

WestinWorld

May/June 1989



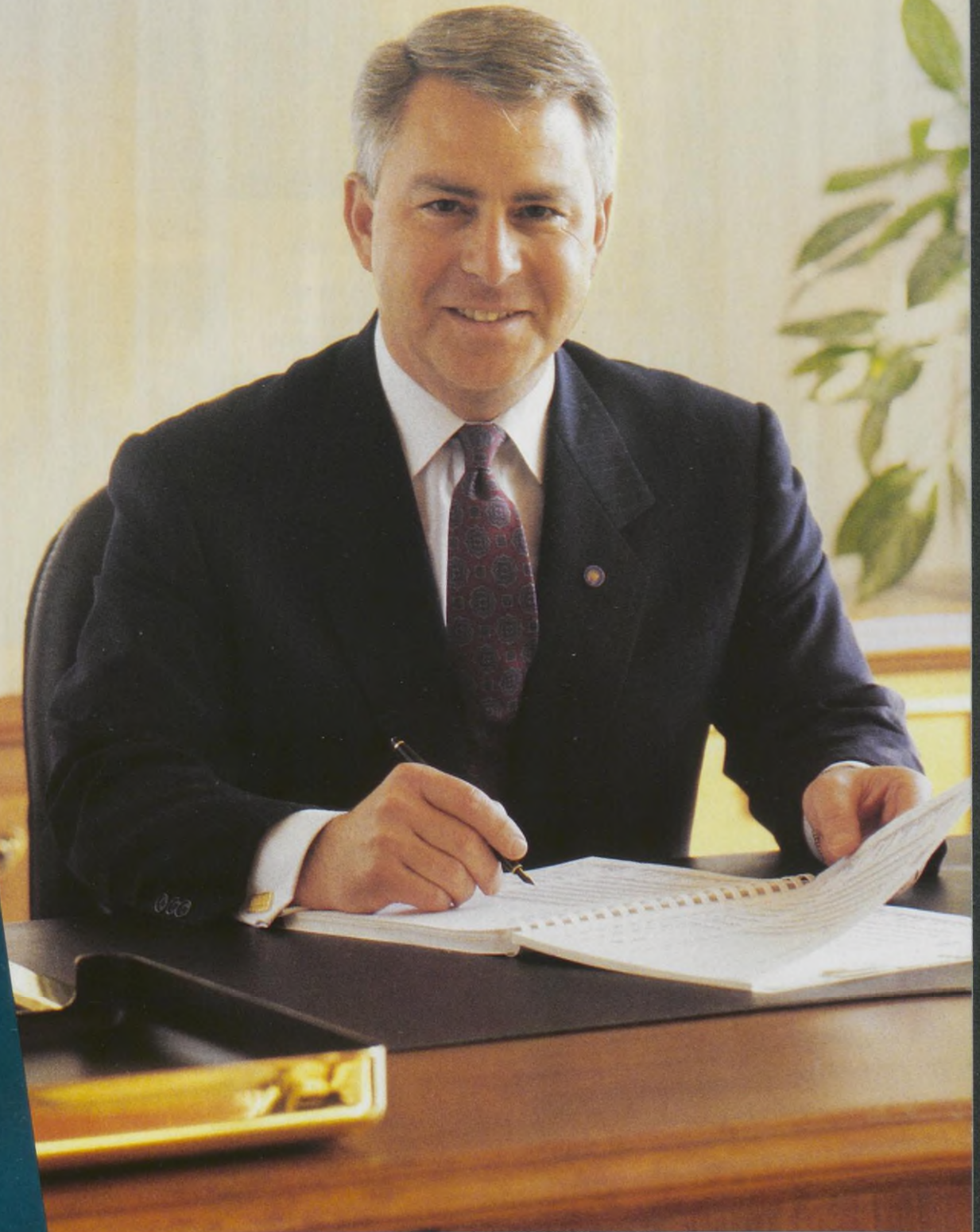
Inside ...

Farewell salute
to Harry Mullikin

A talk with
Larry Magnan

Two resort hotels
announced

Westin's safety stars





New additions in the resort world



Architect's rendering of a renovated Westin Mission Hills Resort in Rancho Mirage, California.

Poolside at The Westin Mission Hills Resort.

In Napa...

Westin recently announced that it will manage a brand new hotel in the Northern California wine country. The exclusive 350-room property, to be known as The Westin Resort, Napa, will be located on the Napa River in the scenic Napa Valley,

just an hour drive north of San Francisco.

The resort will feature a signature Arnold Palmer 18-hole golf course, outdoor swimming pool, health club, and eight tennis courts. In addition, hot air balloon rides, vineyard tours and wine tastings will be offered to guests.

The Westin Resort, Napa, will open in early 1992.

In Rancho Mirage...

Westin recently took over management of a deluxe resort facility in the Palm Springs area of Southern California.

Named The Westin Mission Hills Resort, Rancho Mirage, Westin's latest acquisition is a Mobil 4-Star, AAA 4-Diamond resort with 18 holes of championship golf, 10 tennis courts, and a breathtaking setting.

Over the next 18 months, the room count will go from 248 to 527 and a second 18-hole golf

course will be added, with the resort fully operational throughout most of the expansion.

Westin now has three desert resorts in its family (The Westin La Paloma in Tucson and Arizona Biltmore in Phoenix are the others), offering an outstanding variety of facilities in the Southwestern United States.

Chieko Aoki steps down; Larry Magnan takes on CEO duties

In a mid-April announcement, Chieko Aoki resigned from Westin Hotels & Resorts as deputy chairman and chief executive officer.

Larry Magnan has now stepped up to take the company's reins as President and Chief Executive Officer. The balance of the company's structure as

WESTINWORLD

A publication by and for employees of Westin Hotels & Resorts.

Managing editor: Linda Plumb

Contributing editors: Christopher Baum, Sue Brush & Dashiell Wham

Photo editor: Pat Carey

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WESTINWORLD is published every other month. If you would like to see your stories and photos appear in a particular issue, please note that the deadline for receiving input is the 15th of the month, one month prior to publication. Deadline for the July/August issue is June 15. Please send your input to Linda Plumb, MKT-13, Seattle.

COVER PHOTO:

Larry Magnan, President and newly appointed Chief Executive Officer, will lead Westin Hotels & Resorts in its aggressive growth plan.

WestinWorld...

same magazine, new name

Our magazine has a new name — *WestinWorld*.

"FRONT" served us well for many years. (The word "front" is a traditional hospitality industry term referring to the practice of calling the bellperson at the "front" of the line to the "front" desk area to help a guest with his/her luggage.)

Now it is time to change our publication's moniker to reflect Westin's changing and growing character.

With an ambitious 10-year strategic plan that calls for unprecedented growth, Westin's world will indeed become larger and more global than ever.

We are proud to introduce *WestinWorld* as the vehicle for covering the news from our expanding worldwide network of fine hotels.

— The Editors

BLAST FROM THE PAST



To: Management

Ever wonder who came up with the original idea that has since evolved into the "60-Second Critic"? It would appear that it was hatched in 1947, the brain-storm of Eugene Fitzgerald, a night clerk at Western Hotel's Waldorf Hotel in Seattle.

Fitzgerald was a \$10 runner-up winner for his idea in FRONT's employee suggestion contest. Here's what he submitted:

"We should place a form letter in each room with an envelope addressed to the management asking for suggestions regarding better service; also any complaints they wish to make. I believe this would furnish some valuable information."

How right he was!

outlined in the last issue of this magazine remains unchanged.

In the joint announcement, Larry Magnan said, "I know change seems to be the order of the day lately, but I assure you I will do everything in my power to step up to this challenge and carry on the tradition and work initiated by Harry Mullikin and Chieko Aoki.

"We have a lot of work ahead of us in order

to achieve an aggressive strategic plan. John Aoki and I know we can count on your support as we get on track and focus on expanding our company and maintaining the quality standards that have been the hallmark of Westin Hotels & Resorts for the past 60 years."

Moving On Moving Up

Taisir Abu-Sadah, restaurant manager, The Westin Crown Center to assistant director food and beverage, Century Plaza Hotel and Tower.

Tahar Baccar, sous chef, Harbour Castle Westin to executive sous chef, The Westin Maui.

Hugh Barrett, executive assistant manager, The Westin Hotel, Williams Center to executive assistant manager, The Westin Hotel, Chicago (O'Hare).

Dick Barton, director of sales, The Westin Hotel, Chicago (Downtown) to director of sales, The Westin Hotel, Chicago (O'Hare).

John Branciforte, sales manager, The Plaza to sales manager, The Westin St. Francis.

Steve Bratichak, controller, The Westin Hotel, Tabor Center to controller, The Westin Crown Center.

Ed Brunt, director of security, The Westin Hotel, Chicago (O'Hare) to front office assistant manager, The Westin Hotel, Cincinnati.

Allan Edgar, director of marketing, The Westin Chosun, Seoul to director of marketing, The Westin Philippine Plaza.

Russell Gish, sous chef, The Westin Galleria, Dallas to sous chef, The Westin Galleria, Houston.

Mike Hammer, senior housekeeper, The Westin Hotel, San Francisco Airport to assistant director of housekeeping, The Westin St. Francis.

Jennifer Hicks, human resources assistant, The Westin Hotel, Stamford to human resources assistant, The Westin South Coast Plaza.

Ann Hruby, human resources assistant, The Westin Hotel, Indianapolis to employment coordinator, The Westin Hotel, Chicago (Downtown).

Bryn Hughes, account executive, Corporate Sales Office, Washington D.C. to sales manager, The Westin Resort, Hilton Head Island.

John Irwin, assistant director housekeeping, The Westin St. Francis to director of housekeeping, The Westin Hotel, San Francisco Airport.

Terry Jayroe, building superintendent, The Westin Galleria, Dallas, to building superintendent, The Westin La Paloma.

Martin Keeney, Cypress Room manager, The Westin Cypress Creek to director of food and beverage, The Westin Canal Place.

Bonny Kirin, director of food and beverage and recreation, The Westin La Paloma to assistant director of food and beverage, corporate food and beverage.

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Westin's safety stars...

Hotel safety is something Westin's guests often take for granted.

That's because safety is something Westin employees do not take for granted — not for a minute.

And to prove the point, many hotels are participating in a certification process which demonstrates that their commitment to safety and loss control is extremely serious.

The program is called the International Hospitality Safety Rating System, administered by the International Loss Control Institute. It may take up to a full year for a hotel to initiate this system, which includes training employees, and setting up systems for documenting all aspects of the safety program.

When they believe they have met their initial safety goals, the hotel management calls on Herb Poulson, corporate loss

control manager, to perform an audit. (Jerry LaChapelle, risk manager at The Westin Hotel, Renaissance Center Detroit, is also a qualified auditor for Westin.) The audit report, in turn, is sent to the International Loss Control Institute for review. If requirements are met, the ILCI then issues a star rating to the hotel.

Star ratings can range from one to five stars. Westin currently has two hotels with two-star ratings; nine hotels with three-star ratings; and two hotels that have earned four-star status. According to Poulson, a five-star rating probably would not be a realistic, or even necessary, goal for a hotel to strive for at this time.

Hotels generally choose which "star" level they want to achieve, after reviewing the appropriate guidelines and discussing their existing program with

Poulson. Because the rating system is designed to be progressive, some hotels start out with a two-star plan. Then, in a year or two, they may wish to institute some new systems and additional employee training, and go for a three- or four-star designation.

The most recent safety "stars" are The Westin Galleria and Westin Oaks in Houston. They received their four-star rating this past February. They join The Westin Hotel, Renaissance Center as the only four-star safety-rated Westin hotels.

Three-star hotels include: The Westin Peachtree Plaza, The Westin Hotel, Cincinnati, The Westin Hotel, Tabor Center Denver, Century Plaza Hotel and Tower, The Westin La Paloma, The Westin Bayshore, The Westin Hotel, Winnipeg, Kowloon Shangri-La, and The Westin Plaza and Westin Stamford, Singapore.

Two-star properties are The Westin Hotel, Copley Place and the Arizona

Biltmore. Arizona Biltmore is currently going for a three-star rating, and additional hotels are expected to be certified with a star rating during 1989.

But it is not only the hotels who are earning awards. Poulson himself, was recently honored as one among five accredited safety auditors in the country to receive the "Excellence in Auditing" award, issued by the ILCI.

Which goes to show, not only do the hotels do a great job of implementing their safety systems, but Westin does an equally great job of examining and reporting those systems to the safety experts of the world.



Erwin Mullernee (left), former risk manager for Westin, presents the "Excellence in Auditing" award to loss control manager Herb Poulson.



Proudly displaying their recently acquired Four-Star safety rating award for The Westin Galleria and Westin Oaks are, from left, Bill Dougherty, resident manager; Rhan Jackson, risk manager; and Lou Martinelli, vice president/managing director.

'No. 2' hotel managers meet for three days in Seattle

For the first time in about four years, the "Number Twos" in hotel management — the executive assistant managers, resident managers and managers — met for three days in Seattle for updates

on company operations and idea exchanges with their fellow managers.

Corporate division and department heads representing all areas of the company made presentations throughout the conference. The group of about 40 also listened to two outside speakers — one a labor attorney, and the other talking about stress and effective communication.

President (and now CEO) Larry Magnan kicked off the conference with an outline of the company's aggressive 10-year strategic plan.

Said Laurel Ames, currently general manager at The Westin Resort, Vail, and co-chairperson for the conference, "We wanted attendees to have a lot of interaction with the corporate office personnel and officers — that's one reason the conference was

held in Seattle." Steve Bullock, now general manager at The Westin Paso del Norte, was the other event organizer.

A town hall session (informal question and answer) with Harry Mullikin ended the conference.



Management Changes

Recent changes in management positions include:

Michael Sansbury, formerly general manager at The Westin Resort, Vail, is now general manager at The Westin Hotel, Washington, D.C.

Laurel Ames, formerly manager at The Westin Peachtree Plaza, has been named general manager of The Westin Resort, Vail.

Phil Brezinski, formerly executive assistant manager at The Westin Crown Center, is now manager at The Westin Peachtree Plaza.

Christine Lewis, formerly senior assistant manager at The Westin Crown Center, replaces Brezinski as executive assistant manager.

Steve Bullock, formerly executive assistant manager at The Westin Hotel, Seattle, is now general manager of The Westin Paso del Norte.

Brandon Russell, formerly country club manager at The Westin La Paloma, is now executive assistant manager at The Westin Hotel, Seattle.

Corrine Moryson has been appointed as director of marketing for The Westin Bayshore.

Keith Bell has rejoined Westin as director of marketing for The Westin Hotel, Ottawa. Bell replaces Robert Pratt, who is now senior assistant manager in Ottawa.

Ray Goad, vice president and general counsel for Westin, has announced his resignation, and will pursue a private law practice in Seattle.

Larry Scheerer, formerly manager, The Westin Kauai, has been named general manager of The Westin Mission Hills Resort, Rancho Mirage.

Bonnie Best, formerly director of marketing at The Westin William Penn, has been named to the same position at The Westin Mission Hills Resort.

Arizona Biltmore earns Gold Key award

The Arizona Biltmore was once again the recipient of *Meetings & Convention* magazine's 1988 Gold Key award for meetings excellence.

The hotel's accomplishment was inadvertently not mentioned on the Gold Key award winner list that appeared in the last issue of *WestinWorld*.

Moving On Moving Up

continued from page 3

Max Labhardt, executive sous chef, The Westin Hotel, Calgary to executive sous chef, The Westin Hotel, Edmonton.

Lorrie Linton, national sales manager, The Westin Hotel, Stamford to sales manager, Walt Disney World Swan.

Juergen Mahneke, assistant director of food and beverage, The Westin Hotel, Copley Place to director of food and beverage, The Westin Galleria, Dallas.

David Maki, sous chef, The Westin Cypress Creek to executive sous chef, The Westin Hotel, San Francisco Airport.

Jorge Melendez, controller, The Westin Paso del Norte to controller, The Westin Galleria, Dallas.

Craig Owens, director of catering/convention services, The Westin Hotel, Chicago to director of catering/convention services, The Westin Hotel, Cincinnati.

Charles Randall, banquet manager, The Westin Paso del Norte to assistant director of food and beverage, The Westin Resort, Hilton Head Island.

Bill Reis, controller, The Plaza to controller, The Westin St. Francis.

Charles Satkewich, director of food and beverage, The Westin Canal Place to director of food and beverage, The Westin Crown Center.

Mike Scholz, controller, The Westin William Penn to controller, Walt Disney World Swan.

Ingo Schweder, assistant director of food and beverage, The Westin Resort, Hilton Head Island to director of food and beverage, The Westin South Coast Plaza.

Robert Skaggs, controller, The Westin Galleria, to controller, The Westin William Penn.

Connie Steffen, controller, The Westin Hotel, Cincinnati to controller, The Westin Resort, Hilton Head Island.

Bernard Thompson, director of restaurants, The Westin Peachtree Plaza to director of food and beverage, The Westin Hotel, Williams Center.

Lukas Vos, executive steward, Century Plaza Hotel & Tower to executive steward, The Westin Maui.

Sabra Wagoner, controller, The Westin Crown Center to controller, Arizona Biltmore.

Michael Woo, senior assistant manager, Kowloon Shangri-La, Hong Kong to executive assistant manager, The Westin Hotel, Winnipeg.

HARRY MULLIKIN

A farewell salute to a foremost hotelier



Some true facts about Harry Mullikin, just-retired Westin Chairman and CEO. Yes, he really did begin his hotel career at age 14 as an elevator operator for \$2.00 a day at the Cascadian Hotel in Wenatchee, Washington, which was operated by Westin (Western) Hotels. He has held almost every possible position within a hotel, including bellman, busboy, night janitor, room clerk, auditor, cook, waiter, bartender, salesman and general manager.

Once he dared to hope he could someday run a Westin hotel, but he never dreamed he would eventually run one of the world's finest hotel companies. But today, after 48 years of hotel experience, Harry Mullikin is known as one of the world's foremost hoteliers.

Now that he has retired as Chairman and CEO he will continue to serve Westin as Chairman Emeritus and Senior Advisor. He will also be kept busy serving on the Board of Directors of United Airlines, Seafirst Bank, Seattle University, Virginia Mason Medical Center and actively working with the American Heart Association and United Way. Mullikin says, "I really look forward to having more time for sailing in the Pacific Northwest with my wife Judi."

"The best part about working in the hotel industry is the great satisfaction that comes from working with and serving people," he says. "It's varied and interesting and fun, and rewarding." Mullikin's definition of hospitality is "people taking care of people. We must think of ourselves first as innkeepers, and as hosts," he continues. "That means taking care of our guests in the way they wish to be taken care of."

Mullikin has a long history of taking care of people. After a stint in the Air Force, he spent summers working at the Cascadian while he attended Washington State University. "Time went fast in the hotel," he says. "It didn't drag like it did in other jobs I tried." He moved to Seattle where he tried working on a Boeing assembly line and a job in a bank which proved unsatisfying. So it was back to innkeeping at the Benjamin Franklin Hotel, located on the site now occupied by The Westin Hotel, Seattle. He became assistant catering manager at the New Washington Hotel, as it

was called, and his career with Westin was underway. He became assistant manager, then manager of various Westin hotels, such as the Olympic Hotel in Seattle. In 1961 he was elected vice president of food and beverage for Westin and opened the Space Needle restaurant during the 1962 Seattle World's Fair.

In 1963 Mullikin moved to Los Angeles to oversee the design, building, opening and operations of the Century Plaza, and was also responsible for all operations in Arizona and Southern California.

He returned to Seattle in 1970 as senior vice president for development, and was named executive vice president of operations the next year. In 1974 he was named president, and in 1977, chief executive officer.

During his tenure, he has received innumerable awards for Westin excellence.

"Recognition for Westin has always made me proud," he comments, "but I enjoyed most accepting awards in the name of the employees of Westin. I didn't do anything alone. I felt I was just the person lucky enough to represent the wonderful employees of Westin."

After his successful opening of the Century Plaza in Los Angeles in 1966, he received a great many job offers from other hotels. "To get your job done," he would advise them, "you have to hire Westin, not me." There is at least one award, however, that does point to his own personal success. He was presented the Alumni Achievement Award by his alma mater, Washington State University.

Mullikin has fond memories of life in the hotel business. "I've met every president since Franklin Delano Roosevelt," he muses. And, he'll never forget the gala dinner put on at the Century Plaza by then President Nixon to celebrate the astronauts' first return from the moon. "The Secret Service had never had so many senators, ambassadors, and business leaders to look after all at once," he laughs, "but we all had a marvelous time."

Does Harry Mullikin have any words of wisdom for young people planning their careers? Whether inside or outside the hotel business, his



advice is the same. "Be curious," he advises. "I fell into the hotel business by accident, but soon found I really enjoyed it. And after that, I became very purposeful." He also recommends trying to gain experience in every aspect of the job you want to have. "My dad told me at the time that if I wanted to be a hotel manager, first do every job there was, to understand what everyone did so I could relate to the people doing these jobs. I was fortunate to be with a company that believes in promoting from within so I continued working with Westin."

His greatest satisfaction while CEO? "When you're young, you're most interested in your own career," he says. "As I've grown older, I find the greatest satisfaction comes from watching and providing an opportunity for the development and

rise of people like Larry Magnan, Peter Smith, Ray Whitty and Michael Corr."

Even as Mullikin reminisces about the past, he is thinking about the future. "Westin employees are fortunate to be working within a company where most of the management has come up through the ranks. Management can relate to their problems, understand and appreciate them. That makes Westin a satisfying place to work. For those who are ambitious, a real opportunity exists to explore a variety of career options. Westin truly emphasizes promotion from within."

Did he make any major mistakes along the way? "No," he answers. "I 'accidentally' went to work for Westin, but that was no mistake. If I had it to do all over again, I would do it the same way."



Straight Talk with Larry Magnan

FRONT COVER STORY

Shortly after his appointment to chief executive officer, Larry Magnan agreed to respond to several questions the editors felt Westin employees might be interested in.

Q. First, what is your full title now?

A. President and Chief Executive Officer.

Q. How does it feel to have "made it to the top"?

A. It honestly feels great! I'm very honored to have been selected for this position at this very important time in our company's history. After 23 years with this company that has been such a big part of my life and means a great deal to me, there comes a tremendous rush of personal satisfaction and achievement. But along with that comes an overwhelming feeling of responsibility to take care of the employees, expand the company and continue the great Westin traditions of quality and guest satisfaction.

Q. What happened to Mrs. Aoki?

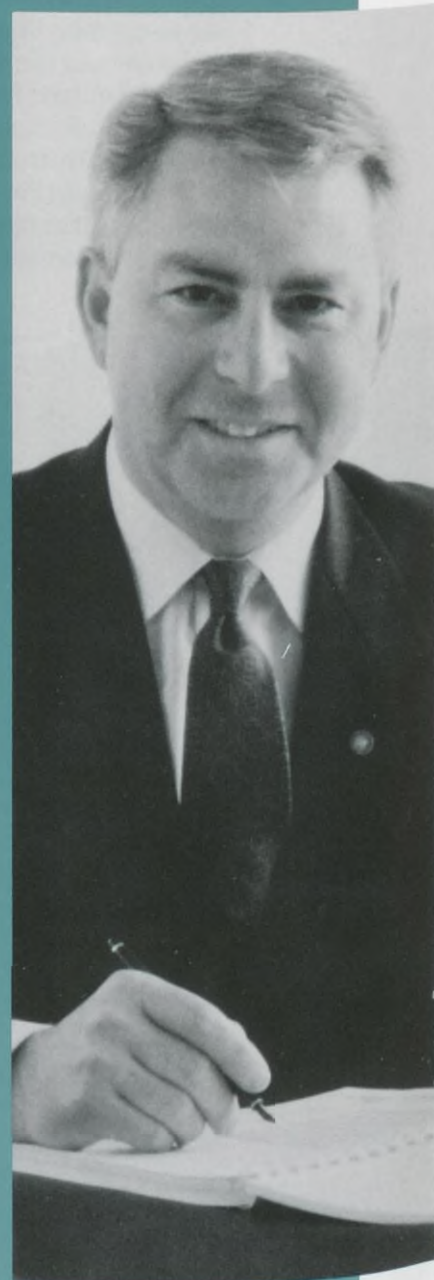
A. Mrs. Aoki and the Aoki Corporation, decided it was best if she relinquished her responsibilities with Westin in order to minimize the enormous amount of pressure that was being placed on her and to avoid damaging her health.

Q. Did you enjoy working with her?

A. Yes, definitely! She is a delightful person and very capable. Anyone who's met Mrs. Aoki is immediately impressed with her international background. I respect her tremendously and wish her continued good health and happiness.

Q. Does your appointment change in any way the company's mission or strategic plan?

A. Absolutely not. It's important that we all remember that our company's mission statement and 10 year plan were not developed by any one individual — rather, our senior management team developed it with input from the field. That direction has and will not change. It is still our hope to have 130-150 hotels worldwide within the next 10 years.



Larry B. Magnan

Q. If it took us 60 years to get to 65 hotels, how can we double that in just 10 years?

A. There are two ways to make it happen. The fastest way is by acquiring hotels already in operation. That's what we've just done with the Mission Hills Resort in Rancho Mirage, California. On April 27, it became a Westin hotel. We're looking to do more of this with hotels throughout the world, but especially in Europe.

The second way is by building new hotels. The good thing about that is we can build to our exact specifications and get the quality we demand. The hard part about building is that it costs a tremendous amount *and* takes a lot of time.

Our strategy is to acquire where we can and to build in those markets where no suitable hotels are available.

Q. Is The Plaza still a Westin hotel?

A. Yes. Westin is under a minimum 2-year contract to provide management and marketing services to Mr. and Mrs. Donald Trump who bought the hotel from Westin last year.

Nationally and internationally, advertising still identifies it as a Westin hotel. Internally, they have chosen to delete the Westin name and to call it The Plaza. We still handle reservations, market it as part of the Westin family, and have ongoing management responsibilities. And we hope the contract will be renewed at the end of the two-year term.

Q. Where in Europe would you expect Westin to be?

A. Major gateway cities in the UK, Germany, France and Portugal are among the places that have been priorities for quite some time.

Q. How about resorts? Will we be expanding in this area, too?

A. You bet! We'd definitely like a resort in Honolulu. We are also planning to expand into Napa

Valley in California and are also looking at south Florida for additional sites.

Q. Not everybody wants to be a manager. How do you see the future for the thousands of Westin's hourly employees?

A. It's extremely bright. One of our biggest challenges will be staffing all of our new hotels. Our policy of promoting and transferring from within will take on a heightened importance as we rely on present employees to be role models for new employees.

Q. What does a CEO do?

A. That's a good question — one I'm learning more about every day. Basically, I'm the generalist who oversees the specialist activities going on throughout our company. That means I provide a cohesiveness between our various divisions like operations, marketing, financial, development and legal. I'm the guy who has to make sure we're all headed in the same direction by providing leadership and direction both internally and externally.

I'm also the one who needs to be looking ahead to anticipate what's ahead for us and how we can meet our goals along the way.

Q. Where's your office?

A. On the 15th floor of the Westin Building in Seattle.

Q. What do you do for fun?

A. I enjoy spending what little free time I have with my family. I also enjoy boating, skiing, scuba diving and golf.

Additional interviews with Larry Magnan and other Westin officers will be included in future editions of WestinWorld.



Sue Brush new director, corporate communications

Effective mid-March, Sue Brush returned to Westin as director of corporate communications, replacing Chris Baum, who was promoted to regional director of marketing, resorts.

Brush worked ten years for Westin as director of public relations for both the Olympic Hotel and The Westin Hotel, Seattle, with responsibility for publicity, advertising and promotions. She left Westin four years ago, serving most

recently as vice president at The Rockey Company public relations firm in Seattle.

Brush's responsibilities include the development, coordination and implementation of Westin's corporate advertising, public relations, promotions and internal communications. She reports to Mike Corr, senior vice president, marketing.



John Zoulas named corporate director for HR planning, development

John Zoulas, a Westin Hotels & Resorts veteran of nearly nine years, has been appointed to the position of Corporate Director, Human Resources Planning and Development.

Zoulas, a staff member in the human resources division for the last six years, will be responsible for human resources planning, college relations, management development and technical skills training.

Zoulas' previous post in the division was as supervisor, training and development. Prior to his corporate transfer, Zoulas spent three years in several different positions at The Westin Hotel, Seattle.



Mary Carpenter

Mary Carpenter, culinary apprentice at The Westin Hotel, Galleria Dallas, has been awarded the 1989 Apprentice of the Year award by the Dallas Chapter of the Texas Chef's Association.

Selected from 70 apprentices, Carpenter received the award based on her grades; involvement as treasurer of the Junior Chef's Association; and participation in both the 1988 Culinary Olympics in Frankfurt and the Texas Seafood Challenge.

Carpenter will also be presented the American Culinary Federation's Presidential Silver Medal of Merit in July, and will graduate from the three-year apprenticeship program in September.

Tommy Lam has been honored as Kowloon Shangri-La's 1988 Employee of the Year. Lam has supervised the hotel's print shop since he first joined the property in 1981, and his outstanding performance has earned him many

praises, including Employee of the Month in 1982 and 1988.

In recognition of his outstanding performance, Lam was given two round trip air tickets to Singapore, five complimentary nights at The Westin Stamford, and five days vacation.



Tommy Lam

Jim Weiss has been awarded the "Most Valuable Delegate" honor by the Pacific Asia Travel Association (PATA) during the 1989 PATA Travel Mart held in Bali, Indonesia.

Weiss, Westin's manager for travel industry marketing, has been with the company for just over 17 years, and has maintained a close relationship with this important travel association for nearly 25 years.

This is not the first time Weiss has been recognized by PATA. He is the past recipient of such awards as: "Certificate of Appreciation" in 1977 for his efforts in rebuilding the Pacific Northwest Chapter of PATA; "Professionalism Award"

Hospitality plus...

Karla MacLean, front office agent at The Westin Hotel, Winnipeg, receives congratulations from general manager Minaz Abji on receiving the American Express Hospitality Award.

This prestigious honor is bestowed annually to a Canadian hotel employee who provides exemplary, professional

service on a consistent basis, and who personifies the highest level of excellence within the Canadian hospitality industry.

MacLean was nominated for the award by the executive committee at The Westin. She has worked for the hotel since 1987.



W I N N E R S

in 1982; and an "Award of Merit" in 1983 for outstanding service to PATA. (Weiss is also a past Corporate Offices Thurston-Dupar Inspirational award winner.)

PATA boasts about 2,000 members (plus 16,000 Chapter members) and is an organization dedicated to promoting travel to the Asia/Pacific area.

An article in a PATA publication summed up Weiss' accomplishments: The headline reads "Weiss Choice," and goes on to say —

"We're glad somebody's finally wised up to the fact that Jim Weiss is the nicest man in the ... travel business. Weiss was cited for his understanding of what the mart is all about and as a man who never makes too much fuss about anything. A wise choice, indeed."

We couldn't agree more.



Jim Weiss

Congratulations to **Diana Bogue**, named employee of the year for 1988 at The Westin Tabor Center, Denver.

She is a housekeeping attendant at the hotel.

The Westin Hotel, Edmonton culinarians were a perfect eight for eight in the Calgary Academy of Chefs Culinary Arts Competition held in Calgary early this year.

The Westin team led by sous chefs **Markus Wespi** and **Stephen Chung** submitted eight entries to be judged and received eight gold medals for their efforts. Wespi, Chung and **Darrin Ames**, a chef de partie, were all judged in the professional category, while **Jimmy Ng** and **Kent Pankow** were judged in the apprentice or student category.

Jimmy Ng was awarded an even greater recognition for his lard sculpture of an owl — a gold medal with distinction. This indicates that his work was absolutely flawless in the eyes of the judges.

Felix Sturmer, executive chef at The Westin Canal Place, New Orleans, was recently named a second place winner in "Louisiana's Best Seafood Chef" competition. Sturmer's entry was Filet of Scamp "Chevalier." A team of six judges from the American Culinary Institute evaluated each chef on innovation/originality, taste/texture, composition, presentation, utilization of ingredients, preparation, cleanliness and timeliness.



Tulsa receives recognition for recognizing seniors

The American Hotel & Motel Association (AH&MA) honored The Westin Hotel, Williams Center with a Gold Key Public Relations Achievement Award for community service at the Association's April convention in Boston.

The award was presented to the hotel in recognition of its participation in Tulsa's annual Senior Holiday Ball. Receiving the award on behalf of the hotel from AH&MA's Dick Nelson is Ginny Creveling, right, public relations manager and member of the event's steering committee.

Cited by the AH&MA as "the best community service project in the country by an individual hotel," the Senior Holiday Ball is free to senior citizen guests 65 years and older, and features a traditional turkey dinner and dancing to the music of the '20s and '30s.

Said Creveling, "Being part of an event that brings together 900 senior citizens who otherwise might be alone on Christmas Day gives our staff a special pride, and gives the holidays special meaning for us all."



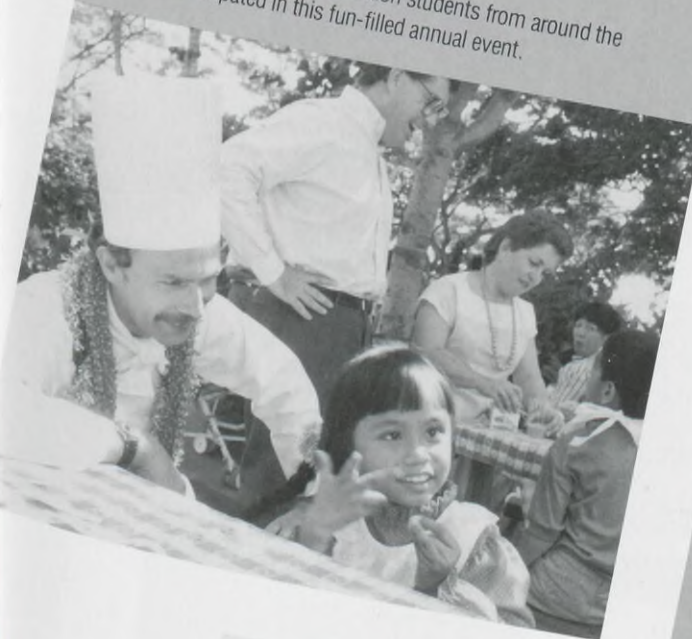
BAD Benefit...

Last January The Westin Galleria and Westin Oaks not only racked up pins, but money as well for "Bowling Against Dystrophy" (BAD) to benefit the Muscular Dystrophy Association.

The 25 hotel staffers raised more than \$1,300 for MDA, the largest amount contributed by a hotel in Houston. Some of the bowling enthusiasts, from left: David Kirkland, Wayne Glemser, Oscar Fajardo, Mario Jimenez, Roy Green, Francis Carmello, Sheryl Stapp, Bruce Brun and Jane Troester.

Special lunch for special children

Executive Chef Daniel Thiebaut of the Mauna Kea Beach Hotel enjoys the company of a young friend at the resort's 14th annual Chef's Children's Luncheon. Dozens of special education students from around the island participated in this fun-filled annual event.



Japan's former P.M. visits L.A.

Bob King, senior assistant manager at The Tower at Century Plaza greets Japan's former prime minister Noboru Takeshita during his recent stay at the hotel. To King's immediate right is Charles Graver, manager, and at far right is the hotel's vice president and managing director, Bill Quinn.

The prime minister was in Century City to meet with former president Ronald Reagan following a meeting with President Bush in Washington. Little did the hotel know at the time that they were hosting such a soon-to-be controversial figure. Takeshita later became embroiled in a political bribery investigation which finally resulted in his resignation.



Bag it!

Employees of The Westin Kauai recently adopted their own beach. As part of a state-wide campaign, businesses were asked to "Adopt a Beach" and be responsible for keeping it clean. Ninini Point, translated as "running waters" located on the 800-acre Westin resort was the unanimous choice. The beach clean-up crew hauled unwanted trash and debris away, and ended the all-day job with a beach-side picnic.



Blitzing in Asia

At this year's sales blitz for South Asia, held at The Westin Plaza and Westin Stamford hotels in Singapore, guests from the travel industry and press were invited to meet Asian regional managers in a more social atmosphere to promote rapport. Among Westin attendees were, from left: Jennie Chua, director of marketing, The Westin Plaza and Westin Stamford; Daniel Desch, international sales manager, The Westin Chosun; Gigi Arnaud, director of sales, Kowloon Shangri-La; Peter Davies, director of sales, The Westin Stamford and Westin Plaza; Nenette Manelo, sales manager, The Westin Philippine Plaza; and Shin Yagi, sales manager, Kowloon Shangri-La.



A night in Hollywood

In Singapore, it was a Night in Hollywood last January, as The Westin Plaza and Travel Trade Gazette-Asia co-hosted Asian Tourism Forum delegates to a cocktail reception at Scandals. Westin and TTG employees dressed their parts — posing as Frankie Goes to Hollywood, Snow White, Wonder Woman and Annie Oakley, to name only a few. Here, "Frankie Goes to Hollywood", alias The Westin Plaza catering sales manager Ronald Kang, creates what may have been a lasting impression on one delegate.

Tasty creation in Calgary

Calgary pastry chef Robert St. Jacques proudly poses with the Grand Marnier-laced cake he prepared for the hotel's celebration of its 25th year of doing business in Calgary.

The Westin Hotel, along with the city's zoo and two other hotels, all celebrating long-time anniversaries in the city, served "birthday" cakes to hotel guests and attendees at the Annual Convention and Trade Consumer Show Appreciation Night earlier this spring.

St. Jacques spent eight hours creating the cake, complete with chocolate Westin logos, and it proved to be the tastiest of the four pastry presentations — more of St. Jacques' cake disappeared during the evening than any of the others.



Catering to the publicity-givers...

Knowing that public relations and advertising agencies were a mostly untapped source for the hotel's catering business, The Westin Chicago's catering manager, Linda Rossman, hit upon a creative idea for impressing the city's most "creative thinkers."

Rossman, center, hired an actor to impersonate a newspaper delivery boy, and together they took the city's top ad agencies and PR firms by storm.

With no appointments, and little resistance from receptionists, the enthusiastic duo made their way into key decision-makers' offices exclaiming, "Extra! Extra! Read all about it! (Agency name) wanted as top Westin client!" And prospective clients were handed a personalized newspaper which not only had pertinent information regarding The Westin Hotel, Chicago, but their own company's name in the headline. As WestinWorld went to press, the blitz had yielded a handful of inquiries and at least one definite booking.



It's all-out war...

A band of terrorists? Well, if you look closely you might recognize The Westin Hotel, Cincinnati's marketing team. Headed by director of marketing Frank van Haalen, the group retreated to The Westin Hotel, Indianapolis in January for three days of "marketing warfare" to review 1988, discuss 1989 goals and prepare for the coming year's challenges.

From left to right, front row: Ola Rutledge, Kendal Elder, Patricia Darakdjan. Second row: Regina Whatley, Susan Rupert, Haleta Holmes, Marianne Soeder-Connock. Third row: John Wood, Frank van Haalen, Barbara Love, Sandra Prince and Jim Taylor.

Wrap-Up

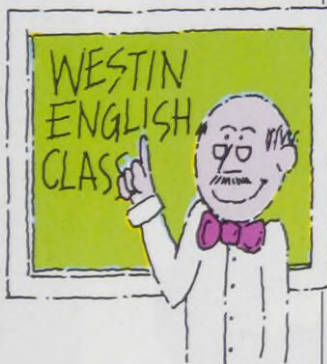
No English? No problem...

A few of the 700 employees at The Westin Hotel, Seattle do not speak English as a first language. This can make communicating with guests, supervisors and fellow employees difficult.

However, a workplace language program funded by a federal grant is making a difference.

The Westin Hotel is one of only a few businesses in the nation, and the first in Washington State, to sponsor a program for literacy in the workplace.

Twice a week for two-hour sessions, employees



receive English instruction. One hour is company-paid time, and the other hour is employee personal time. The entire program is completed in 10 weeks. Emphasis is placed on understanding supervisor's instructions and asking for clarification.

According to the hotel's director of human resources, Laurie Luongo, employees have been enthusiastic about the program. "It is of value to both the employer and employee and will open the door for job promotion opportunities," she says.

Just for laughs

The following anecdote was submitted by Mari Martins, staffing coordinator at Westin's Central Reservations Office in Omaha. She says the story was told to her by a former reservations agent. For her contribution, WestinWorld has sent Mari a check for \$20.

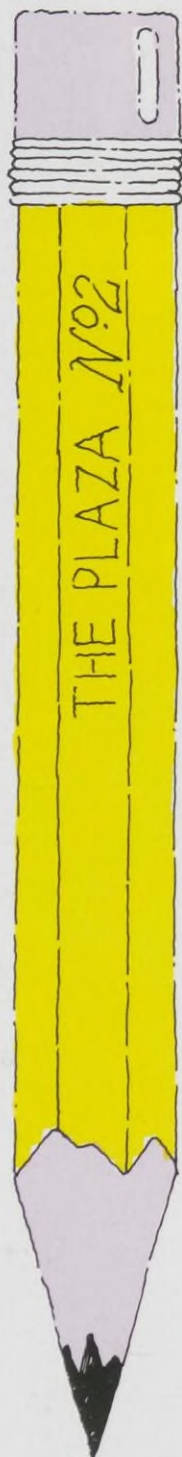
* * *

The agent answered the incoming call according to form: "Westin Hotels & Resorts, this is Bill, how may I help you?" The caller proceeded to advise the agent that she was traveling to New York and had seen an ad for The Plaza Two Hotel. Our agent explained that Westin did have a hotel called "The Plaza" but not one called "The Plaza Two."

The caller insisted there was a Plaza Two Hotel. And, after the agent failed to convince her otherwise, he asked where the ad had appeared and what exactly it had said.

The caller advised, with confidence, that at that very moment she was holding a pencil on which was imprinted "The Plaza No. 2."

Of course, much to the caller's dismay, our agent discreetly pointed out that the "No. 2" was the pencil lead softness, not a second Plaza hotel!



It's Uptown's for downtown dancing

If you're ever in El Paso and your feet are just itching to go dancing, the place you're going to want to be is The Westin Paso del Norte.

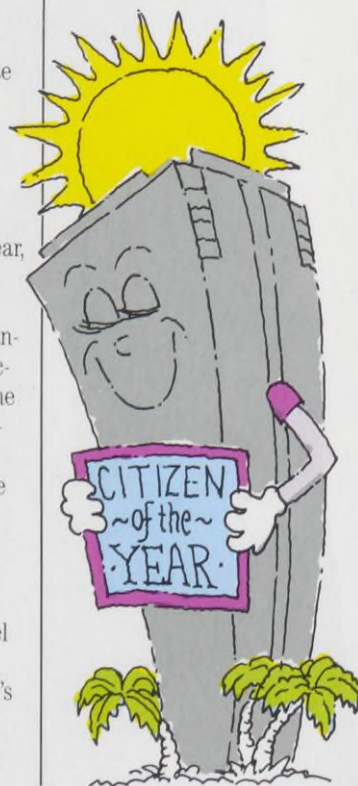
The hotel's night club, Uptown's, recently received the El Paso Times' 1988 "Best Bar" award for downtown dancing.

Century Plaza 'citizen' of year

The Century Plaza Hotel and Tower was recently recognized as Century City's first "Corporate Citizen of the Year" by the city's chamber of commerce.

Ordinarily, the chamber selects an individual as citizen of the year, but in honor of Century City's 30th anniversary and the chamber's 20th anniversary, this special recognition was granted to the hotel, which has been actively involved with the chamber's activities since the hotel was opened in 1966.

Harry Mullikin, the hotel's first general manager (he opened the hotel in 1966) accepted the award. This was Mullikin's final official appearance as Westin's chairman and CEO.



Just for laughs — and a \$20 check

We just know there are some humorous stories floating around out there. Hotels can be crazy places, and we'd like to share your humorous experiences with other Westin employees.



As added incentive for you to share your humorous (and/or embarrassing) stories with us, we will pay you \$20 if we run your anecdote in *WestinWorld*.

Please send your input to Linda Plumb, The Westin Building, MKT-13, Seattle, WA 98121.