

on the boulevard

Spring 2008

Tim Freisen Named General Manager

Tim Freisen has joined the Westin Book Cadillac Detroit as general manager; he has been a Starwood Hotels & Resorts Worldwide associate since 1999. Prior to his new appointment, Freisen was general manager of the Westin Detroit Metropolitan Airport since 2004.



Freisen began his hospitality career in 1987 with the Gilbert/Robinson Creative Restaurant Management Group, Annandale, Virginia. In 1989 he joined Interstate Hotels where he held a variety of hotel management positions over a 10-year span.

In 1999 Freisen was appointed corporate regional director of operations for Starwood Hotels and Resorts where he had multiple hotel brand responsibilities for Texas, Arizona, Colorado and New Mexico for owned, managed and joint venture hotels and resorts. In 2001 he was appointed general manager of The Westin Chicago River North hotel, a 424-room property.

Prior to coming to Detroit he served as general manager of Starwood's premiere convention facility, the 1209-room Sheraton Chicago Hotel and Towers

Celebrity Chef Michael Symon Lives to Cook... at The Westin Book Cadillac Detroit

"Lives to Cook" is Michael Symon's mantra. In October Symon's newest restaurant, Roast, will open at the Westin Book Cadillac Detroit. In 1997 he was named National Rising Star by *Restaurant Hospitality* magazine. And he has been rising ever since with a multitude of awards and critical acclaim for the two Cleveland restaurants he owns with wife and partner Liz Symon: Lola and Lolita. Last fall, Symon won Food Network's reality



competition series, *The Next Iron Chef*, and he was recently nominated by the James Beard Foundation for 2007 Best Chef-Great Lakes region that includes Illinois, Indiana, Michigan and Ohio. Other past television credits include hosting



more than 100 episodes of "The Melting Pot" on the Food Network, in addition to appearing on "Sara's Secrets" with Sara Moulton, "Ready! Set! Cook!" and "FoodNation with Bobby Flay." Symon can be seen on *Iron Chef America*, which airs Sundays at 9 p.m. ET/PT on Food Network. He is currently taping Food Network's *Dinner: Impossible* as its new host.

Roast will be an 8,000 square foot restaurant on street level of the hotel at the corner of Washington Boulevard and State Street. The 200-seat restaurant will have three sections: bar/lounge; main dining room; and a semi-private area which will have the capacity to open for over flow seating and blend seamlessly with the main dining area. Rich reds, amber, copper and gold tones, along with plush fabrics will provide a warm color palette. A rustic and modern theme will incorporate dark wood, metal, glass and fire elements to highlight the roasted meat concept.

The menu will focus on the art of sourcing and preparing artisanal and heritage meats. Whether cured, smoked, braised, spit roasted or wood grilled, Symon will search for the highest quality producers and breeds of pork, bison, wild boar and prime dry aged beef. Signature dishes will include rotisserie suckling pig, dry aged porterhouse for two and an array of house made sausages. A hardwood burning grill and rotisserie promise to give meats a depth of flavor and a smokey char.

"I couldn't be more excited," said Symon. "It's an exhilarating and exhausting experience to launch any restaurant. We plan to bring together a creative team committed to food and service excellence and fun. Guests can count on generous portions of great food with interesting roasted flavors in a hip setting."

Two-Day Grand Opening Celebration Planned

The *Book Cadillac: The Next Chapter* committee is working to create a magnificent grand opening celebration that will take place October 24 and 25. The Book, as a place, evokes something special in Detroiters and the opening will provide a platform for all to participate. On Friday, October 24 the campaign kicks-off with an "un-opening" staged outside the building on one of Detroit's most famous corridors - Washington Boulevard. Free to the public, the line up will include authentic Detroit acts and national talent. Details on the event will be announced early summer.



The official grand opening will have purpose to celebrate but also to give back. Three charities will benefit from the Saturday, October 25 gala celebration at the Westin Book Cadillac Detroit: The Children's Center and Focus Hope, both

located in Detroit, and The Jennifer Ferchill Brain Tumor Center at Rainbow Babies, Children's Hospital, based in Cleveland. Guests will be invited to a red carpet ribbon cutting followed by an evening of gourmet dining, a spectacular live show featuring five-time "blue-eyed" soul Grammy winner Michael McDonald; among his releases are two Motown albums. Top ticket holders will retire for the night at the hotel and experience the Westin's iconic Heavenly Bed®. Tickets details for the Saturday event will be announced at a later date.

View our [Book Cadillac: The Next Chapter](#) video.

Wedding Bells



Here comes the bride and groom.... More than 10 weddings are already confirmed for the Westin Book Cadillac Detroit in 2009. One couple will celebrate on February 14, 2009 - just like the groom's parents did 50 years ago. Rebecca Maziarz is working with couples to plan details for wedding receptions and grand social affairs. "We are thrilled with the amount of interest in hosting weddings at the hotel," said Maziarz. "Couples are excited about being part of the hotel's history and inviting guests to our new ballrooms and reception areas."

In addition to wedding bookings the sales staff has been busy with planning corporate meetings and VIP events. The hotel is sold out for next year's Detroit auto show and the Final Four. Looking for a room? The hotel will begin accepting individual guest room reservations later this summer for arrivals on or after October 1, 2008.

In the News

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 articles and TV coverage to keep you up to date:

[Westin Book Cadillac returning to elegance](#)
Detroit Free Press, Apr 22, 2008

['Iron Chef 'will open restaurant in new Westin Book Cadillac](#)
Detroit Free Press, Apr 22, 2008

[Detroit icon's new day nears: Book Cadillac's reopening plans unveiled](#)
DetNews.com, Apr 22, 2008

[Symon to host Food Network show, create Detroit restaurant](#)
The Plain Dealer - Cleveland.com, OH - Apr 22, 2008

[Ferchill Picks Opening for \\$180M Icon Re-Do](#)
GlobeSt.com, NY - Apr 23, 2008

Action News (WXYZ-TV 7 Detroit)
Gets Peek Inside Book Cadillac:
http://www.wxyz.com/news/local/story.aspx?content_id=90a5eacc-4eef-4f1f-a135-51aee3dc84ce&rss=785

Construction Update

February began with the installation of three magnificent 15 foot copper torches as crowns for the three copper pyramids that mark the spectacular roof line of The Westin Book Cadillac. Each 400 pound copper clad pyramid base known as a ziggurat was replicated by Detroit Cornice & Slate (DCS). DCS was founded 120 years ago and the company is installing all copper features, and repairing, and replicating as needed, the architectural sculpture pieces. This is the company's largest ornamental sheet metal project since it was established.



DCS has done an outstanding job of restoration since many of the roof top copper elements vanished over the years. Using 83 year old pieces of the original ziggurats, DCS was able create molds for the roof restoration. It took 150 separate pieces of copper to create each torch. The company has about 10 of the 30 craftsman in Michigan who are skilled to do this work. DCS is also replicating stone and architectural elements that suffered from years of neglect.

Construction photos courtesy of CAM magazine and Downtown Detroit Partnership



Italian Garden

Workers have installed dry wall in guestrooms and marble and granite features in most guest bathrooms. All new windows have been installed and framing the large arched windows is well underway. Carpeting is being laid one floor a week. Workers are also shaping spaces for the luxury residences including a model residence that will be featured in the June issue of *HOUR Detroit magazine*.



Venetian Ballroom

The fabulous Venetian Ballroom is taking shape with ornate details reminiscent of the hotel's past opulence; towering arched windows bring in bountiful sunlight. In the Crystal ballroom artisans

are already painting details in elegant coves that surround the room. The Italian Garden, with its high, arched ceiling, is capturing the grandeur of yesterday with contemporary flourishes.

Click here to see new construction photos created by Patricia Beck, Detroit Free Press photographer: [Photo Gallery Inside the Book Cadillac](#)

Inspiring Design



The hotels interiors are being masterfully designed by Forrest Perkins in collaboration with the Westin Design Group and will include elaborate mill work, custom chandeliers imported from Murano Italy, one of a kind artwork and carpets. When complete the hotel will offer some of the most dramatic public and event spaces in the Midwest. The hotel is also working with Cranbrook, one of the world's leading centers of education, science and art, to display unique sculpture pieces.

At Your Service

Meet some new members of our team. The Westin Book Cadillac Detroit sales staff is working with clients to introduce them to the new hotel. Inquires for bookings are already being confirmed for November 1, 2008 and beyond. Contact our sales team at 313-442-1600.

Yvette Campbell

Senior Group Sales Manager - 313-442-1645

Yvette.campbell@westin.com

Campbell, a resident of Canton, Mich., was most recently senior catering sales manager at the Westin Detroit Metropolitan Airport where she joined the staff when the hotel opened in 2002. She



previously was food and beverage director at the Detroit Golf Club. Campbell has also held positions with The Westin Hotel-Renaissance Center in Detroit; The Ritz Carlton Huntington Hotel, Pasadena, Calif.; Westin Century Plaza, Century City; and The Westin Hotel, Washington, D.C. She was born in Cape Town, South Africa and also lived in Somerset, England. Campbell is a member of National Association of Catering Executives, International Special Events Society, Executive Women International, and Detroit Executives Association.

Greta Lawrence

Director of Catering and

Conference Services - 313-442-1639

Greta.lawrence@westin.com

Lawrence's hospitality career began in 1973 with various management positions at the Calgary Hotel (Alberta, Canada); The Carleton Hotel (Johannesburg, South Africa); and





the Century Plaza in Los Angeles. She spent over ten years as director of catering and convention services for the Westin Renaissance Center Detroit before she was appointed general manager, Sodexo Corporate Services at the Detroit Institute of Arts (DIA). At the DIA she opened the museum's new dining facility and coffee shop, as well as overseeing catering events since 1996. She is a graduate of Calgary's Mount Royal College and participated in several professional development programs in leadership, teamwork, and retail management.

Rebecca Maziarz

Social Catering Sales Manager - 313-442-1642
Rebecca.maziarz@westin.com

Prior to joining the Westin Book Cadillac Detroit Maziarz was catering sales manager for The Ritz-Carlton, Dearborn, Mich. During her tenure at the Dearborn hotel Maziarz also served



as an event services manager and sales coordinator. Her former experience includes food and beverages operations for the Fort Monroe, Virginia Chamberlin Hotel. Maziarz, a resident of Dearborn, is a member of the National Association of Catering Executives and International Special Events Society.

John Timko

Business Travel Sales Manager - 313-442-1646
John.timko@westin.com

John joins the Detroit Westin team after serving as travel and leisure sales coordinator at Starwood's Luxury Collection AAA Five Star

Phoenician Resort in Scottsdale, Arizona. He managed all VIP leisure and business reservations and also served for two years as concierge at the resort. He began his hospitality career the Four-Diamond Pointe South Mountain Resort in Phoenix, now named Arizona Grand Resort. John is a graduate of Arizona State University and also attended Western Michigan University. He is a member of Michigan Business Travel Association and National Business Travel Association.



Sharonda Wray

Sales Manager - 313-442-1643
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Westland, Mich. resident Sharonda Wray began her hospitality career at Detroit's Omni International Hotel in 1989 as a sales assistant and conference services manager. She also



held positions in sales, catering and conference services at The Ritz-Carlton in Dearborn. Prior to joining Westin Book Cadillac Detroit, Wray was group sales manager at the Westin Detroit Metropolitan Airport. She is a member of National Coalition of Black Meeting Planners, Society of Government Meeting Planners and Religious Conference Management Association.

Book Cadillac Fantastic Facts

- Book-Cadillac architect Louis Kamper's design for the hotel was in the Italian Renaissance style; New York's Statler Hotel was a major design influence.



- Book-Cadillac architect Louis Kamper also designed the Book Tower, Water Board building, and the Hotel Eddystone among many other Detroit buildings. The historic Eddystone Hotel in Detroit's Midtown is being renovated into 60 loft style condos.



- Frank Capra's *State of the Union* film was released in 1948. Though not filmed in Detroit, the Book-Cadillac Hotel was the featured location of guest room "2419" where presidential candidate Grant Matthews (Spencer Tracy) and his wife, Mary (Katharine Hepburn) stayed prior to a speech to the "Industrial Council of Detroit". They order hamburgers from room service – the server tells Matthews that his grandfather worked at the "old" Book. A nighttime image of the hotel's marquee is seen in the movie.

The Westin Book Cadillac Detroit Pre-Opening Office

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www.westin.com/bookcadillac

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