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The Power of Partnership

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August 11, 2009

Mr. Bill Petrella
C/O Westin La Paloma
3800 E. Sunrise Dr.
Tucson, AZ 85718.

Dear Mr. Petrella:

Thank you in advance for taking a few minutes to read this correspondence. I had nice stay this past weekend at the La Paloma Resort in Tucson, Arizona. During my stay, I had a chance encounter with one of your employees and I am writing to you because I think a tremendous opportunity exists for both your Company and this person.

"Abdi" (shortened version of his full name) introduced himself to me on my second day at La Paloma. He said, "your son, he is very polite, and he is a very good listener....I appreciated this and I wanted you to know this"....! As I watched my kid(s) throughout my stay, I noticed that Abdi had amazing rapport with your patrons. Since I was curious about his background, I struck up another conversation and quite possibly had the most interesting interaction that I've ever had with a hotel employee.

What I learned was simply incredible. Abdi is 20 years old. In a stroke of luck, he's come from hell to the land of opportunity. At a young age, Abdi escaped Somalia. His parents were killed and he was separated from his sisters. He and his younger brother fled- walking for 2 days seeking help. They found it in Kenya and with assistance from a United Nations program, they've been relocated to Tucson, Arizona. In Tucson, they live together and Abdi takes care of his younger brother (who is 18) while he completes his High School Education.

So, I am writing to you because I think that this young man has what it takes to be an incredible asset to your company long term. His customer service skills are second to none and beyond that, as his background indicates, he has track record of commitment. Abdi mentioned to me that he is thinking about applying for an open "Pool Supervisors" position. In my opinion, that position under-utilizes his skill set. And I'd strongly encourage you that if it's possible- after all of the proper due diligence is complete, you work closely with Abdi starting him in a management training program so that in 5-10 years you've created one of the finest, most committed Starwood and Westin Hotel employees in the system. And along the way, you will have changed 2 people lives and I can't help but think -- they'll never forget it!

It's a lot to ask! But in my travels, many of which include stays at your properties, I've never taken the time to write a similar correspondence.

Best of luck with Abdi and please, keep up the good work at Starwood!

Sincerely,

A handwritten signature in black ink, appearing to read "Barry Sandweiss".

Barry Sandweiss