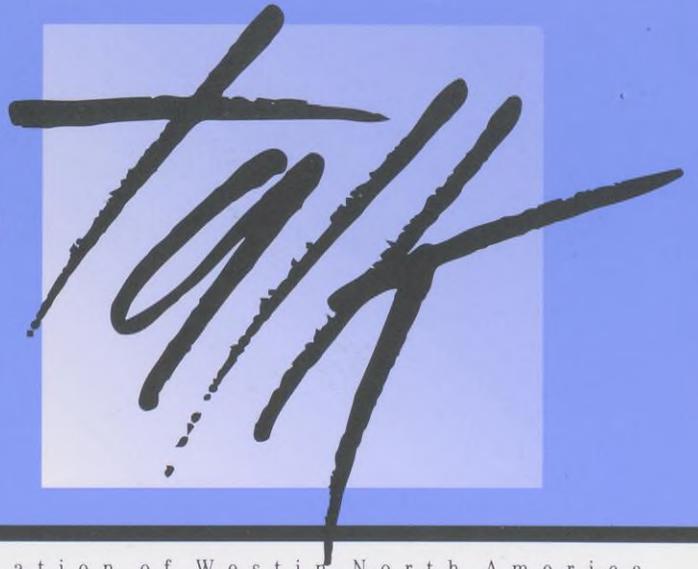


straight



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A publication of Westin North America

Welcome to the Family: The Westin Hotel, Santa Clara

Westin Hotels & Resorts has assumed management of a 500-room business hotel in Santa Clara, California formerly managed by Doubletree Hotels. An extensive renovation program is scheduled to commence immediately.

"This hotel gives our guests an additional high-quality, well-located Westin property in this important Silicon Valley business region," said Jim Treadway, president of Westin North America. Westin now manages seven hotels in California — the others include The Westin Bonaventure in Los Angeles, the Century Plaza Hotel & Tower in Los Angeles, The Westin Mission Hills Resort in Rancho Mirage, The Westin St. Francis in San Francisco, The Westin Hotel, San Francisco Airport, and The Westin South Coast Plaza in Costa Mesa.

The Westin Hotel, Santa Clara is part of a business complex that includes the 200,000 square foot Santa Clara Convention Center and the 300,000 square foot Techmart, a marketing center for high technology product exhibits. Conveniently located in the heart of the Silicon Valley in northern California, The Westin Hotel, Santa Clara is close



to the San Francisco and San Jose International airports.

James Mogush is general manager of The Westin Hotel, Santa Clara. Mogush most recently served as general manager of The Westin Tai Ping Yang in Shanghai, China and has held management positions at other Westin properties in Los Angeles, Seattle, Denver, Singapore, Houston, Chicago, Stamford, Connecticut and Buckhead, Georgia.

A team of Westin staff members, under the direction of senior vice president Hud Hinton,

managed the hotel takeover. On Saturday, February 1, Hinton and Mogush were at the employee entrance at 6:30 a.m. to greet the employees — personally welcoming them to Westin. All-employee meetings were held throughout the day to inform the staff of their benefits and about Westin.

On Monday, February 3, Hud Hinton hosted a news conference to announce Westin's management of the hotel to the local community. He also met with various community and industry leaders.

Other members of the Westin project team included Hanne Dittler, Marc Pujalet, Terry Neils, Tom Dupar and Jill Herczog.

An extensive renovation of the hotel is planned to bring the facilities up to Westin standards. Major areas to be enhanced include the main lobby, meeting facilities, restaurants and guest rooms. ■

Westin Launches Innovative Ad Campaign

Westin Hotels & Resorts has launched a new advertising campaign based on a strategy that is unique for the company and represents a significant departure from other hotel advertising.

The strategy developed for the campaign addresses the needs of business and leisure travelers who desire the elegance that is associated with upscale hotels, but also depend on the basics, such as comfortable accommodations, reliable service and good food. To execute this strategy, a campaign was created entitled "Style Plus Substance."

In contrast to the high-gloss photography used in advertising representative of the 1980's,

continued on page four

"Straight Talk from Jim Treadway"

I'm delighted to be sharing information with you in this first edition of *Straight Talk*.

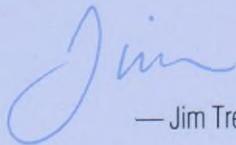
As part of our commitment to open communication, you may expect to receive this *Straight Talk* newsletter every other month. It will be complemented by our company-wide magazine, *WestinWorld*, which will now be published twice each year. I believe the combination of these publications will go a long way toward keeping you informed of relevant issues and activities affecting your hotel and Westin as a whole.

One concern I have is that publications like these cannot fulfill our need for more direct two-way communication. In that regard, I encourage you to drop me a note, give me a call or send a fax regarding your concerns or suggestions for topics you would like me to address in future columns.

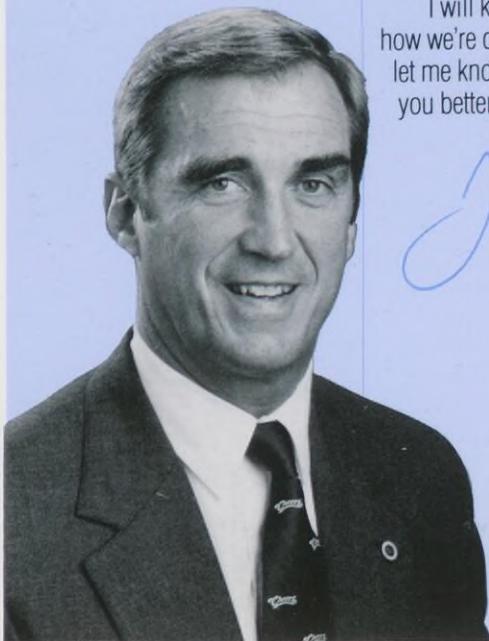
In almost 20 years with Westin, I must admit that I have seen a lot of changes. I have worked at hotels like The Carlton in Johannesburg, South Africa and The Hotel Scandinavia in Oslo, Norway which we don't even manage anymore. I've watched other hotels like The Westin Peachtree Plaza in Atlanta and The Westin Kauai at Kauai Lagoons being built from the ground up. And I've also been through the good and bad economic times our industry has faced over the years.

One of the few constants through all of this has been the high caliber and dedication of Westin employees. You repeatedly demonstrate your commitment to our guests and your co-workers through outstanding performance. Examples of Westin Service Distinctiveness have become a daily occurrence at Westin. This high level of service is paramount as we approach the challenges of the 1990's.

I will keep you posted on how we're doing and hope you'll let me know how I can serve you better.



— Jim Treadway



VALUES...

Open Communication

This is the first in a series of articles which will highlight one of the ten key values adopted by the leadership of Westin North America.

The ten values are:

- Growth
- Integrity
- Vision
- Entrepreneurship
- Hard Work
- Open Communication
- People
- Excellence
- Empowerment
- Financial Success

Let's start with **Open Communication**. When put into practice, Open Communication means that you have all the information necessary to do your job to the best of your ability. Open Communication is especially important in a service industry like ours which depends on constant interaction among guests, co-workers and others to determine the best way to meet each person's individual needs.

Creating an atmosphere of Open Communication, however, is not as easy as it sounds. To be effective, it must be a two-way exchange. And that involves risk. Managers who have agreed to share information are at risk of losing the power and control that information gives them.

Additionally, there is always the risk that the information shared is not really necessary or will be misused. Consequently, teamwork becomes an essential ingredient in order to build and maintain trust and to ensure that the information is used appropriately.

We are all accountable for creating and maintaining an environment which supports Open Communication. Managers are responsible for sharing on-going information that helps co-workers do their jobs. And we are all responsible for asking for the information we need, for questioning it when we don't

understand it, and for using the information we receive constructively.

By committing to uphold the value of Open Communication, the leaders of WNA have pledged to take the risks associated with it and trust their co-workers. It's up to all of us to nurture and sustain this atmosphere of mutual trust and respect and to keep the lines of communication open. ■

Moving On, Moving Up

Harmut Ballin, general manager at The Westin Hotel, Chicago to general manager at The Westin Canal Place in New Orleans.

Wayne Bodington, general manager at The Westin William Penn in Pittsburgh to general manager at The Westin South Coast Plaza in Costa Mesa.

Bruce Brun, front office manager at The Westin Hotel, Galleria in Houston to director of rooms at The Westin Hotel in Cincinnati.

John Finamore, operations manager at the Walt Disney World Swan in Orlando to general manager at The Westin Hotel, O'Hare.

Mark Hellrung, operations manager at The Westin Hotel, Copley Place in Boston to operations manager at The Westin St. Francis in San Francisco.

Patrick Honeywell, pastry chef at The Westin South Coast Plaza in Costa Mesa to pastry chef at The Westin Mission Hills Resort in Rancho Mirage.

Debbie McNish, controller at The Westin Paso del Norte in El Paso to general manager at the Cherry Creek Inn in Denver.

James Mogush, managing director at The Westin Tai Ping Yang in Shanghai to general manager at The Westin Hotel, Santa Clara in California.

Bonny Kirin-Perez from WNA food and beverage manager to director of food and beverage at The Westin Peachtree Plaza in Atlanta.

James Simkins, manager at The Westin Bonaventure in Los Angeles to managing director at The Westin Bonaventure.

Ray Sylvester, general manager at The Westin Canal Plaza in New Orleans to general manager at The Westin Hotel, Galleria in Houston.

Ulrich Wall, general manager at The Westin Hotel, O'Hare to general manager at The Westin Hotel, Chicago.

Westin's Charity Events Bring Christmas to Kids

In San Francisco, Atlanta, Washington D.C., Orlando and Seattle, hundreds of excited children and their families delighted in Westin Christmas celebrations held in their honor. Said one little girl in Seattle, "Oh, I'm so excited. I'll remember this day for the rest of my life."

At **The Westin Peachtree Plaza**, homeless children from nine shelters in Atlanta were treated to a festive event. Prior to

In San Francisco, the employees of **The Westin St. Francis** provided gifts to 150 children at the Whitney Young Child Development Center. At the employees holiday party, a Christmas "Giving Tree" was decorated with nametags for each child and employees were invited to pick a child's name and provide a special gift.

On Christmas Eve, the hotel human resources staff delivered a truckload of presents to the

In Orlando, every child's heaven, the **Walt Disney World Swan** was involved in two events. The Star Santa program, involving the hotel's employees, was an enormous success. Each employee selected an underprivileged child from one of three invited organizations, and presented the child with a Christmas gift. Over 400 children attended the event.

The second annual Candlelight 5K run was also a huge success. 1,000 runners were involved and 300 toys were donated to Toys for Tots.

In Seattle at Westin's **corporate offices**, fifty Asian children and their families from the Asian Counseling Referral Center enjoyed an American-style holiday party, some for the first time. Santa Claus appeared with personalized stockings stuffed with gifts for each child. Each stocking was handmade and filled by Westin employees. Guests were also treated to holiday cookies and Asian-style appetizers prepared by Westin volunteers.

Children participated in games, created ornaments and were entertained by a puppet show. Families sent long-distance holiday wishes to relatives and friends via sponsored telephone calls to their home countries.

A special thanks to all Westin employees who were involved in these and the many other holiday events in their local communities. ■



A delighted child accepts a Christmas gift courtesy of the Walt Disney World Swan's Star Santa Program.

the Christmas party, children were invited to a breakfast at the hotel to decorate the "Tree of Angels". Each child placed his/her name and clothing size on an angel-like ornament and hung it on the 18 foot Christmas tree. Then, residents of the community stopped by to take a child's name and returned with gifts in time for the Christmas party.

Four days before Christmas, hotel employees and other sponsors hosted a celebration complete with clowns and choirs for 350 children and their parents. Santa delivered more than 800 gifts and families were treated to food served by hotel employees.

center and volunteer elves spent the entire day and night visiting children's homes with special deliveries.

At the **ANA Hotel in Washington D.C.**, the British sextet King's Singers performed a holiday concert to benefit Big Brothers/Big Sisters of the Washington metropolitan area. One thousand parents and children attended and many chimed in to sing holiday carols. The hotel provided hot cider and holiday cookies and \$1,433 was raised from the sale of King's Singers' music.

Westin Chuckle

3

Traci Shelby, reservations agent at CRO Omaha, took a call from a lady who wanted to book a reservation at The Westin Hotel, Galleria in Dallas. When Traci asked the caller if she had a date (meaning, of course, a date in which to book her stay), the lady replied, "Well, no, I was planning to go alone!"



Readers Digest published the following tidbit in their "Life in the United States" column:

"It was the day of the second game of the 1989 World Series and I, not much of a baseball fan, was attending a conference in San Francisco. As I walked past one of the city's most elegant hotels, I noticed a tanned, muscled ballplayer standing at the curb resplendently decked out in his Giants uniform.

Not about to pass up a rare opportunity, I rushed up to him, pressed a pen and paper into his hand and asked for his autograph. He graciously wrote a message. I didn't want the player to guess that I didn't know who he was, so I waited until I was out of sight to read, 'Best wishes from Charlton McKay - Doorman, The Westin St. Francis.'"

[During the '89 World Series the doormen at the St. Francis were asked to wear Giants uniforms to promote the series]

Contributed by:
Frank Pavon
Housekeeping Dept.
The Westin St. Francis

Footnote

Chuckles Pay! Send in your funniest anecdotes about life in your hotel. If it appears in *Straight Talk*, we will pay you \$20 — just for the fun of it! Please send the stories to *Straight Talk*, ATTN: Leslie Larson, The Westin Building, Seattle, WA 98121.

The Westin logo has been popping up in some very familiar places in both the print and television mediums. **Can you name them?** (Answers are below right)

Helpful Hints from Westin housekeepers:

1. To remove furniture marks from carpeting, place a damp washcloth over the indentation and iron. The marks will disappear.
2. For a natural way to send a pleasant aroma throughout your home, boil water on the stove and add fruit peels and cinnamon sticks.

Congratulations to corporate executive chef Waldo Brun, named Walt Disney World Swan hotel's 1991 Thurston-Dupar winner!

Nikko celebrated its grand opening in its new location, The Westin Hotel in Seattle on January 29. A loyal clientele, fine cuisine and an exquisite atmosphere make Nikko Seattle's premier Japanese restaurant.

FORMA, Inc., the wholly-owned design and purchasing subsidiary of Westin Hotels & Resorts, has been sold to a management group comprised of employees of the firm, which include Jack Knudtsen, president; Les Jones, director of food facilities planning; and Ray Goad, a former employee of Westin.

The Algonquin hotel in New York extends an invitation to all Westin employees to visit their landmark property with a discounted rate of \$95 per night for leisure travel and \$120 per night for business travel. Reservations are required on a space available basis, of course. ■

Ad Campaign

continued from page one



Westin has created a format for its ads that features a rich, watercolor illustration of "style" on one half of each ad and a photograph overlaid with copy on the other half which defines "substance." Examples of headlines include "Exuberant, yet Laidback," "Unspoiled, yet Pampered," and "Sumptuous, yet Satisfying." The elements collectively convey the message of the uniqueness of a Westin hotel or resort experience along with a strong commitment to basic needs.

International artist Paula Munck was retained to produce the series of original watercolor illustrations featured in the ads. Munck's work has appeared in major publications including a recent cover for *Newsweek*, as well as *The New York Times* and *Town & Country*. A native of Australia, she currently resides in Toronto, Ontario.

A combination of two-page and half-page advertisements are beginning to appear in national business and travel publications. The Westin campaign was created by Cole & Weber, Inc. of Seattle under the direction of Marc Pujale, vice president, sales and marketing and Sue Brush, vice president, communications for Westin North America. ■

"My Life as a Security Supervisor"

BY SCOTT BARBOUR, Century Plaza Hotel & Tower

his is the city, Los Angeles. Over the years, several first-class hotels have sprouted up in the city. The Biltmore, the Beverly Wilshire, the Beverly Hills Hotel, and the Beverly Hilton Hotel. But the premier hotel in Los Angeles has always been the Century Plaza Hotel & Tower. I work there. I carry a badge.

The date was September 30th. It was warm in Los Angeles and I was working the night watch out of the Security Department. At approximately 8:30 p.m., I was walking through the hotel's lobby when I received a radio call requesting me to call the hotel's dispatcher immediately. The dispatcher told me he had been informed that approximately 500 angry gay activists were marching toward the hotel to protest the governor's arrival and would be there within 10 minutes.

With only two security officers and myself on duty I knew we had to act fast. I instructed the dispatcher to call all off-duty security personnel and have them come in to assist with guest safety and security. The Los Angeles Police Department was advised of the impending situation, but could not have a command post set up for another 45 minutes. We were on our own until then. After a quick meeting with the hotel's management, I advised them to be ready to lock everything up in case the situation got out of control.

At approximately 8:50 p.m., three officers and I were walking toward the hotel's front driveway to see if we could see the protesters. When we reached the street, we saw a mob of people, blowing whistles and waving signs starting to run toward the hotel's entrance! Knowing we could never hold back a crowd of this size, we returned to the front entrance and stood shoulder-to-shoulder, blocking the doorway.

For the next 45 minutes, we confronted 500 angry protesters, listening to the thunderous noise they made. By now several television and newspaper reporters were watching our every move for an exciting story for their late night broadcasts. Wanting to avoid a physical confrontation at all costs, our approach succeeded until the police arrived at 9:35 p.m. The protesters finally left the hotel at 1:30 a.m.

I am proud to say that the security staff at the Century Plaza Hotel & Tower diffused a potentially dangerous situation, resulting in no guest injuries and very little damage to the hotel. Although we had only 10 minutes to prepare for this unannounced protest, all of the hotel's departments worked together as a team and found a solution! ■

1. On a jacket worn by Olympic Gold Medalist, Olga Korbut, in the year-end, double-issue of *People* magazine.
2. On the front of the podium used by U.S. Army General Colin Powell, Chairman of the Joint Chiefs of Staff, during his speech; footage aired on the January 12 edition of "60 Minutes."

ANSWERS to logo quiz



A publication for employees of Westin North America produced by the WNA Communications department. • Vice President: Sue Brush • Editor: Leslie (Walsh) Larson • Contributors: Elizabeth Vasey, WNA; Mark Lewis, WNA; Nancy Suzuki, The Westin Peachtree Plaza; Michele Saevke, The Westin St. Francis; Cathy Sauer, Walt Disney World Swan; and Heather Freeman, ANA Hotel. • Printed in the U.S.A. • *Straight Talk* is a bi-monthly publication. Please send contributions to *Straight Talk*, ATTN: Leslie Larson, The Westin Building, Seattle, WA 98121.