



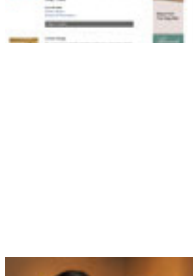
March 23, 2011



## Announcement of First Shopping Festival in North America Creates Buzz

On March 10, 2011, the Chicago Tribune unveiled GNMAA's newest marketing initiative for 2011: In-Fashion: The Magnificent Mile Shopping Festival. In addition to receiving front page placement in the business section of the Chicago Tribune, the announcement reached a TV news audience of more than 2.3 million. This buzz-generating news moved with lightning speed across the Twittersphere as more than 100 tweets were broadcast within the first 36 hours to an audience of 1,038,505 across Chicago, New York, London, Amsterdam, Malaysia and beyond. Read the article.

[http://articles.chicagotribune.com/2011-03-09/business/ct-biz-0310-mag-mile-20110309\\_1\\_mag-mile-lights-festival-shopping-mecca-merchants](http://articles.chicagotribune.com/2011-03-09/business/ct-biz-0310-mag-mile-20110309_1_mag-mile-lights-festival-shopping-mecca-merchants)



## TheMagnificentMile.com Advertisers Enjoy Top Referral Successes

Web advertisers in 2010 enjoyed great referral success from TheMagnificentMile.com. 80% of advertisers placed in the top three for outbound links in their respective categories, with all advertisers placing in the top 10. Do not miss the chance to increase traffic to your website today! Some categories are already sold out, so do not delay! Download an advertising form.

[http://articles.chicagotribune.com/2011-03-09/business/ct-biz-0310-mag-mile-20110309\\_1\\_mag-mile-lights-festival-shopping-mecca-merchants](http://articles.chicagotribune.com/2011-03-09/business/ct-biz-0310-mag-mile-20110309_1_mag-mile-lights-festival-shopping-mecca-merchants)



## Would You Like to Welcome New GNMAA Members?

More than 100 new members join GNMAA each year. Upon joining, these new members receive a personal welcome letter encouraging participation in the Association and sharing upcoming events and promotional opportunities. If you are interested in connecting with these businesses with a special welcome offer, please forward a sample of your offer to Megan Williams at [mwilliams@gnmaa.com](mailto:mwilliams@gnmaa.com). Once approved, these offers will be included in the welcome packets.

## Send in Your Earth Day and Easter Events for Promotion

Earth Day is April 22 followed by Easter on April 24 - is your businesses doing something special to commemorate these national days? Whether you are showcasing a farm-to-table menu for Earth Day or a gourmet Sunday brunch for Easter, submit your activities to Matt DiNello, GNMAA Marketing Intern, at [mdinello@gnmaa.com](mailto:mdinello@gnmaa.com) for promotion on TheMagnificentMile.com.

## Neighborhood News

### US Travel Group Urges Overhaul to Aviation Screening

*from Reuters via U.S. Travel Association*  
The Obama administration should adopt a trusted traveler program and allow airlines to permit travelers to check one bag for free to make the airport screening process faster and encourage more travel, a leading industry group said. The U.S. Travel Association worked with security experts to develop recommendations to improve the screening process, which has turned off travelers because searches are seen as invasive and the cause of long wait times. Read More.

<http://www.reuters.com/article/2011/03/16/uk-usa-security-travel-idUSLNE-72F05P20110316>

## New to The Mile

Hoyt's, Hotel 71, 71 E. Wacker Drive (Opened March 10, 2011)  
L.K. Bennett, 900 North Michigan Shops, 900 N. Michigan Avenue (Opening Spring, 2011)  
BHLDN (Anthropologie Bridal Store), 8-12 E. Walton Street, (Opening 2012)

See who else is coming to The Magnificent Mile neighborhood!

<http://www.gnmaa.com/Newsletter/page1.cfm>

## Member News

### Curtis Duffy, Chef de Cuisine at Avenues at The Peninsula Chicago, and Rich Melman, Founder and Chairman of Lettuce Entertain You Enterprises, have been nominated for the coveted James Beard Awards. The James Beard Award winners will be announced May 6-9 in the New York. See the full list of local finalists. Congratulations!

### BEST WESTERN PLUS River North Hotel is pleased to announce its new status after earning the "BEST WESTERN PLUS" descriptor indicating well appointed rooms with modern amenities and an enhanced level of comfort for guests. The property was recently renovated in 2011 and has earned AAA status. Learn More.

### The Chicago Symphony Orchestra is pleased to announce the return of Riccardo Muti this April to lead Verdi's penultimate operatic masterpiece, Otello. Joining Muti and the CSO are the Chicago Symphony Chorus and the Chicago Children's Choir. Visit [www.cso.org](http://www.cso.org) for tickets and to learn more.

### NoMI would like to welcome their new executive chef, Ryan LaRoche. Along with a new chef, they are in the process of making changes to their décor and menu. The newly redecorated NoMI - scheduled to reopen this summer - will feature a larger menu, increasing the number of options and allowing for shorter meals.

### The Signature Room at the 95th has partnered with Michelin-starred Chef Otto Koch's Restaurant 181 in Germany for an international chef exchange titled The Gourmet Towers of the World Series. In each city, the chefs will collaborate on a gourmet, multi-course menu paired with wines from the visiting country. Munich: Wednesday, April 13, 2011. Chicago: Wednesday, April 27, 2011.

### Congratulations to Stanley Nitzberg of Mid-America Real Estate Corp. and Gensler for being recognized at the Annual Chicago Commercial Real Estate Awards Dinner. Stanley Nitzberg was awarded Retail Broker of the Year and Gensler was awarded Architect of the Year and Interior Design Firm of the Year.

### Doubletree Chicago Magnificent Mile, Inn of Chicago, and The Allerton Hotel Chicago are participating in a fundraising effort to benefit the victims in Japan. All funds raised through Chartres Lodging's charitable organization, "No Reservations Giving Program," will go to the American Red Cross. Chartres Lodging will match up to \$3 per person donated. Click here for more information.

### GNMAA and The Magnificent Mile in the News: Chicago Tribune, Revista Red Report (Brazil), Irish Times, Gr8LakesCamper Blog, GreatDatesChicago Blog

[http://www.gnmaa.com/Newsletter/Recent\\_Events.cfm](http://www.gnmaa.com/Newsletter/Recent_Events.cfm)

## Member Special Events and Offers

- Celebrate Life's Moments, March 1 - 31 Pamper yourself with Moët & Chandon and a trip to the Elysian Spa and Health Club this March.
- Celebrate Life's Moments, March 1 - 31 Check out the Coq D'or's newly refurbished space with a specially priced meal featuring Moët & Chandon.
- Celebrate Life's Moments, March 1 - 31 Enjoy dinner for two for just \$99 at Lawry's The Prime Rib! Includes a celebratory glass of Moët & Chandon.
- Celebrate Life's Moments, March 1 - 31 Fine Makeup Art brings red carpet beauty to The Magnificent Mile with applications and Moët & Chandon to glam up the evening - perfect for a ladies' night out.
- Enjoy complimentary appetizers and live music during "Prime Time" at Rosebud Prime, Monday - Friday, 3:00pm - 6:00pm.

Click here to view these member special offers and events, plus more!

[http://www.gnmaa.com/Newsletter/Member\\_News\\_Offers.cfm](http://www.gnmaa.com/Newsletter/Member_News_Offers.cfm)

## GNMAA Calendar

Don't miss these upcoming events! Register now!

### Celebrate Life's Moments presented by Moët & Chandon

March 1 - 31, 2011  
The Magnificent Mile District

### March Membership Luncheon

Presenting Sponsor Charter One  
Thursday, March 10, 2011 / 11:00am  
Millennium Knickerbocker Hotel Chicago, 163 E. Walton Street

### March Membership Connection

Wednesday, March 30, 2011 / 5:30pm - 7:30pm  
Rock Bottom Brewery, 1 W. Grand Avenue

### Annual Gala

Friday, April 29, 2011 / 6:30pm  
Swissôtel Chicago, 323 E. Wacker Drive

### Annual Golf Outing

Monday, June 20, 2011  
Bolingbrook Golf Club

### Save the Date!

**Progressive Networking Event:** Tuesday, May 24, 2011, at The Allerton Hotel Chicago  
**June Membership Luncheon, Presenting Sponsor Charter One:** Thursday, June 16, 2011, at Sheraton Chicago Hotel & Towers

## March New Members

### Corporate Cleaning Services

Neal Zucker, President/CEO  
21 W. Elm Street, 2nd floor  
(312)573-3333  
[www.corporatecleaning.com](http://www.corporatecleaning.com)  
Building Service

### E3 Photography

Beth Hollander, Owner  
2152 W. Hubbard Street  
(312) 909-6660  
[www.photographye3.com](http://www.photographye3.com)  
Photography

### Failsafe Media Company

John Pfeiffer, Director of Business Development  
475 Capital Drive (Lake Zurich)  
(847) 719-0000  
[www.failsafeinc.com](http://www.failsafeinc.com)  
Media

### Isagenix

Larry Stein, Health & Wealth Executive  
(920) 495-7794  
[www.larrystein.isagenix.com](http://www.larrystein.isagenix.com)  
Healthy & Wellness

### Ronald McDonald House Charities

Jamie Haberkorn, Senior Director of Marketing & Development  
1900 Spring Road, Suite 301 (Oak Brook)  
(312) 282-9442  
[www.rmhcni.org](http://www.rmhcni.org)  
Non-Profit

### Schramko Real Estate Corporation

Christopher J. Schramko  
113 S. Garfield Street (Hinsdale)  
(630) 986-9400  
[www.schramko.com](http://www.schramko.com)  
Commercial Real Estate

### ULTA

[www.ulta.com](http://www.ulta.com)  
Cosmetics

## March Anniversaries

### Celebrating 50 years!

Standard Parking

### 40 years

The Signature Room at the 95th

### 38 years

Avenue Crowne Plaza Chicago Downtown

### 34 years

Holiday Inn Chicago Mart Plaza  
DoubleTree Hotel Chicago Magnificent Mile

### 26 years

Walgreens

### 22 years

Brooks Brothers  
Chicago Magazine

### 20 years

676 N. St. Clair Street Building

### 17 years

Lincoln Park Zoo  
BEST WESTERN PLUS River North Hotel  
830 N. MICHIGAN AVENUE Building CB Richard Ellis/Asset Services

### 13 years

The Capital Grille  
Altman's Shoes and Boots for Men  
The Palm Restaurant

### 12 years

Chicagoland Chamber Of Commerce

### 10 years

CB Richard Ellis  
Tiffani Kim Institute Medical Spa  
Alliance Francaise  
American Airlines

### Nine Years

The Redhead Piano Bar  
Weber Grill Restaurant

### Eight Years

Weaver Multimedia Group  
Moore Landscapes, Inc.  
Saint Joseph Hospital

### Six years

KaBloom of Merchandise Mart  
McFarlane Douglass & Companies  
Argo Tea

### Five years

Foley & Lardner LLP  
Cor Creative, Inc.

### Four years

East Bank Storage  
Titan Commercial  
Oak Street Design

### Three years

Holabird & Root  
Newmark Knight Frank  
David Yurman

### Two years

Vertigo Sky Lounge  
aja  
John Hale Photography

### One year

One East Delaware Professional Building Waterton Residential  
Transformers 3 DW Studios Productions LLC  
The Magnificent Smile  
AECOM  
The Invicta Group