

ON THE BOULEVARD

WESTIN BOOK CADILLAC DETROIT

THE WESTIN

BOOK CADILLAC
DETROIT



FALL 2011

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FIRST LADY VISITS THE BOOK

The Book was proud to welcome First Lady Michelle Obama on October 25 to talk to 550 guests about the importance of voting in 2012 and a recap of President Obama's initiatives.

Mrs. Obama began her remarks by thanking the Detroit crowd. "Well, good afternoon, Detroit! Thank you so much. You don't know, when you travel, coming into a nice warm welcome, a nice warm hug just makes it all worthwhile. It is truly a pleasure and an honor to be with all of you today."



HAT'S OFF TO THE TIGERS



What a great season! The American League Central Division winning team stirred great pride among Detroiters. The battle for the league championship was a real nail biter but our Tigers still did us proud.

We're all looking forward to the 2012 opening day on April 5. Bless you boys!

In October 1945 the Tigers won the World Series. This photo is of the Italian Garden that served as the Press Room.

An advertisement for Westin Gear Lending. The image shows a woman and a man in white athletic wear jumping on a trampoline. The woman is in mid-air, performing a jump, while the man is also in mid-air, performing a different jump. Below them is a white trampoline. The background is a light blue gradient.

GEAR LENDING

We know that you like to maintain a daily routine while being on the road, but it can often be difficult to keep up your exercise routine while traveling. Strict carry-on requirements make it harder to pack shoes and apparel making the prospect of a workout on the road more challenging.

Westin has recently partnered with New Balance to provide athletic shoes and apparel during your stay, for a fee. Simply dial Service Express® and request your shoe and clothing size and they will be conveniently delivered to your guest room. Shoes come with socks that are brand new and apparel is provided fresh and clean. Upon departure, simply leave the items in your room in their carryall. See the Gear Lending website for details www.westinnewbalance.com

WHO'S NEW?

Welcome Back, Kim

Kim Petrucci, a valued Westin associate, was on board to help open the Book Cadillac in 2008 as an executive meeting specialist. She was awarded the Book's Brand Champion award for her outstanding service. After two years at the Book, Kim joined the staff at The Westin Metropolitan Airport property as a one call sales manager and was honored as property's 2011 Manager of the Quarter. We brought her back to the Book just a few months ago, and Kim is now serving as our social catering sales manager.



And Welcome to Haley Michaelson

Haley Michaelson has joined the Book as a Westin One Call sales manager, handling small groups of up to 25. Westin One Call is an easy one-stop shopping service. Haley is a Michigan State graduate with hospitality major, and comes to Detroit following her work as a front desk agent at the Kellogg Hotel and Conference Center in East Lansing. She first was introduced to the Starwood family while serving as an intern at the Sheraton Hotel & Towers in New York earlier this year. Last year she got in the swing of things at the US Open at Pebble Beach where she worked on the special events team.

WESTIN RESIDENCES

This past year we have welcomed many new owners and tenants to our Westin Residences. Now nearly at 80 percent capacity, interest continues as more people are looking for a downtown lifestyle. Residents can take advantage of all the services the Westin Book Cadillac has to offer including concierge services, catering, housekeeping, dry cleaning, workout and pool privileges. If you are interested in luxury living in heart of downtown Detroit, please call 734-259-1110 to arrange for a private tour.

The below photos are stunning examples of how one of our residents designed his kitchen space.



Photo: Detroit Homes Magazine - Beth Singer



IN THE NEIGHBORHOOD

An Edible Landscape

August 31 brought the opening celebration of Lafayette Greens, an urban garden developed by Compuware and the City of Detroit. Located across from 24grille and the Book Cadillac, the once vacant lot on West Lafayette and Shelby is now flourishing with fresh produce. Gleaners Community Food Bank will reap the benefits of the garden for those in need within our community. Volunteers from



Compuware including one of our own Westin residents tend plantings. Peter Karmanos, Jr., executive chairman and founder of Compuware, made downtown Detroit headquarters for his company and he is also a master gardener. We applaud his commitment to Detroit on all levels and welcome Lafayette Greens as our neighbor. Hotel guests are welcome to stroll the garden and sit in the patio area to refresh and relax.

Mrs. Joan Mitchell lives in our Westin Residences and volunteers at Lafayette Greens. When asked what made Joan and Phil decide to leave their Grosse Isle home for downtown Detroit, she said, “We were so isolated on our Grosse Ile acre property, the only contact with our

neighbors was a wave as we drove by each other on our way out. I wanted to be around people and I wanted to get involved in making a difference in the reemergence of Detroit.”

We asked Mrs. Mitchell what she does at the garden:

“When we go to the garden we never know what Gwen, the garden manager, will have us doing. Some days it’s planting seeds, other days weeding. We’ve picked off infected tomato leaves, harvested vegetables and been at garden events to answer questions posed by the visitors. Each time we go we’re doing something different.”

And what’s her favorite thing about volunteering?

“My favorite thing about Lafayette Greens is talking with the people who come in to the garden for the first time and are amazed at how beautiful it is. They want to know all about it, and we get to share with them not only everything we know about the garden, but all the exciting developments that are going on in Detroit, too.”

A Capitol Idea

Capitol Park, just one block behind the Book Cadillac, is awaiting a rebirth. Last year the park’s public area received a major \$1.1 million facelift. Several development companies are making bids to reshape up to three buildings. Among the bidders is John Ferchill, president and CEO, The Ferchill Group, developer of the Book Cadillac. The winning bid will be announced on December 15. We’re excited about the future of Capitol Park with a promise of new tenants for apartment buildings and new retailers. It’s an exciting time for downtown Detroit, and the Book Cadillac is proud to be standard bearer for its growth.



New Detroiters

Two incentive programs to help make areas of downtown Detroit home to families, workers and university students has attracted a great deal of attention and interest. Working and living downtown has many benefits with so many newly developed housing projects, a vibrant entertainment community, fine and casual dining and much more.



“Live Downtown,” a five year, \$4 million incentive program developed by Blue Cross Blue Shield of Michigan Compuware Corp., DTE Energy Co., Quicken Loans Inc. and Strategic Staffing Solutions is targeting 16,000 downtown full- and part-time workers.



Centurion Place on Ferry Street luxury condominiums in Midtown

The program offers a \$20,000 forgivable loan to new homeowners and matching funds for exterior improvements to current homeowners. Plus \$3,500 is offered over a two year period toward the cost of an apartment. Current renters can receive \$1,000 for a lease renewal in 2011.

“Live Midtown,” neighborhood revitalization promotes city living for employees of the Detroit Medical Center, Henry Ford Health System, and Wayne State University. The program is administered by the University Cultural Center Association, and provides financial incentives for institutional employees to move to Midtown. New renters receive a \$2,500 allowance of funding toward the cost of their apartment in the first year followed by additional funding of \$1,000.00 for the second year. Existing renters receive a \$1,000 allowance of funding for renewing a lease in 2011. New homeowners receive a \$20,000 forgivable loan toward the purchase of their primary residence if taken one-time, or \$25,000 at the rate of \$5,000 per year if taken over 5 years. Existing homeowners receive matching funds of up to \$5,000 for exterior improvements for projects of \$10,000 or more.

Shuttle and Shop

Troy’s Somerset Collection brought a sampling of its exclusive shops to downtown Detroit’s Lofts of Merchant Row this summer on select weekends through October 20. It was a smashing success and Book Cadillac guests were able to take advantage of special shuttle to enjoy the shopping experience.



More shopping is in store for the holiday when CityLoft will feature the Somerset Collection Shops December 1, 2 and 3. A children’s store may be added where kids can shop for gifts \$5 or less.

The 4000-square-foot CityLoft, sponsored by Quicken Loans, Cadillac, and Bank of

America, featured mini-boutiques including Anne Fontaine, Baby Gap, Bare Escentuals, Basler, Betsey Johnson, Brookstone, Eddie Bauer, Eileen Fisher, GAP, Godiva, Gymboree, Henri Bendel, Intermix, Johnston & Murphy, Kate Spade, LEGO, lululemon athletica, Marmi, Max Mara, Max Studio, Michael Kors, Montblanc, Neiman Marcus, Origins, Restoration Hardware, Saks Fifth Avenue, St. Croix, Swarovski, Sweet Factory, Tappers Diamonds and Fine Jewelry, The Art of Shaving, The Capital Grille, The Coach Store, The Detroit Shoppe, The North Face, Tommy Bahama, Tumi, and Vera Bradley.



BOOK ASSOCIATES REACH OUT

Book Cadillac associates took some special time to volunteer at Gleaners Community Food Bank in Detroit. Earlier this year the Book played host to the 16th annual Women's Power Breakfast that benefits Gleaners. To date the event has raised more than \$1 million that equates to more than three million meals for hungry neighbors throughout southeast Michigan.

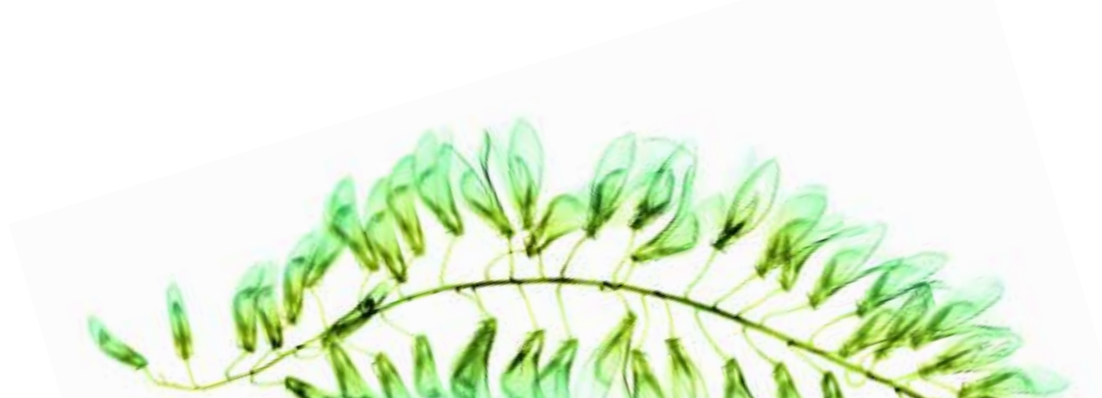
For more than 33 years, Gleaners has been nourishing communities by feeding hungry people. Last year, Gleaners distributed 40 million pounds of emergency food to over 552 partner soup kitchens, shelters and pantries in Wayne, Oakland, Macomb, Livingston and Monroe counties. Of every dollar donated, Gleaners uses 95 cents for food and food programs. One dollar provides three meals for a hungry neighbor.



FEED THE NEED

October 19 was the launch of the Detroit Area Chefs Feed the Need program. Every Wednesday for 52 weeks a different metro Detroit restaurant or catering company will serve up lunch on a rotation schedule at five soup kitchens in Detroit and Pontiac. Through the course of the program more than 12,000 meals will be served. Roast and the Book Cadillac are participating.

Five area organizations will benefit from the rotating Feed the Need program: in Detroit the Cass Community Center, Conner and Meldrum Capuchin Soup Kitchens, and in Pontiac, Baldwin Center and Grace Centers of Hope. Mickey Bakst, a former member of Detroit's restaurant community and current general manager of the Charleston Grill at the Charleston Place hotel, founded the South Carolina Charleston Area Chefs Feed the Need. Efforts in Detroit will be used as the model to launch Feed the Need nationwide.



LIGHTS, CAMERA, ACTION

The cameras are still rolling in Detroit. "Sparkle" starring Whitney Houston and Mike Epps is a 60s remake about the Motown Supremes and scenes were shot just behind the Book and around Detroit in October. Below are photos of a vintage GTO that is featured in the movie along with the crew setting up shots.



Don't count Detroit out for movie-making and television advertising filming even though the State's incentive package has changed. We still have great locations and top film professionals to work along side Hollywood stars and crews.

Earlier this year, "I, Alex Cross", a movie based on the James Patterson's thriller novel, was filmed for two weeks in metro Detroit starring Tyler Perry and Matthew Fox.

TO MARKET, TO MARKET

Eastern Market is one of the longest operating farmer's markets in the country. Every week hundreds of people flock to the market to purchase fresh produce, flowers, and made in Detroit products. During this year's Saturday Taste of Eastern Market program, the Book Cadillac, Roast and 24grille participated by doing food demonstrations of popular menu items. From 200 to 400 market shoppers watched and listened to the chef's and sampled tasty food.



Left to Right: Book Cadillac Culinary Team, Roast Cooks It Up, 24grille Makes A Winning Recipe

THE BOOK COLLECTION OF RESTAURANTS

24grille

WESTIN BOOK CADILLAC DETROIT

With its recent expansion of its private dining room guests can enjoy the restaurants new once a month wine paring dinner in an exclusive setting. Open only to 24 guests, the dinners include fine wines and a visit with winemakers. In October the Australia-based St. Hallett Winery was featured with winemaker Stewart Blackwell. Upcoming wine dinners are scheduled for November 17 and December 8. The November 17 dinner will feature Michigan's Black Star Farms and Mawby Vineyards, both of Suttons Bay; cocktails at 6:30 p.m. in the Champagne Bar followed by dinner. Tickets are \$120, non-inclusive of tax and gratuities. For more information and reservations, call 313-964-3821. Learn more about 24grille at www.spa1924grille.com.



What's New With Michael Symon

Tune in, or set your TV to tape Michael Symon on "Chew," airing on ABC at 1PM on Fridays. Chew has five full-time hosts that include Michael, Mario Batali, Carla Hall, Daphne Oz (daughter of Dr. Oz) and Clinton Kelly, co-host of the fashion show "What Not to Wear." The show includes cooking and chatting among the hosts and guests. Michael also is featured on two other shows this year - "Cook Like an Iron Chef" (Cooking Channel) and the Food Network's "The Next Iron Chef". If you are in the Cleveland area check out Michael's newest restaurant group, Bspot, - voted Best Burgers in America at the 2010 and 2011 South Beach Wine & Food Fest.

Check out the new dinner menu at www.roastdetroit.com. For Roast reservations call 313- 961-2500.



FROM OUR KITCHEN TO YOURS

According to history brittle candies were probably the first candies ever made. Peanut brittle made with corn syrups and nuts began appearing in cookbooks around the 19th century.

Because we find peanut brittle recipes most commonly in American cookbooks, it is generally recognized as an American recipe, but it's safe to assume that brittles, like pralines, have been made in all countries—or any country where sweet liquids such as molasses, honey, sugar or a variety of other sweets were available—for hundreds of years. Soft and hard nougat candies also would have arrived in the cookbooks somewhere along the same time.

It is believed that brittles association with the holidays is linked to early Celtic traditions of preparing nut based brittles to celebrate special events.

Below is our culinary teams much loved peanut brittle recipe that is quick and easy to do at home.

For this recipe, you will need the following

- 4 qt or larger heavy bottom saucepot
- Candy thermometer
- Measuring cup
- [Off set spatula](#)
- Non stick cooking spray
- Cookie sheet
- Wooden spoon

Ingredients

- 2 Cups sugar
- 1 Cup corn syrup
- ½ Cup cold water



Combine these ingredients in the saucepot with the candy thermometer attached to the side of the pot. Place over a medium high flame, and bring to a boil. Continue cooking until the temperature reaches 285 degrees, then add next ingredients.

- 1 ½ cups Peanuts (or any other nut)
- 4 Tablespoons butter.

Add the nuts, and the butter while the pot is still on the flame, and while stirring constantly cook until temperature reaches 300 degrees. Once at 300, pull from the heat, and add next ingredients.

- 2 Tablespoons of Baking Soda
- 1 Tablespoon of Vanilla extract

Immediately after adding baking soda and vanilla, stir for 10 seconds, and quickly pour onto cookie sheet that has been sprayed with non-stick cooking spray. Spread evenly with offset spatula, that has also been sprayed with the cooking spray. Let cool at room temperature, break into pieces and enjoy. Store wrapped or covered, and un-refridgerated.

BOOK THE BOOK

The Book Cadillac is proud to be the official hotel for the new Christmas Wonderfest that kicks off in November at the city's central plaza Campus Martius Park--home of Detroit's official Christmas tree and popular ice-skating rink. The event is a highly anticipated indoor/outdoor festival and a return to the legacy of Detroit Christmas Past. Wonderfest, modeled upon traditional European Christmas Markets, will kick off the holiday season in grand style during two of the highest traffic periods annually in downtown Detroit — beginning with the ceremonial Holiday season tree-lighting event on November 18 and continuing through the Thanksgiving Day parade festivities, ending Sunday November 27. www.christmaswonderfest.com



Detroit Wonderfest - Available November 18-27

Glittering buildings, busy sidewalks, brisk air and rosy cheeks, dazzling gift displays and decadent treats are just a few highlights of Detroit's annual Wonderfest celebration. Celebrate the start of a bustling Christmas shopping season in the city with our special holiday rate and indulge in:

- Rates from \$129 per night
- Complimentary valet parking for one vehicle
- Book [online](#), or call 866-716-8104 and ask for rate plan WINTRPKG.

Thanksgiving Parade - Available November 23-27

Simply walk over to the Thanksgiving Day Parade and then make a night or weekend of it while delighting in:

- Rates from \$129 per night
- Complimentary valet parking for one vehicle per night

Book [online](#), or call 866-716-8104 and mention rate plan THANKPKG. Offer is bookable now through November 28, 2011.

Click [here](#) to buy tickets to the Thanksgiving Day Parade grandstand seating and for a calendar of Detroit events over the holiday.



Macy's Shopping Package

Experience the magic of holiday shopping at Macy's and discover this year's latest fashion trends and holiday inspiration with our exhilarating package including:

- \$50 Macy's gift card for each night of your stay
- Rates starting from \$199 per night



A two-day advance purchase is required. Valid for arrivals: Thursday - Saturday and stays Thursday - Sunday. Book [online](#) or call 866-716-8104 and mention rate plan MACYSPKG. Offer based on availability. Blackout dates apply.

The Westin Book Cadillac Detroit
1114 Washington Boulevard
Detroit, MI 48226
Phone: 313-442-1600
Fax: 313-442-1605
www.westin.com/bookcadillac

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