



March 9, 2011

Letter from the Chairman



Dear Members,

In my experience at GNMAA, our members typically fall into two categories: those who actively seek to make connections and market their businesses, and those who are not engaged and often wonder why business does not come their way. Which category do you fall into? Do you seek out and embrace opportunities to actively market your business? Or do you sit back and wait for opportunities to come to you?

Gary Stoppelman, Director of Marketing at the Art Institute of Chicago, recently commented on his experience at GNMAA, noting he consistently leaves networking events with meaningful connections to further his marketing goals. GNMAA continues to recognize businesses' needs for networking opportunities and is committed to providing various levels of connections. At GNMAA's next networking event, whether the March 10th Luncheon or an upcoming Membership Connection, challenge yourself to seek out new faces and develop new connections.

For those of you who consistently attend GNMAA's events and leave with a stack of business cards every time, that is fantastic. Now take one step further: join a committee. Develop strategic relationships while working closely with invested members on planning and execution committees. Directly influence initiatives for GNMAA and The Magnificent Mile.

Last, but not least, watch your inbox for marketing opportunities to promote your business. Use these opportunities to get your business in front of a specific audience or to highlight an upcoming promotion or event. Both our GNMAA and consumer audiences are highly desirable groups to be in front of. Pay attention to who is taking advantage of these opportunities, because if you aren't, your competitor surely is.

Grant DePorter
Chairman of the Board

Watch GNMAA's New Branding Video



If you missed GNMAA's brand new Branding Video at the Annual Meeting, here's your chance to check it out! Watch and listen as the following business professionals share why they find value in their GNMAA Membership: Construction Developer, Public Relations Director for a Luxury Hotel, Small Business Owner, Commercial Property VP, Restaurateur, Retail Marketing Professional, National Retail Brand VP.

<http://www.youtube.com/user/gnmaa625>

Video credit: fig media inc.

The Magnificent Mile \$10,000 Giveaway - Are You Rewarding Your Customer?

GNMAA businesses are rewarding their consumers with the chance to win a \$10,000 Shopping Spree Sweepstakes now through the end of March. This giveaway has resulted in TOP click throughs from web visitors in the past week at TheMagnificentMile.com as part of the Celebrate Life's Moments presented by Moët & Chandon campaign. Reward your guests by giving them the chance to win - it's as simple as handing out a card.

Contact Erin Vander Plas, Marketing Intern, at evanderplas@gnmaa.com or 312-344-2331 to request your sweepstakes cards TODAY!

GNMAA Gala Update: Special Room Rate and Gifts



Tables and tickets are going fast for the 2011 Annual Gala "A Magical Night on The Mile." Don't miss the black tie party of the year on Friday, April 29, at Swissôtel Chicago, featuring a fun cocktail reception, dinner, dessert, dancing, special gifts from Tiffany & Co. and Macy's, plus so much more. After dancing the night away, rest your weary feet and head at the Swissotel Chicago with a special rate of \$109, just for Gala attendees. Use rate code "GNMAA" when you call to book your room at (312) 565-0565. Sign up today!

<http://www.gnmaa.com/Programs/Gala.cfm>

From Left: Daniel Thomas, Bob Dion, Kim Dion; Photo Credit: All Events Photography

Sign up to Play, Plus Market Your Business at GNMAA's Annual Golf Outing



GNMAA's favorite round of friendly competition is just around the corner. The 12th Annual Golf Outing on Monday, June 20, 2011, at Bolingbrook Golf Club is not just an escape from the office; it's a unique opportunity to network while enjoying the company of fellow golf aficionados.

The annual outing features eighteen holes of play on a championship golf course, a high-end gift for each golfer, an extensive silent auction, cash and prize raffles, prizes for the top three foursomes and a delicious dinner.

For those who choose not to golf, a variety of sponsorship and marketing opportunities are available, including the chance to promote your business by donating a gift for the silent auction. This event WILL sell out, so make your reservations today!

http://www.gnmaa.com/Programs/Golf_Outing.cfm

Photo: Chicago Trolley & Double Decker Co. hosts a table on the green

RSVP for the March Membership Connection



Enjoy crowd-pleasing dishes and award-winning beers while networking at the March Membership Connection at Rock Bottom Brewery, 1 W. Grand Avenue. Wednesday, March 30, 5:30 - 7:30pm. RSVP today!

<http://www.gnmaa.com/Programs/TMC.cfm>

Support The Magnificent Mile Charitable Foundation with a Gift Donation



The Magnificent Mile Charitable Foundation is seeking gift donations for its various fundraising events, including Gala Roulette, Ladies' Night Out and more. Money raised from the proceeds will go directly to organizations benefiting from the Foundation. Consider donating a gift or gift certificates valued anywhere from \$100 - \$1,000 each. Questions, contact Bernadette Molina, Foundation Manager, at 312-344-2324. Thank you for your generous support!

<http://www.gnmaa.com/Charitable/Raffles-Benefits.cfm>

Mark Your Calendar! Earth Hour 2011 is Saturday, March 26, 8:30 - 9:30pm



Earth Hour Illinois 2011 invites GNMAA members to join millions around the globe in turning off their lights for one hour - Earth Hour - on Saturday, March 26, 2011, from 8:30 - 9:30pm. Last year, hundreds of millions around the world turned out their lights in support of Earth Hour. A record 128 countries and 4,616 cities - including Chicago - joined the global display with lights going out. Tell GNMAA how you are participating!

Earth Hour 2011 is about going beyond the hour to take additional steps in your daily lives to make the world a better place. This could mean riding your bike to work once a week, starting a recycling program at your school or office or simply being more mindful of electricity usage in your home or business. For ideas on how to go beyond the hour, visit <http://www.beyondthehour.org/> or <http://www.comed.com/smartideas>.

In Illinois, people have celebrated Earth Hour in different ways over the years: restaurants held candlelit dinners with organic and slow-cooked meals; bars served glow-in-the-dark cocktails; businesses implemented new "green" practices; and families enjoyed various "lights out" festivities at home.

Earth Hour Illinois wants to hear your Earth Hour experiences and plans for 2011! Share your plans for Earth Hour and keep up-to-date with local news by: Following and tweeting at @EarthHourIL. Commenting on Facebook ([facebook.com/earthhouril](https://www.facebook.com/earthhouril)), or emailing to EarthHourIL@gmail.com.

Neighborhood News

Cook County to Roll Back Sales-Tax Increase by 2013

via *Chicago Sun-Times*

Cook County Board President Toni Preckwinkle made good on a campaign promise to roll back what's left of a controversial penny-on-the-dollar sales-tax hike that had been pushed by her predecessor, Todd Stroger. With the backing of a bipartisan majority of Cook County commissioners, Preckwinkle pushed through an ordinance that cements a gradual rollback of the remaining half-penny of the sales-tax increase by 2013. Read More.

Expect Rebound in Leisure Travel Demand

from *Travel Agent Central*

If you are ready for some good news on the demand for travel services over the next six months, Peter Yesawich, chairman and CEO of the Ypartnership has it. In Yesawich's Insights online blog for February he notes that after languishing since February 2009, the Ypartnership/U.S. Travel Association Traveler Sentiment Index has soared to its highest level since April 2007. Read More.

<http://www.travelagentcentral.com/trends-research/expect-rebound-leisure-travel-demand-27132>

Construction Underway Again on Long-Stalled Museum of Broadcast Communications

via *Chicago Tribune*

For years now, the stalled effort to turn an old parking garage into the new home of the Museum of Broadcast Communications has produced one of downtown Chicago's worst eyesores. Read More.

<http://www.suntimes.com/4006995-417/cook-county-board-rolls-back-sales-tax-increase.html>

Children's Memorial Hospital Construction Update

Closure of St. Claire Street between Superior and Huron Streets due to two crane picks:

Saturday, March 19 (back up date is Sunday, March 20) from approximately 8:00am - 5:00pm

Saturday, April 9 (back up date is Sunday, April 10) from approximately 8:00am - 5:00pm

Click here for more info.

<http://www.gnmaa.com/Planning/MichiganAvenueAreaNews.cfm>

New to The Mile

Brunch, 343 W. Erie Street (Opening June, 2011)

See who else is coming to The Magnificent Mile neighborhood!

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

Member News

The Millennium Knickerbocker Hotel welcomes Hospitality Noh as their new General Manager. Charles' experience includes world-wide hospitality training, launching the acclaimed American International Film Festival and successfully opening and managing highly successful hotels. Recent successes include repositioning the 450 acre Doubletree Desert Princess Resort Palm Springs, opening and renovating five Hilton hotels in 2000 and opening and managing the Hilton Los Angeles/San Gabriel. Welcome!

Doubletree Chicago Magnificent Mile is pleased to announce Slavyana Kolesnikova as their new Senior Catering Manager. Kolesnikova most recently served as Senior Catering Manager at Chicago's Congress Plaza Hotel. In her new role, Kolesnikova will work with all facets of catering, including the planning and management of business and social events and the important wedding market. Welcome!

The following GNMAA member restaurants were featured in Crain's 25 Best Restaurants for Business list: Aria, Balsan, Capital Grille, Deca Restaurant + Bar, Gibsons Bar & Steakhouse, Morton's, The Purple Pig, Rosebud Prime, Sable Kitchen and Bar, Terzo Piano. Congratulations on this honor!

http://www.gnmaa.com/Newsletter/Recent_Events.cfm

Member Special Events and Offers

- **Member Exclusive!** Special rate for GNMAA Members from The Seneca Hotel & Suites: \$129 for reservations April 1 - June 30.
- **Celebrate Life's Moments, March 1 - 31!** Toast to Harry with Moët & Chandon splits for \$15 during lunch and dinner at Harry Caray's Italian Steakhouse.
- **Celebrate Life's Moments, March 1 - 31!** Celebrate WORKING with a Glass of Moët & Chandon at Broadway in Chicago's Broadway Playhouse at Water Tower Place. See More "Celebrate" Offers.
- March 11: Explore the Art Institute of Chicago late at night at "After Dark" in the Modern Wing. Learn More.
- March 12: Check out the St. Patrick's Day festivities at Trump International Hotel & Tower Chicago's skyboxes.
- March 24: Brides are invited to attend the 2011 Bridal Show at The Mid-America Club.
- March 24: Enjoy fine wines at the Ferrari Carano Wine Dinner at The Grill on the Alley.
- March 26: Experience a breakfast unlike any other at Lincoln Park Zoo's "Breakfast with the Apes".

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

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

<http://www.gnmaa.com/store/Results.cfm?category=0>

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
Building Service

E3 Photography

Beth Hollander, Owner
2152 W. Hubbard Street
(312) 909-6660
www.photographye3.com
Photography

Fallsafe Media Company

John Pfeiffer, Director of Business Development
475 Capital Drive (Lake Zurich)
(847) 719-0000
www.fallsafeinc.com
Media

Isagenix

Larry Stein, Health & Wealth Executive
(920) 495-7794
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
Non-Profit

Schramko Real Estate Corporation

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

ULTA

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

The Redhead Building
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