.
- 1986 Marketing Conference meets at The Westin Hotel, Williams Center Tulsa.
- Westin kicks off "Caring, Comfortable, Civilized" corporate advertising campaign.



## MAY

- Westin announces it will manage The Westin Hotel, Indianapolis, a 600-room hotel to be constructed in Indianapolis, Indiana.
- The 250-room Hotel Ambassador in Monterrey, Mexico joins HOCASA/Westin family.
- Westin announces intent to manage The Westin Hotel, Bellevue to be constructed in Bellevue, Washington (374 rooms).
- The Westin Paso del Norte in El Paso, Texas opens May 23 (375 rooms).
- Cecil Ravenswood, GM at Arizona Biltmore, is selected as "Resort Manager of the Year" by AH&MA.
- Management changes include: Hart Balin from manager to GM of The Westin Hotel, Chicago; Rick Layton to GM of The Westin Hotel, O'Hare; David King to manager, The Westin St. Francis.



## JUNE

- The Westin Hotel Utah celebrates 75th anniversary.
- Divisional Conferences/Workshops scheduled include: Rooms Conference, The Westin La Paloma, Tucson; F&B Conference, The Westin La Paloma, Tucson; Human Resources Conference, The Westin Hotel, Washington, D.C.; Financial Management Conference, The Westin Hotel, Tabor Center Denver; Risk Management Workshop, The Westin Paso del Norte, El Paso.

## JULY

- Sales commenced of Westin Hotels Limited Partnership units for The Westin St. Francis and The Westin Hotel, Chicago on July 8.
- Sixth Annual Westin Culinary Institute Workshop held at The Westin La Paloma, Tucson.
- The Westin Stamford of Raffles City, Singapore opens July 1 (1,257 rooms).



## AUGUST

- Westin concludes marketing agreement to represent the Kyoto Takara-ga-ike Prince Hotel in the U.S. and Canada.
- Westin launches three-month "Great Apollo Opportunity" travel agent promotion.

## SEPTEMBER

- Dave Paulon and Peter Smith elected vice presidents of Westin.
- Public offers of Westin Hotels Limited Partnerships completed.
- New assignments for hotel management officers announced.
- Waldo Brun is named corporate executive chef replacing retiring Walter Roth.
- F&B Cost Control Workshop held at The Westin Peachtree Plaza.
- Management changes include: Bob Hawes to GM, The Westin Ilikai; Larry Saward to GM, The Westin William Penn; Dick Helfer to GM, The Westin Stamford & Westin Plaza, Singapore; Wayne Bodington to resident manager, Century Plaza.

## OCTOBER

- The Westin Kyoto Takara-ga-ike Hotel opened October 9 (322 rooms).
- Management changes include: Nick Van der Kaaij and George Saade to vice presidents/operations for Hotels Camino Real (HOCASA); Jim Treadway to managing director, The Westin Kauai; Bernard Agache to managing director, The Westin Maui; David King to managing director, The Westin Bonaventure; David Shackleton to resident manager, The Westin Mauna Kea; Naveen Ahuja from GM to managing director, The Westin Hotels, Houston.

## NOVEMBER

- Management changes include: Doug Hales to GM, The Westin Paso del Norte; Minaz Abji to GM, The Westin Hotel, Winnipeg; Cesar Perdomo to GM, Camino Real, Cancun; Jose Riviera to GM, Camino Real, Ixtapa; Ulrich Wall to GM, The Westin Hotel, Toronto; Patrick Kelly to GM, The Carlton, Johannesburg; Peter Quattrone to manager, The Westin Hotel, Renaissance Center Detroit.

## DECEMBER

- Ralph Van Noy named Carlson-Himmelman Award winner.
- Senior vice presidents William H. Ellis and Ralph Van Noy retire.
- UAL, Inc. acquires Hilton International Company.

(Note: Events are listed according to month they occurred and not necessarily by FRONT reporting issue.)