

ON THE BOULEVARD

WESTIN BOOK CADILLAC DETROIT

Winter 2011



THE WESTIN
BOOK CADILLAC
DETROIT

INSIDE

<i>On The Radio</i>	2
<i>At The Movies</i>	2
<i>Restaurant Updates</i>	3
<i>Hotel Happenings</i>	4-5
<i>Weddings At The Book</i>	6-7
<i>Book Scene - VIP's and Stars</i>	8-9

ON THE RADIO



WJR's Paul W. Smith was on site to host a question and answer event on October 25, 2010, featuring Michigan gubernatorial candidates Rick Snyder and Virg Bernero. More than 200 business professionals attended the early morning live WJR webcast.

Westin Book Cadillac Business Travel Sales Manager John Timko with Michigan Governor Rick Snyder.



AT THE MOVIES



Optimus Prime (back ground) with a Autobot - two of the stars of Transformers 3

high action scenes. The mystery *The Double* that will feature Odette Yustman, Martin Sheen, Richard Gere and Topher Grace is about a retired CIA operative paired with a young FBI agent.

The Book continues to be a preferred hotel for Michigan's growing movie production industry. Detroit has been a location for several movies in recent months including:

Laughing Out Loud starring Miley Cyrus and Demi Moore; the robot-boxing drama *Real Steel* with Hugh Jackman; *A Very Harold & Kumar Christmas* starring John Cho, Kal Penn and Neil Patrick Harris; thriller *St. Vincent* with Maria Bello, Pierce Brosnan, Giovanni Ribisi and Billy Bob Thornton and the romantic comedy *Vamps* starring Alicia Silverstone and Sigourney Weaver. Late last September, filming for *Transformers III - Dark of the Moon* starring Shia LaBeouf, used the Detroit City Hall as a setting for

A GREAT WAY TO BEGIN A NEW YEAR

Detroit will be off to a great start in 2011 with several events that attract residents and visitors. Mark your calendar for events for the entire family.

February 12 to 14, Detroit Winter Blast - The Book is the official hotel for the event, click here for a special offer: [Winter Blast](#)

February 12-20 - Detroit Boat Show

February 25-27 - Autorama - The Book is the event's official hotel. For rate detail click [here](#).

March 5 & 6 - Detroit Kennel Club Shows - The Book is the official hotel for this special annual canine event. For rate detail click [here](#).

AN AWARD OF GREAT TASTE

Congratulations to Roast for being named among “America’s Top Restaurants” in the 2011 edition of the influential national Zagat guide. Zagat rates 1,552 restaurants in 45 major cities. Recognizing Detroit-area culinary talents nationally helps shine a more positive light on the region and the city of Detroit. Roast is joined by 9 other metro Detroit restaurants as the tops in dining.

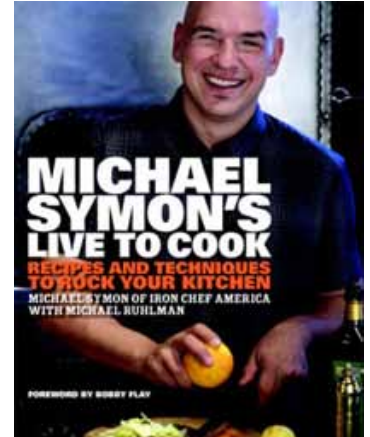


Always on the culinary cutting edge, Roast recently updated its menu and extensive wine list. For dinner reservations call 313-961-2100 or go online at www.roastdetroit.com

SYMON SAYS...

Our very own Michael Symon is really keeping busy these days on the Food Network. You can see Michael on Food Feuds and as a guest judge on The Next Iron Chef. If that’s not enough tune in to Cook Like an Iron Chef on the Cooking Channel.

Looking for a special gift for a culinary-inclined friend? Order Michael’s newest cookbook, Live to Cook.



WHAT'S COOKIN' AT 24GRILLE?

Actually it’s who is cookin’ at 24 - and it’s executive chef Christian Borden. Chef Borden is leading the culinary team at 24 following his successful tenure at Detroit’s Atlas Global Bistro. His experience and background include chef positions at The Rattlesnake Club, the Hour Detroit 2003 Restaurant of the Year - Royal Oak’s Boocoo, Milford’s Borden also worked in Toronto at Bemelman’s, Bistro 220 and Bel Air Café.

Look for some new and creative menu items as well as old favorites with a new twist. The restaurant is open Monday through Thursday, 11:30 AM to 11:30 PM; Friday and Saturday, 11:30 AM to 2 AM; Sunday, 4 PM to 10 PM. For reservations call 313-964-3821 or log on at www.spa1924grille.com. Check on daily specials and other news at 24 grille on [Facebook](https://www.facebook.com/24grille).

VISIT OTHER BOOK RESTAURANTS:

The Boulevard Room for breakfast and lunch:
Sunday, 6:00am - 1:00pm (Breakfast menu only)
Monday-Friday, 6:00am - 11:00am Breakfast Menu,
11:00am - 2:00pm Lunch Menu
Saturday, 6:00am - 1:00pm (Breakfast menu only)

WBC Coffee - a Gourmet Grab & Go
Sunday, 7:00am - 1:00pm
Monday-Friday, 6:00am - 2:30pm
Saturday, 7:00am - 1:00pm





The weather outside might be frightful but inside the Book, it's warm and inviting. We hope you will take advantage of one of our many hotel packages to enjoy a respite from the cold and revive your spirits. We offer special rate packages for AAA and AARP members as well as pure Detroit overnight packages featuring visits to the Detroit Institute of Arts and the Detroit Science Center.

It's not too early to start making plans for a special Valentine's Day celebration. Enjoy deluxe accommodations with champagne and strawberries at your arrival, breakfast for two and valet parking. Subject to availability book this package for Friday, Saturday, Sunday or Monday (February 11-14) for \$239 plus tax per night. [Click here to book your stay.](#)

THE BEST PART OF THE WEEK JUST GOT EVEN BETTER

Starwood Preferred Guest (SPG) members can plan some great weeks and grand weekends and earn more Starpoints at more than 930 participating hotels worldwide. Earn double Starpoints, 7 nights a week and an additional nightly 500 bonus points for every Thursday, Friday, Saturday or Sunday guest stays. The earning period run through April 15. Register by March 31, 2010, to take advantage of this special offer. Not a SPG member? Register at www.SPG.com/greatweeks by March 31.



GIVING BACK

Book associates helped contribute to a special gift Adopt a Marine program for Fox Company 2nd Battalion 5th Marine Regiment 1st Marine Division. Now based at Camp Pendleton, Calif., the troop of 50 soldiers will deploy to Afghanistan on January 1, 2012.



Westin Associates help make the holidays brighter at Children's Hospital of Michigan



A CAPITOL IDEA

On October 27, Detroit's Capitol Park celebrated its \$1.1 million renovation that includes new landscaping, lighting and sidewalks. This day also paid homage to Michigan's first governor, Stevens T. Mason, who died in 1843.

Mason was 19 when he was acting governor and the youngest to hold the office of governor in US history. He was born on October 27, 1822. Mason rests in Capitol Park in an above-ground vault with a life-size bronze statue on top of the vault. Capitol Park was the site of Michigan's first capitol building that burned in 1898 and was then transformed to public park area. The district is listed on the National Register of Historic Places and is located between Griswold and State near the Book Cadillac.



IT IS EASY BEING GREEN

The Book Cadillac is proud of its recent Green Lodging Michigan (GLM) Leader certification from the Michigan Department of Energy, Labor & Economic Growth (DELEG).

Green Lodging Michigan encourages hotels, resorts, motels, and bed & breakfast facilities to implement environmental initiatives and cost-saving "green" practices to conserve energy, reduce water consumption, protect air quality, reduce waste, and participate in environmentally preferred purchasing.

The Book Cadillac has implemented several environmental initiatives including a linen and towel reuse program as well as low flow fixtures to conserve water. The hotel also reduces waste by recycling materials such as: paper, glass, aluminum, cardboard, and plastic. We reuse old linens still in good shape by donating to local charities. We have also installed Energy Star lighting and equipment to improve energy efficiency.

One of the biggest cost savings is with the use of CFL lamps throughout the hotel. We also recycle our used fryer oil which is turned into soap and used in cattle feed. In our banquet areas we have cut back by using bulk condiments and using more environmental friendly take home boxes. All our public space lighting is scheduled through a computer to turn on and off or dim at different times of the day, along with controls on our guest room HVAC after guests check out to help cut back on usage"

Green Lodging Michigan is a joint effort between DELEG and the Michigan Department of Natural Resources and Environment (DNRE) to encourage the lodging industry to conserve and protect the state's natural resources while increasing marketability and lowering utility costs.



WEDDINGS AT THE BOOK

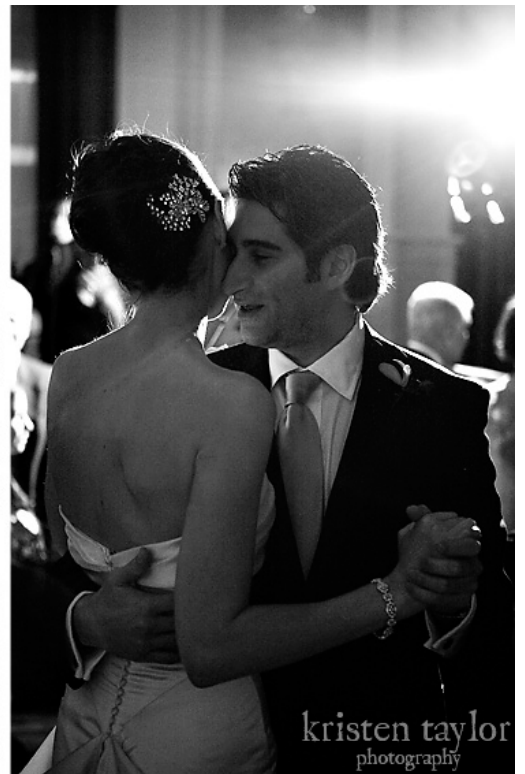
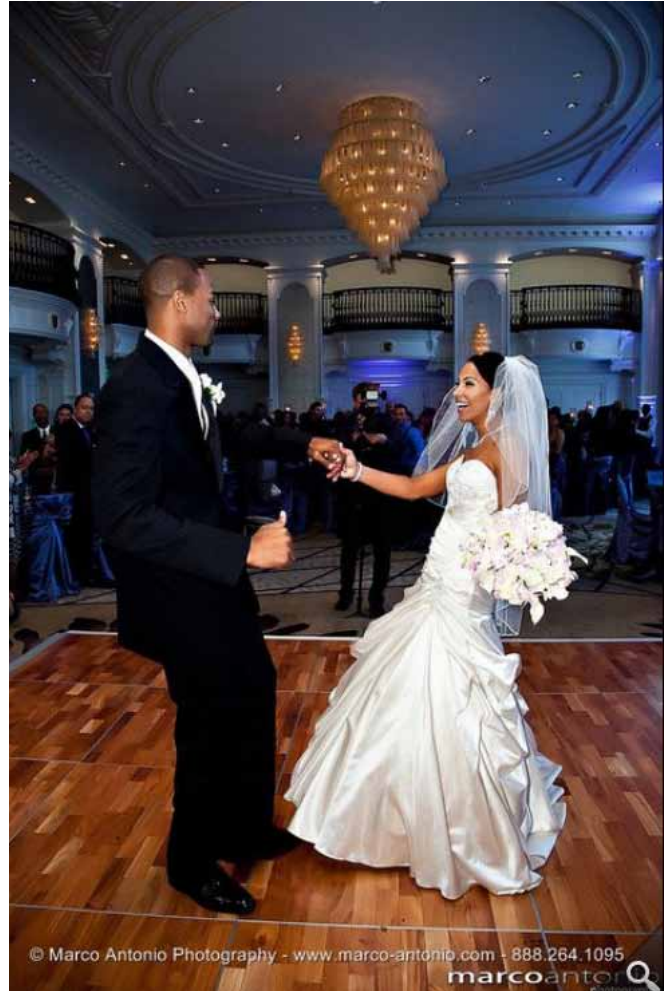


Photo by: top left - Sheila Springsteen, top right/bottom - Kristen Taylor Photography

(clockwise from top left) The Miller/Barrio wedding party enjoyed the “spring-like” temperatures on New Year’s Eve to pose for a group photo in front of the hotel during their NYE wedding celebration at the hotel - congratulations to Kathryn and Jordan! Caitlin and Kaveh celebrated their wedding in December. Catlin poses at the grand staircase and the happy couple share a dance in the Venetian Ballroom. For information on weddings at the Book, visit www.westinbookcadillac.com/weddings or call Rebecca Maziarz at 313-442-1628

WEDDINGS AT THE BOOK



Tatianna & Jonathan's Wedding made use of some unique decorating items, such as the glass vase centerpiece filled with pink Jelly Belly candy (right). The happy couple sharing a dance in the Venetian Ballroom (top right). Tatianna & Jonathan pose in the beautifully restored Italian Gardens (above). photos by Marco Antonio Photography.

BOOK SCENES



Detroit Aglow brought together carver and Detroit boosters George Jackson, President & CEO, Detroit Economic Growth Corporation, Detroit Mayor Dave Bing, John Ferchill, CEO/President The Ferchill Group.

Photo by: Marvin Shaouni Photography



At Detroit Aglow, the annual Downtown Detroit Partnership event is Cynthia J. Pasky, president, Strategic Staffing Solutions and DDP chair, board of directors.

Photo by: Marvin Shaouni Photography



Getting ready for a Thanksgiving feast at Detroit Aglow: Ann Lang, President, Detroit Downtown Partnership, Bishop Edgar L. Vann, II - Second Ebenezer Church, Detroit Mayor Dave Bing and wife Yvette at Detroit Aglow

Photo by: Marvin Shaouni Photography

Republican candidate Rick Snyder chose the Book Cadillac as his headquarters for the 2011 election night on November 2. Hundreds of supporters filled the hotel and guest rooms and cheered when Rick Snyder became Michigan governor-elect with his wife Sue at his side. Dozens of reporters and news crews were on site to deliver the news from the Book. Photos: Detroit Free Press



Ernst Lieb - President & CEO Mercedes-Benz USA

Photo by: David Wilt



Ernst Lieb presenting flowers to two time Grammy nominee, Colbie Calliat who performed at the Mercedes-Benz 125 Anniversary Celebration

Photo by: David Wilt



Mercedes-Benz 125 Anniversary Celebration Ernst Lieb - President & CEO Mercedes-Benz USA (left)

Dr. Dieter Zetsche - Chairman of the Board of Management Daimler AG, Head of Mercedes-Benz Cars (center)

Dr. Thomas Weber Member of the Board of Management, Group Research & Mercedes-Benz Cars Development (right)

Photo by: David Wilt

AUTOGLOW 2011

Bill and Lisa Ford take a moment to pose with Debora Mathews, President and CEO of The Children's Center during the recent Auto Glow Gala, benefiting The Children's Center.

More than 800 attended the celebration as part of the North American International Auto Show in January.



TRAVIS WAYNICK



has been appointed Sous Chef at the Westin Book Cadillac. A native Michigander, Travis has been in the culinary industry for more than 10 years in various positions. In his most recent role he served as Corporate Executive Banquet Chef for the Detroit-based Matt Prentice Restaurant Group.

He has a great passion for food and we are happy to have him at The Book.

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The Westin Book Cadillac Detroit is
a smoke-free hotel. Breathe Westin