

on the boulevard



evolve

fall 2008, The Westin Book Cadillac Detroit

On October 6, 2008 we opened the doors to the new **Westin Book Cadillac Detroit**. After more than two years of construction this grand dame of hospitality has returned elegance to Washington Boulevard.

We have watched in awe as talented trades and construction workers have restored, with precision, this magnificent Detroit icon. From cavernous open spaces came breathtaking ballrooms replicated using historical photographs from the 1920s era. Stunning chandeliers each with 450 individually crafted Italian Murano gold crystals set a shimmering setting in the **Venetian Ballroom**.

The **Italian Garden** sparkles with silver hand blown translucent sconces and chandeliers, and rest over a regal room ready to host receptions and social events. Read more about our largest ballroom, the Woodward on page five.

Our new executive chef **Jim Barnett** has assembled an unrivaled culinary team and presented an extraordinary gourmet dinner in the Venetian Ballroom on October 25, as part of our gala event, **Book Cadillac: Next Chapter**. More than 700 guests attended. That same night a portion of gala guests dined in **Roast**, the highly anticipated restaurant created by celebrity Iron Chef **Michael Symon**. The event was a fund raiser for two organizations that serve children with special needs: Detroit's Children's Center and the Jennifer Ferchill Brain Tumor Center at Cleveland's Rainbow Babies Children's Hospital.

Book Cadillac: Next Chapter was a defining point in Detroit's history, and turned the page on a new chapter for the city, its residents and visitors. We hope you will be a part of it.

Tim Freisen, *General Manager*

fall 2008, The Westin Book Cadillac Detroit

Spa 19 and 24 Grill Add to Amenities for Guests and Visitors

Inspired by Starwood Hotels and Resorts Westin brand standards of renewal and rejuvenation, **Spa 19 24 Grille** has committed to occupy the 7,000 square foot retail space located on the Michigan Avenue side of the Westin Book Cadillac Detroit.

"We have made a commitment to John Ferchill, hotel owner and developer, the Westin organization, and the city of Detroit to bring a first-class spa and grille to the Book Cadillac this year. Detroiters like to celebrate good living, and this unique collection of lifestyle businesses will give Westin hotel guests a complete amenity package of authentic hospitality," stated Spa 19 24 Grille Operating Partner and local restaurateur **Bobby Megargle**. With the name created from the date the Book Cadillac originally opened, the entrance at Michigan Avenue will take visitors back to 1924, as the space will showcase original Book Cadillac features and one of a kind elements designed by famed local architect, Ron Rea.

Spa19 24Grille is owned and operated by **Entourage Restaurant Group**, a Detroit based hospitality company founded by local Detroit businessmen, **Wes Wyatt, Bobby Megargle, Jon Grabowski,** and **Gideon Pfeffer**. "It was important to the members

of Entourage that we made a significant investment in the Book Cadillac and the city of Detroit. We hope our concept will bring more people downtown to enjoy John Ferchill's vision for the Book," said Grabowski.

Spa 19 will offer a complete rejuvenating day spa experience for hotel guests and Westin Book Cadillac visitors. By offering massage packages, manicures, pedicures, and the latest anti-aging techniques to the public, Entourage was also able to lure **Todd Skog**, proprietor of the well known Todd's Room in Birmingham, Mich., to feature his services to hotel guests and wedding parties in the Spa 19 space. The spa will also offer two privately placed dining areas enabling 24 Grille's culinary team to finish a guest's unique spa experience by providing an exclusive spa menu that is balanced with healthful and natural flavors. Crab Lasagna Terrine will be a featured signature Spa 19 menu item.

Facing Michigan Avenue with outdoor seating, **24Grille** will offer hand-crafted American cooking created with natural



flavors and cutting edge techniques. The restaurant will promote a casual and comfortable atmosphere for lunchtime crowds, after work gatherings, and late night fun.

Culinary creations will be developed and presented by Executive Chef **Jason Gardner**. "Our culinary creations will stimulate the palate and promote wellness. 24 Grille will be easy and affordable, but no one will leave without being in awe of our unique service culture as well as our house made ice creams and deserts," said Gardner.

Spa19 24 Grille will open later this year for holiday parties and dining. Reservations may be made online at www.Spa1924Grille.com.

fall 2008, The Westin Book Cadillac Detroit

Michael Symon Appoints ROAST Executive Chef

Celebrity Chef **Michael Symon** opened his new **ROAST** restaurant on October 26. The restaurant is located on the street level of The Westin Book Cadillac Detroit. Symon appointed **Jeff Rose** as Roast executive chef. *Roast* is open seven days a week for dinner; lunch will be added in January.

Hours of operation: Sunday-Thursday, 5:00 p.m. - last seating at 10:00 p.m.; Friday-Saturday, 5:00 p.m. - last seating at 11:00 p.m. Open for dinner only through the end of 2008. Valet parking discount validation is available for guests. Reservations: 313.961.2500.

Contact **Mary Brinker**, Roast private events coordinator for private dining, special party or group needs at marybrinker@aol.com; 313-961-2500

[Click here for the Roast menu](#)

Detroit Free Press (October 30):

[A First Look at Michael Symon's Roast](#)



Jeff Rose, who cooked his way through Michigan State University by preparing meals for the university president, recently served as executive chef for Big Rock Chophouse in Birmingham, Mich. since 2004. His culinary resume includes sous chef positions at two Michigan restaurants: Sweet Lorraine's Café and Bar, Southfield, and the award winning Tribute in Farmington Hills. Also to his credit is his position of chef de cuisine at Detroit's Motor City Casino Iridescence restaurant prior to joining Big Rock. This native of New Jersey



Chef Jeff Rose

earned a Bachelor of Arts degree from Michigan State University (Lansing) in hotel, restaurant and institutional management. Rose is an active member of the James Beard Association. He has served as an honorary professor for Michigan State University since 1995 and continues to teach basic food preparation classes to students through lecture and lab assignments. Rose resides in Royal Oak, Mich.

gala weekend

fall 2008, The Westin Book Cadillac Detroit

On Friday, October 24, WKQI - 95.5 FM, was on hand for **Access Detroit** presented by Bank of America, a free event staged outside the hotel on Washington Boulevard. Entertainment included the Cass Technical High School Drum Line, Killer Flamingo's, Paxahau DJs, Trick Trick and exciting street acts. At the end of the event the crowd was invited to visit a special lineup of the hottest bars and restaurants for post-party downtown fun. Despite raindrops and cool temperatures the crowd warmed up to celebrate the return of the Book Cadillac.

Book Cadillac NEXT CHAPTER GALA

Book Cadillac: Next Chapter began with an official ribbon cutting on October 25 that was a prelude to a gala evening of gourmet food and entertainment. More than 700 guests attended the black tie event presented by National City. The evening was a celebration of the hotel's lively past and expectant future, and a fundraiser for Detroit's Children Center and Cleveland's Jennifer Ferchill Brain Tumor Center at Rainbow Babies Children's Hospital.

The night's biggest star was The Westin Book Cadillac Detroit with its stunning restored architectural wonders including the beautiful Venetian Ballroom, The Italian Garden and the Crystal Ballroom. The Motor Bar was the scene where partygoers chatted and enjoyed cocktails as WDIV -TV 4 did a live broadcast to commemorate the hotel's opening.

Guests dined in the Venetian Ballroom and Michael Symon's Roast. An elegant strolling dinner was also served outside the Crystal Ballroom. There was plenty of music and dancing through the night and many top ticket holders retired to guest rooms for a heavenly slumber and refreshing breakfast the next morning.

"The restored hotel is an important part of the next chapter for Detroit," said The Ferchill Group Chairman and CEO **John Ferchill**, owner and developer, The Westin Book Cadillac Detroit. "We believe that the opening of The Westin Book Cadillac Detroit will be one more spark to ignite a renewed interest in living, working, visiting and investing in the city."

The \$200 million hotel restoration includes more than 60 luxury residences on floors above the hotel and signifies guests will enjoy Detroit's first, and only, hotel-luxury residential project.



Access Detroit lights up the night to celebrate the new Westin Book Cadillac Detroit. (photo by www.radiospike.com)



Michael McDonald entertains. (photo by Steve Polk)

fall 2008, The Westin Book Cadillac Detroit



Weddings at The Westin will be elegant and memorable. This setting was chosen by a bridal couple planning their wedding on Valentine's Day 2009-the same day the groom's parents held their reception at the Book Cadillac 40 years earlier.

*To plan a wedding or social event, contact our Social Catering Manager **Rebecca Maziarz** at 313-441-1628; rebecca.maziarz@westin.com. For an overview of our wedding services please click on [Weddings](#).*



Woodward Ballroom

The hotel's largest ballroom, located on the hotel's second level, is the 7,666 square foot Woodward Ballroom. This elegant space is the only ballroom that was not a part of the original Book Cadillac hotel. The room can be divided into five separate function areas. The Woodward had plentiful admirers during the hotel's gala weekend as it was the site of the Michael McDonald concert and late night dancing.

[Click here to see our floor plans and capacity chart.](#)

fall 2008, The Westin Book Cadillac Detroit

New Views of Detroit

The Westin Residences are a part of the first, and only, hotel-luxury residence project in Detroit. Six floors above the hotel, 64 private homes come with unparalleled views of downtown Detroit and Canada. Residents will have a private entrance and elevators, and have several options to take advantage of Westin hotel services including housekeeping, dry cleaning, food and beverage services, concierge, and much more. Recently The Westin appointed Jeff Garrett as director of residential services to ensure that all owners' needs are met.

Owners come from many metro area locations, and as far away as New York. Couples with children, single parents, young entrepreneurs and others create a unique mix of property owners. Work on individual residences is in full swing from installing kitchen and bathroom fixtures, flooring, window treatments and other structural and décor elements.

Detroit's Esquire Properties is the agent for residential sales. With three offices in Detroit, plus Grosse Pointe and Ann Arbor, Esquire has been busy closing sales on more than 60 of the Westin Residences.

Contact Esquire Properties: 313-580-2200 or <http://www.esquirepropertiesdetroit.com>.

THE RESIDENCES AT

THE WESTIN

BOOK CADILLAC
DETROIT



BOOK CADILLAC **The Good Life**

Top-flight Living
By Rebecca Pitzer // Photographs by Justin Mazerovich

The grand opening of the restored Westin Book Cadillac in October will celebrate a four-star oasis for overnight stays, dining, cocktails, and parties. But the festivities also will be a housewarming party of sorts for the select few who will live on the top floors of the opulent 1920s-era hotel.

The residences at Westin Book Cadillac have attracted buyers from across Detroit, along with a few from out of town, including professionals who maintain multiple residences in various cities, says Chris French, vice president of the French Group, the project developer. "Our buyers are unique, from young professionals to corporate executives," French says.

Top of the Stack dwellers will live in luxury with access to such perks as an in-home concierge service, fitness center and pool, private elevators, pet sitting, mail service, and catering. And whenever they want, a doorman will be there to welcome their arrival.

Some of the owners, which range in size from 600 to 2,000 square feet, have been relatively quick to purchase. 22 of the 60 units (including all six penthouses) had been sold.

French has an explanation for the popularity: "The constant media coverage by our buyers is that they have been looking for a place in downtown Detroit for years, but there was never a product that provided the kind of luxury they were looking for in a home."

PHOTO: MICHAEL

Read the entire article in the June issue of [*HOUR Detroit.*](#)

at your service

fall 2008, The Westin Book Cadillac Detroit

Richard S. Sikora - *Director of Engineering*

Richard Sikora, a resident of Plymouth, Mich., joined Westin Hotels in 2002 when he was appointed as an engineer for the then new Westin Detroit Metropolitan Airport Hotel; he was later promoted to chief engineer. Sikora attended Schoolcraft College, Livonia, Mich., where he earned an Associates Degree in Climate Systems; Ferris State College, Big Rapids, Refrigerant Recovery certification; and National Swimming Pool Foundation, Certified Pool and Spa Operator. His prior hotel experience includes chief engineer for the Novi, Mich., Hotel Baronette and Embassy Suites, Southfield, Mich. Sikora will be responsible for all hotel maintenance and oversee a team of engineers to provide for the comfort and safety of all hotel guests.

Diane Tunstall - *Director of Human Resources*

Prior to joining The Westin Book Cadillac Detroit team, Tunstall was director of human resources for the Westin Detroit Metropolitan Airport. Following four years with the hotel, this native Detroiters has a long history of providing her human resources expertise. She was director of human resources for the Hotel Pontchartrain for five years, and six years at The Townsend Hotel in Birmingham, Mich. Married with one daughter, Tunstall attended Oakland University.

Thomas Pavlik - *Director of Rooms*

Pavlik was appointed to his new position following four years as Director of Front Office at the Westin Gaslamp Quarter in San Diego, Calif. He also held front desk management positions for two Hilton hotels in San Diego and Anaheim. As Director of Rooms, Pavlik will supervise operations for the front desk, concierge, service express, housekeeping, gift shop and business center. He received a Bachelor of Science degree in hotel and restaurant management from Collins School of Hospitality Management, California State Polytechnic University in Pomona.

Jeffrey Garrett -

Director of Residential Services

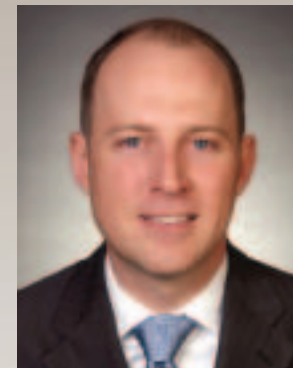
Garrett, a resident of Warren, brings 20 years of hospitality experience to The Westin Book Cadillac Detroit. He received a Bachelor of Arts degree in business and resort and tourism management from North Carolina State University at Raleigh. He held several front office management positions for two Las Vegas casinos plus the Trump Taj Mahal Casino and Resort in Atlantic



Richard S. Sikora



Diane Tunstall



Thomas Pavlik



Jeffrey Garrett

City. He first worked for Westin hotels as the front office manager for the former Renaissance Center property, and was director of rooms for Detroit's Hotel Pontchartrain. As director of residential services, Garrett will supervise the management of the Westin Residences, and will be the direct link to the residential owners. He will oversee all aspects of service delivery to more than 60 luxury residential units.

gala weekend in pictures

fall 2008, The Westin Book Cadillac Detroit



(From left to right) Westin Hotels & Resorts Sr. V.P. Sue Brush, National City Community Development Corp. President Michael Taylor, Governor Jennifer Granholm, The Ferchill Group CEO and Chairman John Ferchill and Sharon Ferchill, Mayor Ken Cockrel, Jr., Detroit City Council President Monica Conyers, National City President, Michigan & Northwest Ohio Banking David Boyle, Michigan Building and Construction Trades Council CEO Patrick Devlin and Marcia Devlin. (Photo by Julie Yolles, courtesy of Crain's Detroit Business. To subscribe to Crain's free Givers & Shakers charity event e-newsletter by Julie Yolles, go to www.crainsdetroit.com/givemail.)

For a complete look of The Westin Book Cadillac Detroit, please see [The Detroit News Westin Book Cadillac Detroit Interactive Web Site](#)



The rain did not keep away the crowd for Access Detroit. (photo by Steve Polk)



Shaun Wilson and Martha Reeves duet - Martha Reeves, famed Motown star and member of Detroit's City Council gives the microphone to National City Vice President, Marketing Manager Shaun Wilson. (photo by Steve Polk)



Desserts galore at the gala. (photo by Monica Morgan)



Venetian Ballroom gourmet menu. (photo by Monica Morgan)



Five-time Grammy winner Michael McDonald brings gala guests to the dance floor. (photo by Steve Polk)

in the news

fall 2008, The Westin Book Cadillac Detroit

Be sure to log on at our website, www.bookcadillacwestin.com, to read more information about The Westin Book Cadillac Detroit.

Below are links to recent media coverage to keep you up to date:

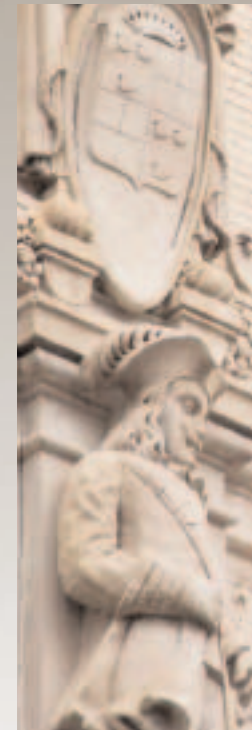
- [Detroit Free Press](#) - Launch of Book Cadillac features lobster, 1920s flair - October 26
- [Dbusiness](#) Anatomy of a Deal - October



- [Cleveland.com](#) - Cleveland Plain Dealer - Iron Chef Michael Symon unveils downtown Detroit restaurant Roast - Oct. 25
- [Detroit News - Restoring the Glory - Special Report](#) - October 28
- [HOUR Detroit - Gala photo gallery](#) - October 29
- [Crain's Detroit Business - Gala Celebrates Book Cadillac's Next Chapter](#) - October 30, 2008
- [New York Times](#) - Detroit revives a hotel and some hope - November 5

Book Cadillac Fantastic Facts

The Book-Cadillac is located facing Washington Boulevard once considered the "Fifth Avenue of the Midwest"



The original Italian Garden Room featured a two-story glass ceiling; electronic lighting controls changed the ceiling to look like a sunny day, a starry evening or a thunderstorm.

Sculptured figures across the cornice on the Michigan Avenue side of the hotel: Revolutionary General Anthony Wayne, hero of the British and Indian wars; Antoine De La Mothe Cadillac, founder of Detroit; Pontiac, chief of Pontiac's Rebellion; Navarre, a French noble and Cadillac's lieutenant.

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. Breathe Westin