



WESTIN HOTELS

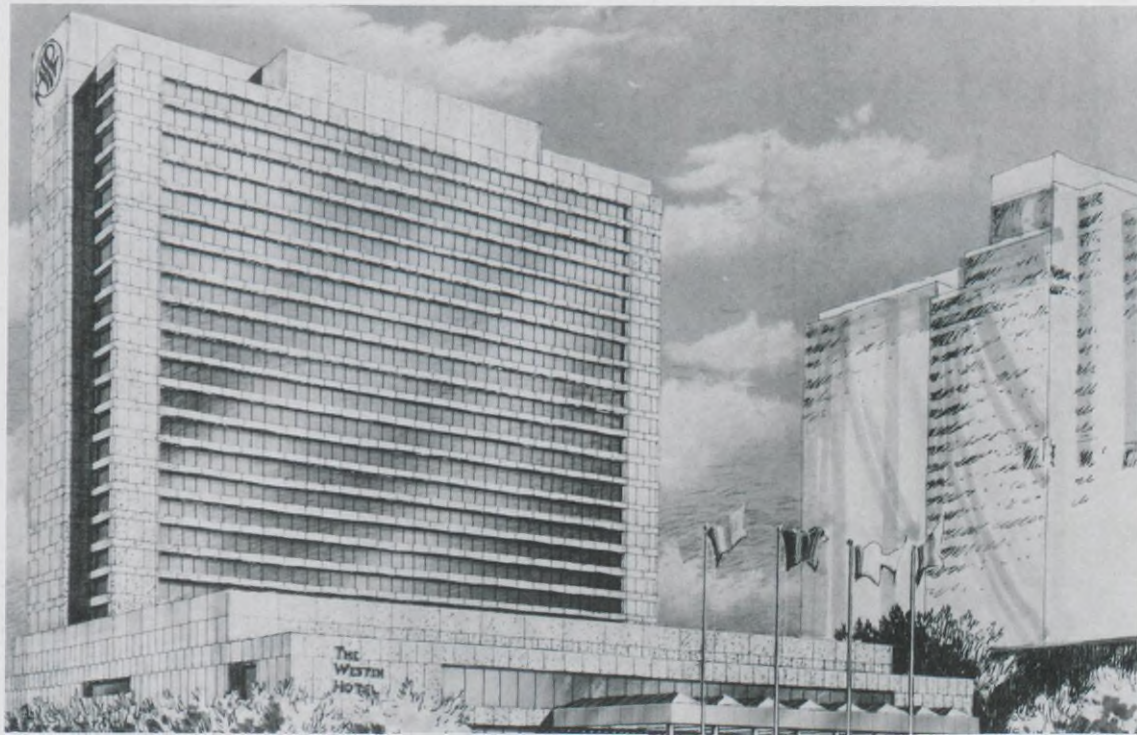
August 1981

Front!



**Westin's chefs
take a firm stance
on commitment
to quality**

(Story page 3)



Artist's conception of the 500-room *The Westin Hotel, St. Louis.*

Westin to manage St. Louis hotel

Westin has announced that it will manage a new 500-room hotel, soon to be under construction, in Clayton, Missouri, a suburb of St. Louis.

The Westin Hotel, St. Louis, will be part of an office/condominium/retail complex called the Galleria Center. Developers of the entire Galleria project are Clayton Towers Associates.

The 22-story luxury hotel will share space in the complex with two 27-story office towers, a 400,000-square-foot retail shopping mall in three levels, and two 31-story

condominium towers.

The entire Galleria Center project will be constructed concurrently, with a projected opening date for the hotel of mid-1984.

The hotel will feature a specialty dining room, a full-service restaurant with a grill room, and a lobby lounge

among its many food and beverage outlets. The hotel's main ballroom will be able to accommodate more than 1,100 diners.

A year-round swimming pool and health club, including massage, sauna and steam baths, will also be among the property's amenities.

Position shifts for hotel management

The following changes in hotel management positions were announced by the Westin Hotels executive offices in early July:

David Hayden, formerly executive assistant manager at the Carlton, Johannesburg, has been named general manager of the Chosun Beach, Pusan.

Gerhard Petrowitsch, general manager of the Chosun Beach, moves to Singapore as resident manager at the Shangri-La.

Michael Sansbury, formerly assistant to the general manager at The Mayflower, has been appointed executive assistant for the Carlton.

Andrew Jones, former executive assistant manager at The Westin, Calgary, is now executive assistant manager at The Bayshore.

Patrick Kelly, senior assistant manager at The Westin, Calgary, replaced Jones as executive assistant for that hotel.

Williams named Westin's director of personnel

Walker T. Williams, formerly the director of management training and development for the Mead Corporation in Ohio, has been appointed director of personnel for Westin Hotels.

Williams, whose education background includes a Masters degree in Hotel administration from Cornell University with a major study in industrial education and training, is no stranger to the hospitality industry.

On two extended occasions during his 11-year business career, he worked for the Marriott Corporation. His first stint was as manager of performance development, and upon his subsequent return to the hotel company, as director of education and training.

Also, while in school, Williams worked for the Sheraton Motor Hotel in Ithaca, N.Y. where he was employed as night auditor, front desk clerk, maitre d', waiter, bartender and cook.



For the last three summers, Williams has instructed classes on personnel-related subjects at Cornell University in a special week-long program designed for executives of the hospitality industry internationally.

Williams joined the corporate Personnel Division staff in The Westin Building offices in July. He reports directly to Chris Marker, group vice president of management services.



Barbara Quincannon from the Continental Plaza listens intently to Cornell professor Robert Chase.

F&B analysts run 'restaurants' at Seattle workshop

They huddled around four tables. Computer read-outs, cost analysis sheets and calculators were strewn about the tabletops as the four- or five-member teams at each table conferred and argued over the hypothetical future of the hypothetical restaurant they had just "taken over" and were responsible for running successfully.

The group of 14 food and beverage operations analysts from hotels throughout the United States and Canada were participating in a day-and-a-half exercise called CRASE—Cornell Restaurant Simulation Exercise—which, with the aid of a computer, can "tell" the participants if their operations strategies will be successful or not.

This particular exercise highlighted a three-day June workshop for these Westin analysts held at the Battelle Institute in Seattle.

The computer exercise was developed by Cornell professor Robert Chase, who, along with associate, Robert Kastner, led the group through the learning session.

As a learning tool CRASE challenges participants to take all the risks they want, make all the crucial and sensitive decisions on costing and pricing, and, in the process, learn what works and what doesn't.

The purpose of the workshop was basically to review Westin's cost control procedures, said workshop coordinator Joseph Huber, corporate cost control manager.

In keeping with that objective, the remaining half of the workshop zeroed in on procedure-related presentations.

Huber talked to the group on cost control standards, banquet food and beverage control, menu pricing, and labor standards and productivity.

Chuck Agnew, corporate operations analyst supervisor who had assisted Huber in coordinating the workshop, also made several presentations to the group. They included purchasing and storeroom procedures, controlling food and beverage costs, and budget preparation.

Fred Putnam, corporate beverage manager, and Walter Roth, corporate executive chef, provided new insights on beverage control and meat-buying, respectively.

'Quality' is key focus of annual F&B Conference

There is no substitute for quality.

With that thought — and conference theme — in mind, food and beverage directors and chefs from throughout Westin's world gathered at the Bellevue Stratford in early July to learn, exchange ideas, and set objectives — all in the pursuit of quality.

The busy four-day agenda focused on quality standards within the company that included presentations on some of Westin's newest quality food and beverage outlets such as The Vineyard at the Century Plaza and DJ's at the Detroit Plaza and in the in-depth review of the Mexican F&B operations.

It hit on the competition's quality F&B operations with a particular case-in-point look at what Hyatt was up to.

And it also featured outside speakers whose recognized credentials for quality application within the industry lent authority to their shared insights with the group.

Among them were noted restaurateur Patrick Terrail whose top quality-rated Ma Maison is considered one of the finest and most popular restaurants in Los Angeles.

George Lang, world-renowned restaurateur and restaurant consultant, spoke, appropriately, on "The Selective Pursuit of Quality." And David Wexler of *Institutions & Restaurants* magazine approached the "quality" theme by telling the group how to take a different approach to overcome the same old problems.

In one extended session the chefs and F&B people met separately for special interest group discussions.

For the chefs, much of their agenda was devoted to the culinary apprenticeship program

and an update on the Westin Culinary Institute by Walter Roth, corporate executive chef for Westin Hotels.

New menu items, presentations and pricing were also featured topics of discussion.

For the F&B directors, it was a series of Task Force reports, as previously assigned to selected F&B directors, with follow-up discussions on the three big "ps" of purchasing, pricing and productivity.

In the idea exchange department, six chefs made presentations on an area of their expertise.

Raimund Hofmeister, Century Plaza, shared the secrets of his success with sitdown banquets, and Norman Wade, The Westin, Cincinnati, expounded on nouvelle cuisine.

The Arizona Biltmore's Siebert Wendler demonstrated his flare for oriental cuisine, and Werner Meyer, Shangri-La, Singapore, showed how to successfully set up a cold buffet.

Washington Plaza's Reiner Greubel talked about food preparation and presentation at a resort property, and Hans Lenz, Hotel St. Francis, showed attendees some ideas for outside catering activities.

Internationally-recognized fashion consultant, Mary McFadden, related design concepts to decor uniforms and costuming for F&B outlets.

A conference highlight and an event eagerly anticipated by the attendees, was the International Awards Luncheon (see related Awards story).

After all the sharing and listening, conference attendees came away with many new ideas and suggestions for quality enhancements of their own hotels' food and beverage programs.

Which got them right back to the whole point of the conference — there's no substitute for quality.



Siegbert Wendler, executive chef at The Arizona Biltmore, is presented with his Master Chef medallion by Walter Roth, Westin's executive chef.

Master Chefs

Each year the Westin Hotels Academy of Master Chefs inducts eligible executive chefs into its select group. The chefs must have been with Westin five consecutive years as an executive chef before becoming eligible for this honor.

This year's inductees were Siegbert Wendler, Arizona Biltmore; Markus Bosiger, Galleria Plaza; Vlastimil Lebeda, Continental Plaza; Kim Dietrich, Mauna Kea Beach; Manuel Salazar, Camino Real, Guadalajara; and Philippe Seguin, Camino Real, Mexico City.

F&B Awards Luncheon a 'rewarding' experience

Not only was the Food & Beverage Conference a learning and sharing experience for all attending F&B directors and chefs, but, for some, it was an especially rewarding experience as well.

The "reward" — recognition and honors for individuals or for their respective hotels as this year's winning entrants in the annual F&B awards competition.

Golden Chalice Awards

The Outstanding Beverage Recipe, called "The Space Shuttle Sparkler," was concocted by Bob Baker of the Space Needle Restaurant. This year's original recipe competition called for appetitif-based drinks.

The Outstanding Beverage Promotion prize went to The Bayshore's Garden restaurant for a series of tent cards which graphically — and enticingly — portrayed their drink specialties.

Winner of the Outstanding Wine List was Beaudry's restaurant, L.A. Bonaventure.

Silver Spoon Awards

Judging for the best menus that featured fresh foods, seasonal items and lighter dishes produced these winners in these five categories:

Bar with food: Philippine Plaza's Treasure Island bar and food outlet.

Room service: Century Plaza.

Three-meal restaurant: Houston Oak's Zucchini's lunch menu.

Medium-priced restaurant: Century Plaza's Garden restaurant dinner menu.

Fine dining: L.A. Bonaventure's Beaudry's lunch menu.



Norman Brandt (left), executive chef for the Bonaventure, accepts the Chef Reinhold Keller trophy on behalf of the award winner Rudy Gmur, as presented by C. R. Lindquist, Westin Hotels president.

Chef Reinhold Keller Awards

Entrants in this competition were asked to develop and submit recipes for a hypothetical theme restaurant of their own invention.

First place: Rudy Gmur, Hotel Bonaventure, for "The Kettle" restaurant and his appropriate recipes that can be cooked in a kettle, including soups, stews, etc.

Second place: Wolfgang Japes, L.A. Bonaventure, for "The Bakeshop," and his pastry-based recipes, from quiche and meat pies, to desserts.

Third place: Matthew Rogala, Galleria Plaza, for his "Links Unlimited" concept, a restaurant featuring his recipes for main dishes built around various sausages.

According to Erik Erlandsen, assistant director of food and beverage, this competition was very difficult to judge. "Everyone was quite creative," Erlandsen said, "and I have no doubt that some of these ideas will be used in future Westin restaurants."



The big moment. Jacques Bourgeois, Westin Hotels director of F&B (podium) introduces the Awards Luncheon ceremonies.

PHOTONEWS



The agony and the ecstasy

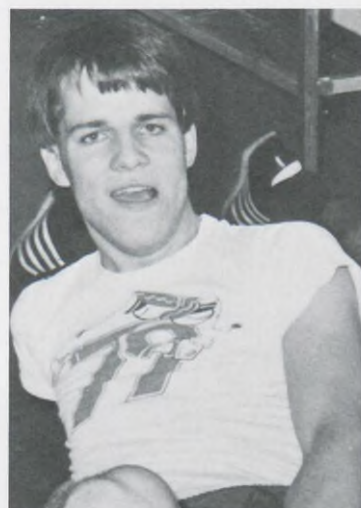
OSLO — The agony was in climbing the Hotel Scandinavia's 22 flights of stairs. The ecstasy came with the triumph of having climbed them.

Recently, some 64 hotel employees huffed and puffed their way from ground floor to the top of the hotel in what was billed as the first employee Great Hotel Scandinavia Stair Climb.

Expressing the agony of the demanding race is Charles Obaro Orevaoghene, an employee of the Cafe Royal

(left). Anders Lalim (far left), front office manager, checks his stopwatch. And expressing the ecstasy was Edgar Valdemanis, bellperson (right), who took a well-deserved rest after winning the race in one minute, 10 seconds.

The event was so enthusiastically greeted by both employees and the local press that the hotel plans to stage another climb next year, expanding the competition to include other Oslo hotels, said Bill Wright, Cafe Royal employee and organizer of this year's race.



'Take 5' takes on new look

LOS ANGELES — The Los Angeles Bonaventure's employee cafeteria, Take 5, recently emerged from a facelift with a whole new appearance.

Included in the renovation were a new forest-mural wall, new paint, hanging plants and picture windows.

To kick off the opening of the all new employee eatery, Managing Director Lee Jenks planned a three-day extravaganza for employees with entertainment and free special-menu lunches each day.

The first day's lunch featured southern-style cookin', the next day it was country western fare, and on the third day employees sampled Mexican food. And it was all served up by Executive Committee members and department heads.

Here, "waiter" Paul Lafferty, director of convention services, pours a cup of coffee for Joan Firth, tour and travel sales assistant.

The stars come out

LOS ANGELES — Every year since it opened 15 years ago, the Century Plaza has hosted the national Network Affiliate Conference.

The gala TV industry event brings together the top people of the three major networks — ABC, CBS and NBC — along with members of their affiliated stations around the country, as well as an impressive sprinkling of each network's brightest stars.

A major purpose of this get-together is to unveil — and, hopefully, sell — each net-

work's fall line-up of TV shows.

Because it is such a major prestige and business event for the hotel, employees from almost all departments contribute their share to ensure the success of the elaborate affair with most of the planning burden going to the hotel's Convention Services department.

Here, Bob Harrington (left), hotel door attendant, gives his approving nod to Ed McMahon who is being fitted Century Plaza "Beefeater" style in preparation for an NBC skit to entertain its affiliate guests.



WESTIN PEOPLE

Going to great heights . . .

CHICAGO — Continental Plaza basketballers went to great heights in choosing team members for the hotel's two teams (Rooms and F&B).

Here, Robert Magnifico (left), then director of restaurants (and now F&B director at The Westin, Toronto), and Henry Schuette,

garage manager (second from left) do a back-to-back size-up on opposing team members Patrick Reynolds, pastry chef, and Frank Ingram, security (right).

The final season's standings: Rooms was victorious over F&B, and it just could be that height (see pic) had something to do with it.



Savings bond prize for energy-saving slogan

NEW YORK — To encourage employees at The Plaza to conserve energy whenever and wherever they can, the hotel has devised an employee energy conservation slogan contest.

In the bi-monthly contest, employees are asked to come up with a slogan, in ten words or less, that will remind others of the importance of conserving energy.

The first winner was Harriet Gaskin, reservations secretary, with this couplet: "Twinkle, twinkle little star, save energy wherever you are."

Presenting Gaskin with a \$50 savings bond for her winning effort is Ken Cromer, energy conservation officer. Winning slogans are displayed on the employee cafeteria bulletin



board along with an illustrative cartoon. Cromer, who is also in charge of hotel safety, plans to institute a safety slogan contest to alternate every other month with the energy conservation competition.

Two earn Thurston-Dupar honors

ATLANTA — Eula Mae Cheeley, this year's Peachtree Plaza's Thurston-Dupar Inspirational Award winner perfectly matches the criteria for the honor — "exemplary service to guests, fellow employees and community," according to Hermann Gammeter, the hotel's general manager who presented her with the prestigious employee award.

Noted Gammeter, "She came to the hotel in 1977 and brought with her a friendly smile, pride in her work, enthusiasm and desire for excellence. Cheeley has never been late for work or missed a day yet on her job in housekeeping."

Many of her outside activities are centered around her church, the parent/teacher association of her children's school and social club in which she is a leader.

SEATTLE — In the nomination of Joan Mincy for the Corporate office's Thurston-Dupar Inspi-

ration Award, the closing line read, "She shows exceptional concern for her fellow human beings."

And that she does.

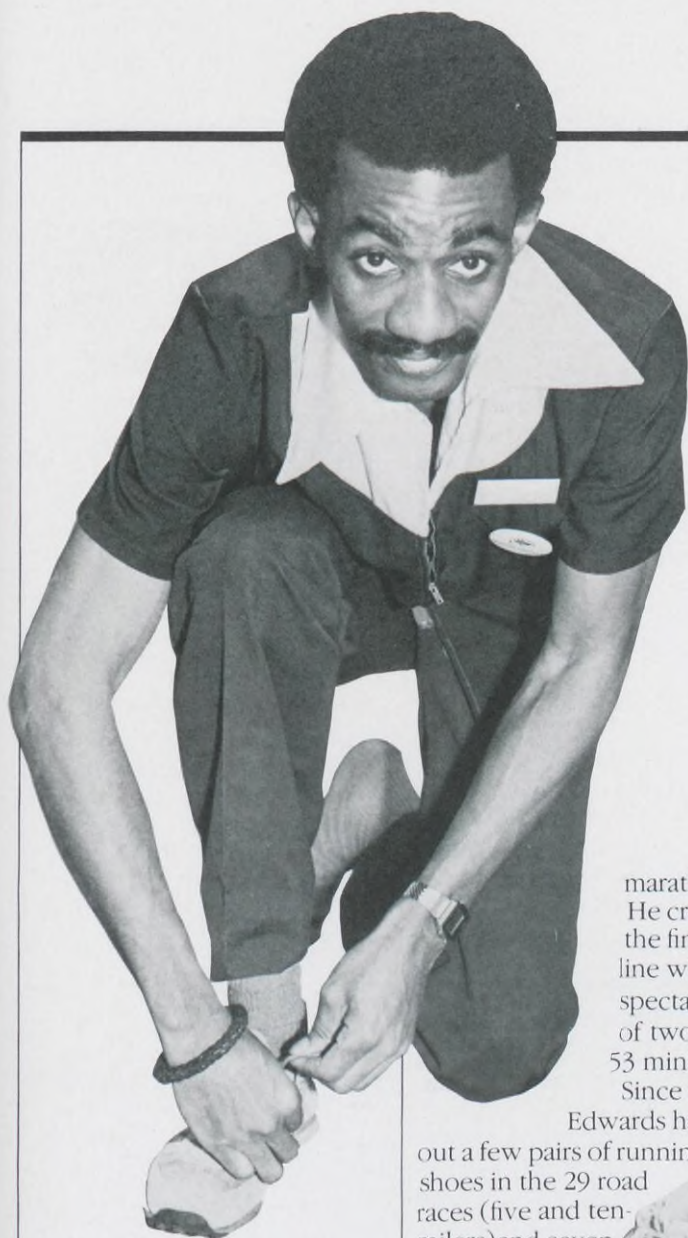
Because of her acquired knowledge of immigration laws, the manager of Personnel Services has helped many hotel employees conquer the complications of obtaining visas, permanent resident status, and even U.S. citizenship.

Becoming the immigration expert that she is was a labor of love that took countless hours of research and time on her part. In fact, much of the help she gives employees in this area won't be found in her job description.

As one other example of her "concern for her fellow human beings" Mincy spearheaded a campaign to raise money to help pay some of the medical bills for a young cancer patient.

Both award-winners received \$250, recognition certificates and special service award pins.





Detroit Plaza marathoner races for top times

He ran a little track in high school.

Now he runs up to 100 miles a week.

Because that's the kind of dedication it takes to be a top-rated marathoner. And James Edwards, who works in the Detroit Plaza's housekeeping department, is aiming his running shoes straight at that goal.

The 29-year-old Wayne State graduate and Vietnam vet began running in February of 1978. He remembers the date well because it was exactly seven months later that his hard training had qualified him to run in his first 26-mile

marathon. He crossed the finish line with a respectable time of two hours, 53 minutes.

Since then, Edwards has worn out a few pairs of running shoes in the 29 road races (five and ten-milers) and seven marathons he's run.

This month, on August 18, Edwards plans to up the marathon count to eight with a race to be run in Hell, Michigan.

He's rarin' to go, too. His training has been intensifying over the past few weeks and his mileage is steadily climbing higher.

Speaking of climbing higher, Edwards runs twice up and down the 73 flights of stairs of this world's tallest hotel three times a week as part of his training program.



And he must be doing something right because the finishes in some of his marathons have been impressive. His first appearance last year in the Boston marathon earned him a time of 2:47.2 (714th in a field of 8,000 runners).

His second appearance in this year's running of the famed event saw him finish in 2:43.18. Not bad, considering he caught a cold a few days before the race and started to have trouble around the 16-mile mark.

"I thought I might have to drop out at that point, but then I also thought, 'I can't do that after all the hard training and the hotel's support and sponsorship,' so somehow I just kept going," Edwards recalls.

He did keep going and went on to finish 450th in the pack of some of the world's best long-distance runners.

But his best marathon time by far was in last October's *Detroit Free Press* race where he finished 33rd out of 4,000 runners with a time of 2:32.32. Edwards is now ranked 214th on *Runner's World* magazine's list of top U.S. runners.

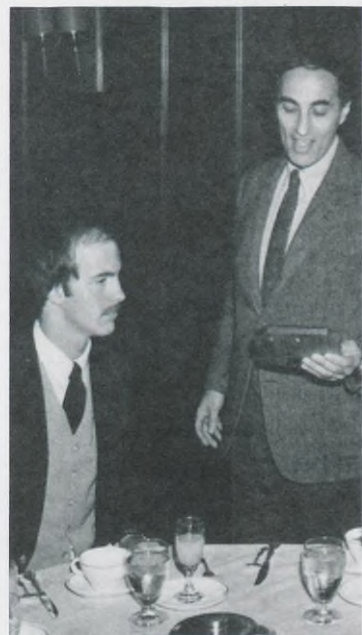
But he doesn't plan to stay at 214th for too long.

"I'm hoping to finish first, or at least second, in the next *Free Press* race," the talented runner says.

Edwards is confident not only about that race, but about his future in racing. As he says, "I've only been running seriously for about three years, so I've got most of my running career still ahead of me. After all, top marathoner Bill Rodgers has been running for years to get where he is.

"As a matter of fact," the determined runner adds, "I'd sure like to catch up to him before he retires from the racing circuit."

And he just might — running 438 flights of stairs each week is a lot of steps in the right direction.



The 'giver' receives . . .

SEATTLE — You could say that Mark Spadoni, Washington Plaza management trainee, is a giving person.

He recently raised \$2,000 for the Juvenile Diabetes Foundation by organizing and conducting a softball tourney among Washington State University fraternity members.

He is also serving as a "loaned executive" for the 1981 local United Way fund-raising campaign, a job that entails making presentations to contributing organizations, as well as disseminating information about United Way services to the Seattle community.

But at this management trainee breakfast at the hotel, Spadoni (left) got on the receiving end of things as Russell Ross, a representative of the Juvenile Diabetes Foundation, surprised him with an award plaque and a big thank you for his fund-raising efforts.

Spadoni has been with the Washington Plaza for just over a year and now works as a night auditor.

INN BASKET

Japanese 'giants' — How do you welcome a Japanese Sumo wrestler to your hotel?

With very, *very* wide-open arms, as employees at San Francisco's Miyako learned earlier this summer. The group of 20 wrestlers checked into the hotel for a brief San Francisco vacation following an exhibition match in nearby San Jose.



Sumo wrestlers each weigh from 300-400 pounds, and the Miyako's lobby never seemed so small as when even a few of the Japanese "giants" gathered there at one time.

One employee described the wrestlers' visit as "an overwhelming experience." And the Bamboo Grove restaurant had quite a time keeping up with their awesome appetites. For instance, a typical breakfast for just one of these behemoths was a dozen eggs, a pound of ham and six cups of rice.

Here, Lobby bartender Marina Baquirin is dwarfed as she poses for her picture with Sumo wrestler champ Ju-Sha.

Shaggy-dog story — The couple stepped off the Winnipeg Inn elevator at the lobby level with their two West Highland terriers — Crumpet and Sugar — in tow.

Uh, whoops — one West Highland terrier. The fast-closing elevator door had trapped Crumpet inside. The elevator was quickly summoned but no trace of Crumpet.

Concierge Marina Browncombe was contacted for help. She checked the garage, dog pound and other likely areas, but still no clues in the "case of the missing shaggy dog."

The couple, with Browncombe, then separated on a nook and cranny search of the hotel. Success at last. Crumpet was found fast asleep outside the Air Canada ticket office on the hotel's Lombard concourse.

Galleria goes to bat — For the second consecutive year the Galleria Plaza's baseball team claimed its trophy as the undefeated champs in the city's hotel softball league.

The hotel team came in on top of 13 other teams, making it eligible to compete in the all-league city-wide playoffs in early July. The team's winning streak was holding. At press time, word had been received that they had won their first two games.

Quick-thinking saves life — There's one grateful lady in Washington, D.C. who probably owes her life to one quick-thinking man.

That man is Galleria Plaza General Manager Jim Mogush, who, while dining with a client at a Washington, D.C. restaurant, was able to dislodge a piece of food from the choking woman's throat with the Heimlich maneuver.

For his quick-thinking act Mogush was presented with the Chairman's Award of Merit.

Five Diamond award for five diamond staff — Las Brisas received the American Automobile Association's Five Diamond Award for its second consecutive year this year.

Management, however, felt the credit belonged to the hotel staff. So, General Manager Werner Eisen and Francisco Escudero, executive assistant manager, organized a cocktail party and presented the award on behalf of management to the hotel's Operations Committee.

Five Diamond ratings are bestowed only on those properties AAA judges to be "exceptional and which are widely recognized and renowned for marked superiority of guest facilities, service and atmosphere." Only 45 Five Diamond awards were meted out this year to hotels in the U.S., Canada and Mexico.

Scenic jog-along — Guests of both The Ilikai and Wailea Beach hotels are taking the scenic route to physical fitness — and enjoying every huffing-puffing minute of it.

With the apparent philosophy that "a healthy guest is a happy guest," both properties are offering guest jogging programs that promote this healthy/happy aim. Jogging maps, marked according to the choicest view routes around their respective neighborhoods, are placed in each guest room. Maps also include a few warm-up exercise suggestions that the guest can do in the room before hitting the road.

Interestingly, both hotels report several instances of previous non-joggers who, after trying a lap or two, have become confirmed addicts of this popular fun and fitness activity.

FRONTREPORTER



The Mayflower

FRONT! correspondent for The Mayflower is Marnie Williams. If you have news or photo input for FRONT!, please contact Marnie on ext. 318.

COVER: Westin's chefs from 12 countries, in Philadelphia for the annual F&B Conference, gather on Broad Street outside the Bellevue Stratford for this literally traffic-stopping group portrait in the shadow of the city's landmark City Hall.

At center front (in street clothes) is Jacques Bourgeois, director of Food & Beverage for Westin Hotels and Conference chairman. At Bourgeois' right is Walter Roth, executive chef for Westin Hotels.

Front!

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