

ON THE BOULEVARD

WESTIN BOOK CADILLAC DETROIT



THE WESTIN
BOOK CADILLAC
DETROIT



WINTER 2015

INSIDE

New Meeting Rooms	2
SPG Pro	2
Congratulations	3-4
Fox2 Cooking School	4
RunWestin™	4
M-1 Rail Update	5
Downtown Detroit Development Boom	6
Dining and Wining	7
Special Offers	8
Holiday Bash	9
Upcoming Events Around Town	10

NEW MEETING ROOMS

The Book has added four new small meeting spaces to accommodate requests over the last several months. Perfect for private meetings for 5-25 attendees, space is available on the hotel's second and third levels. Just contact our sales department for availability.



SPG® Pro Double Double

Have you heard about the SPG® Pro Double Double promotion — an exclusive bonus opportunity for your meetings and events? Whether you're planning a large global conference, hosting a holiday party or booking a family reunion, you'll be earning event rewards twice as fast. Book events at any of the Starwood brands between September 1, 2015 and December 31, 2016. Here's how it works:

- Double earning power. Earn 2 Starpoints® for every \$3 of eligible revenue spent on meetings or events.¹ (Preferred-level earning is usually 1 Starpoint for every \$3 spent on meetings or events. Elite bonuses count separately.)
- Reach elite status faster. Earn 2 eligible nights toward elite status for every 20 group room nights.² (Usual earning is 1 eligible night toward elite status for every 20 group room nights.)



CONGRATULATIONS TO



Emily Cooper has been with the Book for three years and has been promoted to corporate catering sales manager. She previously was the social catering manager. She is a 2010 graduate of the Michigan State University School of Hospitality Business. A resident of Royal Oak, Mich., Emily is a member of the National Association of Catering Executives



Marcus Murrell has been a Book associate since 2008 and a member of the hotel's opening team. He has served in several positions including banquet houseman supervisor, banquet supervisor, banquet captain, banquet manager and food and beverage manager. Marcus has been promoted again, now to director of banquets. He is a resident of Detroit and graduated from Southwestern High School.



Emily Frederick recently joined the Book as our social catering sales manager. She held a similar position at The Henry in Dearborn, Mich. She is a graduate of Ferris State University where she was a hospitality major. Last year Emily, a resident of St. Clair Shores, Mich., became a certified meeting professional; she is a member of the National Association of Catering Executives. Emily is married and the mother of two children.



Brianne Schilbe, a resident of Dearborn, was promoted from service express agent to executive meeting specialist; she joined the Book in 2014. She previously was a sales manager for White Lodging Services, Pontiac, Mich. Brianne is a graduate of Northwood University, Midland, Mich., where she had a dual major in hotel, resort and restaurant management and business management. She is a member of Alpha Chi Omega.



Kim Wilt was promoted from catering specialist to catering sales manager. Kim joined the Westin family in 2007 at the Westin Detroit Metropolitan Airport where she worked as a sales assistant and convention services coordinator. She joined the Book staff in 2008.



Andrea Sobanski, a resident of Detroit, is our new conference and catering coordinator. She previously served as an executive meeting specialist and has been with the Book for seven years. Prior to joining the Book team she was a front desk agent at the Motor City Casino. Andrea is currently taking food and nutrition classes at Detroit's Wayne State University.



Kylie Hakala joined the Book team earlier this year as an executive meeting specialist following work as an assistant coordinator at Precision Meeting and Events, Alexandria, Virginia. Kylie is a 2010 graduate of Grand Valley State University, Allendale, Mich., with a major in hospitality and tourism management. Kylie is a member of Meeting Planners International and Professional Convention Management Association.



Ernesto Teran, a Florida transplant, has served in several Westin food and beverage positions over the last four years including banquet services for the Westin Fort Lauderdale. Most recently he was a banquet supervisor. Ernesto has been promoted to assistant banquet manager and will oversee the banquet department including all servers and bartenders to maintain the high service standards of the hotel. He is now a resident of Detroit.



Mario with the Executive Committee - left to right Eduardo Rodrigues, Scott Stinebaugh, Jessica Lynch, Debra Schultz, Mario Simson, Rick Sikora, Derrick Washington, Jeff Garrett

Way to Go Mario

Mario Simson, lead engineer for the Book, was recently selected as the Engineering North American Associate of the Year as a part of Global Rooms Week 2015. With this honor, Mario received \$1000. Mario was chosen from a field of engineers from more than 700 Starwood hotels in North America. He joined the Book team opening year, 2008; he was promoted earlier this year to lead engineer.

Although Mario does not always have direct guest contact, his passion for excellence and improving the overall guest experience are his number one priority. Recognizing that our guests had issues with guestroom HVAC, he volunteered to be the hotel champion for this cause. He

worked directly with the HVAC manufacturer, the hotel ownership group and the construction team to help diagnose the problem. The results of his hard work was the replacement of all 465 heat pump units throughout the hotel. Thanks to Mario our guests are much more satisfied and happy with our heating and cooling system.

Farewell and Good Luck

We want to wish Kim Petrucci, who was a valued member of the Book team since we opened the hotel in 2008, good luck in Denver. Kim accepted a position as event services manager for Denver’s Westin Downtown. We expect she will continue to be a success in the “mile high city”.

FOX 2 TV Cooking School

Executive Chef Jonathan Konicki and Sales and Marketing Director Scott Stinebaugh, are shown getting ready for a Fox 2 Detroit Cooking School segment in early December.

Chef prepared delicious holiday baked brie and marinated olives appetizers. Scott talked about the new Crafted at Westin cocktails and presented host, Jay Towers, with a “mocktail” - a cocktail sans liquor.



Run, Meredith and Eduardo, Run

Meredith Hackett, reservations supervisor, and Eduardo Rodrigues, director of rooms, both Book Cadillac RunWestinSM concierges made very good time in two marathons. Eduardo ran the Chicago Marathon on October 11, and finished in 4 hours, 24 minutes, 11 seconds.

Meredith ran the Detroit Free Press Talmer Bank Marathon on October 18, in 3 hours, 23 minutes, 44 seconds; she qualified for the 2016 Boston Marathon.

Just a reminder: as a Book guest you can combine your workout routine with fresh air and local scenery with the RunWESTINSM program. We’ve teamed up with New Balance® to provide three- and five-mile guided routes through the city. Runners of all levels are welcome to join a group run with our Run Concierge on Tuesdays at 6:30 a.m. for the three-mile route and Thursdays for the five-mile route. After your run, you’ll be welcomed back with a fresh towel and cold bottled water.

M-1 RAIL UPDATE

For approximately nine weeks, M-1 Rail construction will be between Larned Street and the Southern Terminus of Campus Martius (partial closures and lane impacts) that began in September. With the exception of limited full closures, traffic flow will generally be maintained along Woodward Avenue during streetcar line construction. When one side of Woodward Ave. is closed, the remaining side will generally serve traffic moving in both



directions. Cross streets will remain open except during temporary closures and detours. For the latest construction updates go to <http://m-1rail.com/construction/construction-schedule/>.

Construction of the M-1 RAIL Streetcar line began in July 2014 and is anticipated to be complete in late 2016. The 3.3-mile circulating streetcar will run along Woodward Avenue between Congress Street and West Grand Boulevard. M-1 RAIL is an unprecedented public-private partnership and model for regional collaboration. Notably, the first major transit project being led and funded by private businesses, philanthropic organizations, in partnership with local government, the State of Michigan, and U.S. Department of Transportation.

Crafted
at WESTIN®

CRAFTED AT WESTIN FRESH AND DELICIOUS

You can ring in the New Year with Crafted at Westin in our Motor Lobby Bar. On December 31, the new signature program will roll out and feature up to eight cocktails including a mocktail, a non-alcoholic offering. Enjoy local, fresh ingredients, including produce, herbs, spices and teas. Drink

recipes will change for every season. No preservatives, artificial colorings/flavors, refined sugar or corn syrup will be used. If sugar is needed we will use honey or agave as natural sweeteners. We hope you will enjoy our new flavor profiles - both pure Detroit and pure Michigan.



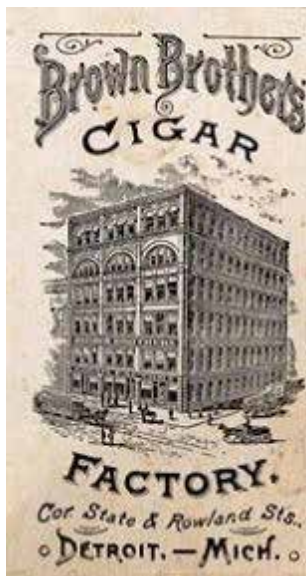
DOWNTOWN DETROIT DEVELOPMENT BOOMING



Rendering via Kraemer Design Group

New apartment development under way above Book Cadillac garage

Construction is underway for “The Griswold”, eight floors of apartments atop the parking structure at 150 Michigan Avenue next to the Book Cadillac. Construction began after Thanksgiving and will last 12 to 18 months. For approximately 90 days two blocks of Michigan Avenue will be partially closed near Griswold. The Detroit Economic Growth Corporation sold the rights to build atop parking structure to The Roxbury Group. Apartments with one to three bedrooms will average 916 square feet with nine-foot-high ceilings, floor-to-ceiling panoramic windows and balconies on many units.



New owner brings jobs to Capitol Park

Built in 1887, this six-story building at 119 State Street in Detroit’s Capitol Park, once was the home of the Brown Brothers Tobacco Company. Today this long-vacant building will become the design studio home for 150 employees of the auto supplier, Lear Corp. Dan Gilbert’s Bedrock Real Estate Services sold property to Lear. Capitol Park is a triangular area bounded by Shelby,

Griswold and State streets that has attracted more than \$100 million in investment since 2009, and located adjacent to the Book Cadillac off State Street.

Book Tower to help revitalize Washington Boulevard

It was wonderful to hear the news in August that Quicken Loans’ founder and CEO Dan Gilbert purchased the iconic Book Tower across the street from the Book Cadillac. The \$30 million purchase promises to make way for what Gilbert said would be “a game-changing, mixed-use development that will bring jobs, energy and new life to these properties while expanding revitalization efforts further west of Woodward Avenue to Washington Boulevard.” In total, the sale included three buildings: the 38-story Book Tower, the 13-story Book Building and a small 2-floor structure on State Street. The three Book buildings were designed by Louis Kamper, who also designed the Book Cadillac hotel.



An artful addition to downtown Detroit is the [David](#)



[Klein Gallery](#). The 4,000 square foot gallery is located at 1520 Washington Blvd., just a couple of blocks away from the Book Cadillac between Clifford Street and Grand Circus Park. Enjoy both

local and national contemporary with approximately 10 exhibitions each year. The Birmingham-based David Klein Gallery is celebrating its 25th anniversary this year. The nearby nine-story, 50,000-square foot Shelby Congress building that was built in 1925, has new owners and is undergoing renovations. Look for new offices and ground floor retail/restaurants. The building was purchased by Roger Basmajian, founder of Basco of Michigan, Inc. for \$1.3 million.

[Will Leather Goods](#), with stores in New York, California and Oregon, opened on Second Avenue in Midtown. The founder, William Adler, is a former Detroiter who attended James Vernor Elementary and Wayne State University. The 9,000-square-foot store, at 4120 Second Ave., will feature leather backpacks, duffle bags, briefcases, and bracelets, among other accessories.



DINING AND WINING



Townhouse Detroit



Central Kitchen + Bar



Wright & Co.

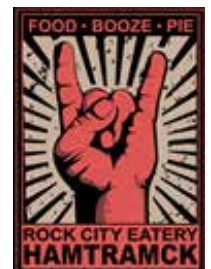
Now Open: [Townhouse Detroit](#) (left) with its striking atrium overlooking Woodward Avenue is in full swing with contemporary American cuisines, craft cocktails and more. [Central Kitchen + Bar](#) (center) in the First National Building is already a popular 130-seat gastropub in downtown Detroit at 660 Woodward with a view of Campus Martius Park. [Wright & Co.](#) (right), former Temple of Music and Wright Kay Jewelers, is now a new jewel on Detroit's restaurant scene. Located on the second floor of the Wright Kay Building on Woodward Avenue, this 100-seat eatery offers small plates and craft cocktails.

The new [Vertical Detroit](#) wine bar/restaurant in the historic Paradise Valley district of downtown Detroit is now open. Look to enjoy small plates, wine, beer, cocktails in a what owners say is a classic yet cool atmosphere. Vertical Detroit is owned by the owners of Fine Wine Source in the suburb of Livonia.

The Vietnamese restaurant [Pho Lucky](#) is now open in Detroit's Midtown district. The restaurant has other locations in Redford Township, Novi, and Southfield. The new restaurant is located at 3111 Woodward Ave. and Charlotte Street. The eatery will offer summer rolls, spring rolls, rice plates, noodle bowls plus pho (pronounced fuh), a Vietnamese dish made by simmering a flavorful broth for eight hours. The restaurant should have its liquor license in place in a short time.

The [Peterboro](#) opened in early November and features an American Asian menu with cocktails, microbrews, and a full dose of "steampunk décor"; located at Cass and Peterboro in Detroit's original China Town district.

Midtown is awaiting the 2016 arrival of [Rock City](#) - moving from Hamtramck to 4216 Woodward, across from HopCat Detroit. The eatery will be double in size from its current location.



The [Huron Room](#) opened in mid-November in Mexicantown at 2547 Bagley. The restaurant has a nautical décor and a delicious seafood menu. The new eatery is owned by Jacques Driscoll and Chef Les Molnar, the founders of the popular Green Dot Stables and Johnny Noodle King.

[Atwater Brewery](#) will open a new biergarten and taphouse next to its brewery on Joseph Campau in Detroit. The 5,000-square-foot space opened in November and offers private dining space along with community seating. Called the Atwater Biergarten and Taphouse, the venue has 20 beers on tap, along with offering spirits, wine, and hard cider. The menu features pizzas, white bean chicken chili, fish tacos, specialty sandwiches, and burgers. Beer offerings will include Dirty Blonde Ale, Vanilla Java Porter, a new Rivertown Porter, and a Lebkuchen Christmas Ale, among others. The menu will also offer seasonal selections.



STAY WITH US SOON

SPG Hot Escapes

SAVE 20% OR MORE - BOOK BY SATURDAY

- Save 20% or more
- SPG members save an additional 5%
- Stay over the next 6 weeks
- Visit spg.com/escapes every Wednesday - Saturday for new deals; book now and save 20% more
- SPG Members: Book now and save 5% more! [Book NOW](#) [Terms & Conditions](#)



ROAST



24Grille

INDULGE YOUR TASTEBUDS

Enjoy a relaxing meal at one of our on-site restaurants - **24Grille** or **ROAST**. Simply stay any Thursday through Sunday and enjoy:

- Rates from \$229 per night
- \$100 voucher will be issued upon check-in to be used at 24Grille or ROAST
- One night of complimentary overnight valet parking
- [Book online](#), or call 866-716-8108 and mention 24GRLPKG for 24Grille or ROASTPKG for ROAST.

Reservations highly recommended. [Terms & Conditions](#)





HolidayBash



The Book Cadillac Sales & Catering Team

The 2015 Westin Book Cadillac holiday party welcomed hotel clients and friends for a sumptuous feast and live music. Everyone loved the polar bears.



UPCOMING EVENTS



December 28

Quick Lane Bowl: Ford Field



January 11-24, 2016

North American International Auto Show 2016: Cobo Center



February 12-14, 2016

Winter Blast: Campus Martius Park

February 13-21

Detroit Boat Show 2016: Cobo Center

February 26-28, 2016

Autorama: Cobo Center

THE WESTIN

BOOK CADILLAC
DETROIT

The Westin Book Cadillac Detroit
1114 Washington Boulevard
Detroit, MI 48226
Phone: 313-442-1600
Fax: 313-442-1605

www.westin.com/bookcadillac



The Westin Book Cadillac Detroit is a smoke-free hotel

