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## Weekly News Stories

### GNMAA's Gala Set to Rock The Mile in Style

Grab your bow tie, pull out your favorite jewels and get ready to rock! On May 14, 2010, glamorous guests will gather at the [Fairmont Chicago Millennium Park](#) for an exquisite evening of socializing, entertainment, dining and dancing the night away at this year's [Rock The Mile in Style Gala](#) with Presenting Sponsor [John Hancock Observatory](#).

Embrace your inner rock star with "creative black tie" suited for an evening of rock-n-roll. Test your luck at the reception with gaming tables sponsored by [Horseshoe Casino](#) featuring the chance to win a Horseshoe VIP Experience valued at more than \$1,000. Following the reception, get ready for an evening of superstar proportions. The stylish ballroom designed by [Tamar Productions](#) will sizzle with a black studded circular bar, cool punk rock models, neon lighted tables and other surprises. Rock out with an evening of delicious cuisine, mouth-watering dessert stations and dancing to your favorite rock-n-roll tunes by Orchestra 33.

Finally, what would the evening be without the chance to bring home experiences suited for a rock star? New for 2010, guests will have the opportunity to bid on exclusive silent auction packages from the Chicago Cubs, Transformers 3, Disney and more. Look for details in an upcoming Weekly News! To RSVP for the 2010 "Rock The Mile in Style Gala", [click here](#). If you have questions, contact Polly Olson at polson@gnmaa.com.

### Tulips on The Magnificent Mile Sweepstakes – New Opportunity to Highlight Your Business

Looking for a fun and unique way to promote your business? Participate in one of our four Tulips Sweepstakes and highlight your business this spring! [Learn more](#).

### Tax Exemptions for Foreign Officials

Did you know that the U.S. Department of State grants tax exemption privileges to eligible foreign officials and diplomats on assignment in the United States? With more than 1,700 foreign officials and their dependents in the Chicagoland area, it is possible that your staff will encounter one of these special tax-exempt customers at some point. [Learn more](#).

### Earth Day and Mother's Day Brunches Featured on TheMagnificentMile.com

Have you submitted your Earth Day Activities (April 22) and Mother's Day Brunches (May 9) for inclusion on TheMagnificentMile.com? [Click here](#) to see what members are doing to celebrate!

### A Tasting Success!

Thank you to all who attended last week's Meritage on The Magnificent Mile event. Guests enjoyed an evening of wine and food pairings enhanced by mingling with Top Chef Runner-up Dale Levitski, a surprise appearance by a Gordon Ramsey impersonator and engaging models. Congratulations to Pastry Chef Sarah Kosikowski and her team at Sixteen at Trump International Hotel & Tower on being named the Chef Table Presentation Winner!

We also would like to extend a gracious thank you to all the participants and sponsors, including Presenting Sponsor Wein-Bauer, Inc., Hotel Palomar Chicago, fig media inc., All Events Photography, iris b. Communications, Fiji Water, Classic Chair Covers, Design Studio 303, Swank Audio Visuals, Stage Factor and Nespresso. We couldn't have done this without your support! [Click here](#) to see photos from the event from All Events Photography.

### Member Testimonial: Peter Holton of Rose Paving Company

"Rose Paving Company (Bridgeview, IL) is excited to report that they are currently working with a new client for parking lot repair. This contract was a direct result of an introduction made during a GNMAA event. Joining and participating in GNMAA has been very beneficial for our business." *Peter Holton, Regional Site Engineer, Rose Paving Company*

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## New to The Mile

### Recently Opened

- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Opened February, 2010)
- [Izakaya Hapa](#), 58 E. Ontario Street (Opened February, 2010)
- [Forty Carrots at Bloomingdale's](#), 900 N. Michigan Avenue (Opened February, 2010)
- [Eggspérience Pancakes & Cafe](#), 35 W. Ontario Street (Opened February, 2010)
- [Marc Jacobs Collection](#), 11 E. Walton Street (Opened February, 2010)
- [Marcy Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
- [Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Opened March 1 – 31)
- [M Burger](#), part of Tru Restaurant at 676 N. St. Clair Street (Opened March 11, 2010)
- [Columbia Sportswear](#), 830 N. Michigan Avenue (Opened March 12, 2010)
- [Al Primo Canto](#), 749 N. Clark Street (Opened March, 2010)
- [Leonidas](#), 59 E. Chicago Avenue (Opened March, 2010)
- [Benny's Chophouse](#), 444 N. Wabash Avenue (Opened April 1, 2010)
- [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opened April, 2010)
- [Sable Kitchen and Bar](#), Hotel Palomar, 505 N. State Street (Opened April, 2010)

### Coming Soon

- [Sofia](#), 72 E. Oak Street (Opening April, 2010)
- [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opening Spring 2010)
- [Deca Restaurant + Bar](#), The Ritz-Carlton Chicago, 160 E. Pearson (Opening May, 2010)
- [Hermes](#), 25 E. Oak Street (Opening May 25, 2010)
- [\\*Sprinkles](#), 50 E. Walton Street (Opening after Memorial Day)
- [Eatt](#), 6 W. Hubbard Street (Opening June, 2010)
- [Chicago Cut Steakhouse](#), 300 N. LaSalle Street (Opening Summer 2010)
- [Mastro's](#), 520 N. Dearborn Street (Opening Summer 2010)
- [\\*AllSaints](#), 700 N. Michigan Avenue (Opening Fall, 2010)
- [Broadway Playhouse at Water Tower Place](#), 845 N. Michigan Avenue (Opening Fall, 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)
- [\\*Anthropologie](#), 111 E. Chicago Avenue (Opening TBD)

\*New listing

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## Member News

**Children's Memorial Hospital** will be hosting their 3rd Annual Construction Update meeting about Ann & Robert H. Lurie Children's Hospital of Chicago, proving an overview of the construction progress to date and construction plans for the upcoming year. There will also be an opportunity for questions. The meeting will take place on Wednesday, May 5 from 6 – 7:30pm at Children's Memorial Hospital's New Hospital Offices at 155 E. Superior Street, 1st Floor Conference Room. Contact Nahlah Daddino at (773) 975-8733 or ndaddino@childrensmemorial.org with questions.

The **Elysian Hotel** and **theWit** have both been named as **Conde Nast Traveler Hot List Hotels**. Their blend of style, service and technology landed them on the Hot List. The **Spa at the Elysian** made the Hot List as well in the **Spa category**. Congratulations to all!

Congratulations to Chef Alain Roby of **Hyatt Regency Chicago** and Senior Corporate Pastry Chef for Hyatt Hotels on the release of his first cookbook. "Alain Roby's American Classics—Casual and Elegant Desserts" includes delectable dessert recipes from Chef Roby. **Click here** to visit his website.

**Oak Street Design** is conducting a Summer 2010 Window Contest for Michigan Avenue and Oak Street Businesses. The contest seeks to raise awareness of the art of visual merchandising as well as create media exposure for local businesses. Contest winners will be announced on June 10. Nominations can be made by **clicking here**.

Special accolades or member news to share? Email Melanie Mapes a **mmapes@gnmaa.com** for inclusion in an upcoming Weekly News.

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## BUILD YOUR BUSINESS



### Promote Your Business During Tulips on The Magnificent Mile

Spring is in the air and the tulips are peeking through the ground in anticipation of [Tulips on The Magnificent Mile®](#), May 1 - 31, 2010. Help us promote YOUR business as a part of this spring celebration! Create a special offer or event centered around the Tulips theme, or submit a pre-existing activity to be considered for inclusion in the Tulips campaign.

[Download a form](#) to submit your activity now, or visit the [Marketing Page](#) on GNMAA.com for more information (see "Get Involved"). Submissions due by April 21, 2010!

Make sure to check out what's blooming on The Magnificent Mile this spring! Visit [www.themagnificentmile.com](http://www.themagnificentmile.com) for details.

### Tulips on The Magnificent Mile Sweepstakes – Highlight Your Business

Looking for a fun and unique way to promote your business? Participate in one of our four Tulips Sweepstakes and highlight your business this spring! [Learn more.](#)



**Take advantage of the below opportunities and showcase your business on TheMagnificentMile.com!**

#### **Complimentary Website Listing**

Is your listing current? Is your description search-friendly? [Download a form](#) to submit your updated listing today.

#### **Photo Enhancement Upgrade**

Enhance your complimentary website listing with a photo for \$100/year. That's less than \$9/month! Email your photo to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) and request a "photo enhancement upgrade."

#### **Meeting/Events Listing**

Would your business benefit from a meeting and event planner audience? If "yes", consider listing your business on the Meeting/Events page. For \$250/year, enjoy a photo and expanded listing. Download a form to learn more: [Hotels](#), [Attractions](#), [Restaurants/Banquets](#), [Shopping](#), [Tours](#), [Event Space](#), [Event Services](#).

#### **Multiple Listings**

Does your business fit into multiple categories and you want to make sure to capture all interested viewers? Increase your exposure with multiple listings. Additional text listings \$150; with photo, \$250. Email your request to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).

#### **Advertising**

NEW opportunity! Sign up to advertise on the new TheMagnificentMile.com with a banner ad on the page of your choice. Limited space available! [Download a form](#) to learn more.

#### **The Magnificent Mile Newsletter, Hotspot, Facebook and Twitter**

Have an event or special offer you want to share with consumers? Submit your activities to Melanie at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) to be considered for complimentary inclusion in the quarterly The Magnificent Mile newsletter, the Hotspot page or social media.

#### **Reciprocal Link to TheMagnificentMile.com**

Help expand the reach of TheMagnificentMile.com with reciprocal links. [Download The Magnificent Mile logo](#) to put

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on your website to link back to [www.themagnificentmile.com](http://www.themagnificentmile.com).

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### **“Culture on The Magnificent Mile” 2010 Press Kit**

Thank you to everyone who submitted their cultural packages, special offers and events for 2010! Don't forget to send yours in! All submissions due for the 2010 press kit NOW. Email to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).  
Questions? Contact Melanie at 312-344-2317.




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## GNMAA Calendar

*Don't miss these upcoming events! Register Now!*

### TOMORROW!

#### The April Membership Connection

Thursday, April 22, 2010

5:30pm – 7:30pm

Garrett Popcorn Shops

625 N. Michigan Avenue

Tickets:

\$20 Member

Non-members and new members, contact Karen Hickey at 312-344-2314 or khickey@gnmaa.com.

[Click here for more information and to RSVP.](#)

### 2010 Annual Gala

Friday, March 14, 2010

6:30pm Cocktails/8:00pm Dinner/9:00pm Dancing & Dessert

Fairmont Chicago Millennium Park

200 N. Columbus Drive

[Click here for more details.](#)

[Click here to RSVP.](#)

### Save the Date!

[The May Membership Connection featuring Tulips on The Magnificent Mile](#): Thursday, May 6, 2010

[Educational Seminar](#): Tuesday, May 25, 2010

[The Annual Golf Outing](#): Monday, June 21, 2010

[June Membership Luncheon](#): Thursday, June 24, 2010

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## Member Special Offers

Make sure to take advantage of these special offers from fellow GNMAA members!

### **\*MARKETHOUSE**

Midweek Madness! On Wednesday, enjoy 1/2 price bar menu and 1/2 price martinis, all night, all brands. On Thursday, enjoy half priced wine every Thursday. Simply purchase an entrée and choose any bottle of wine for half price, full and half bottle selections.

### **\*Seadog Cruises**

Chicagoans are invited to bring their dogs on their lakefront joyride—dogs cruise free on the Seadog! Seadog experiences include the Lakefront Speedboat Ride, Extreme Thrill Ride, Fireworks Speedboat Cruises and Architectural Tour Cruises. Prices range from \$19.95 - \$31.95 for adults and \$14.95 – \$19.95 for children ages 4-12. Subject to availability. [Click here for more details.](#)

### **Citybuzz**

Citybuzz wants to feature your business in their 30 minute editorial program and are offering exclusive pricing for GNMAA members. Citybuzz airs in 71 Chicago hotels, all domestic flights for Jet Blue and O'Hare Airport Hudson kiosks. [Learn more here.](#)

### **Seneca Hotel and Suites**

The Seneca Hotel and Suites is offering a special rate for GNMAA members only! Mention your membership to book a suite for \$99/night between 4/1 - 5/31. To make reservations, please call Dee Dee in the Sales Department directly at (312) 988-4408.

### **Hotel Felix**

Chicago's eco-friendly hotel, Hotel Felix is celebrating Earth Day in style. Book the Tesla Test Drive Package which includes a luxury overnight stay and arrangements to test drive the Tesla Roadster. The Roadster is the world's only highway-capable electric car. It's faster than a Porsche and greener than a Prius! [Click here for more information.](#)

### **The Silk Thumb**

The Silk Thumb is offering GNMAA members 15% of any corporate floral or plant installation through May 31, 2010. Call to make a corporate consultation at (847) 432-7171. GNMAA member Julie Carbonara will come out to create a new cost effective design for your business.

### **Sofitel Chicago Water Tower**

To celebrate The Field Museum's new exhibit *Mammoths and Mastodons: Titans of the Ice Age*, Sofitel Chicago Water Tower introduces the Mammoths and Mastodons Package. The package starts at \$265 per room/per night and includes two VIP tickets to the exhibit, a "mammoth-sized" Prime Beef French Dip sandwich entrée in Café des Architecte and an in-room toy mammoth frozen in a "glacier." Call (312) 342-4063 to make your reservations today.

## Member Events

**Check out what is happening at member businesses this month!**

### **Richard H. Driehaus Museum**

**Japanism and the Arts and Crafts Movement**

50 E. Erie Street

Thursday, April 29 at 6:00pm

Ellen E. Roberts, Assistant Curator of American Art at the Art Institute of Chicago, explores the relationship between the Arts and Crafts movement and Japanism, or the craze for all things Japanese, in Britain and America. Arts and Crafts practitioners admired Japanese works because they were thought to derive from a culture that was free from the depravities of modern industrialism. This romanticized view of Japan made its art seem the perfect model for Arts

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and Crafts creations. At the same time, as artisans studied more Japanese objects, they began to emulate these works' underlying design strategies. Japanesque characteristics such as simplicity, geometry, and modularity helped to lead British and American designers toward modernism. This event is part of a lecture series sponsored by Harris Bank and Sotheby's and is free and open to the public. To make reservations, call (312) 482-8933, x21 or e-mail [info@driehausmuseum.org](mailto:info@driehausmuseum.org).

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### **Chiaroscuro**

#### **21st Annual Teapot Show**

*835 N. Michigan Avenue*

*April 5 - May 18, 2010*

Check out more than 70 cute, clever and crazy teapots from artists in the US, Canada, England, Israel and India. Great Mother's Day gifts! [More information.](#)

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### **Chicago Children's Museum**

#### **Move**

*Navy Pier*

*Now through May 16*

Run, romp, skip, and scamper into the ultimate indoor adventure! Move features a host of unique, large-scale components you can twist, turn, and connect to create a space just right for any activity. Work on your own or with others to construct a one-of-a-kind indoor playscape. Will it be an obstacle course? Maybe it's a spaceship. With limitless combinations and endless possibilities, each visit is sure to be even more exhilarating than the last! This experience is sure to challenge your mind and body!

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### **Newberry Library**

#### **The Play's the Thing: 400 Years of Shakespeare on Stage**

*60 W. Walton Street*

*February 16 - May 1, 2010*

Explore a surprising variety of materials created by professional and amateur actors, producers, theaters, and newspapers to produce and publicize the latest Shakespearean creations. Broadside advertisements, homemade programs, a nineteenth-century fundraising show book, and a hand-made manuscript prompt book from the early nineteenth century are just some of the objects on display. Admission is free!



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## Just for Fun

[View photos](#) from Meritage on The Magnificent Mile by All Events Photography.

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## New Members

### AECOM

Thomas Fridstein, Executive Vice President  
 303 E. Wacker Drive, Suite 900  
 (312) 373-7700  
 Technical/Management Support  
[www.aecom.com](http://www.aecom.com)  
 Services

### Chicago Cubs

Wally Hayward, Executive Vice President, Chief Sales & Marketing Officer  
 1060 West Addison Street  
 (773) 404-2827  
[www.chicagocubs.com](http://www.chicagocubs.com)  
 Sports Team

### Chicago Messenger Service

Bill Factor, President  
 1600 S. Ashland Avenue  
 (312) 666-6800  
[www.chicagomessenger.com](http://www.chicagomessenger.com)  
 Delivery Service

### The Invicta Group

Paul Sorkin, CEO & General Counsel  
 845 N. Michigan Avenue, Suite 910 W  
 (312) 324-0433  
[www.ivitgroup.com](http://www.ivitgroup.com)  
 Marketing

### Long & Associates

Christopher Long, President  
 1200 N. Ashland Avenue, Suite 501  
 (312) 373-9265  
[www.longandassociates.com](http://www.longandassociates.com)  
 Financial Service

### The Magnificent Smile

William Frericks, D.D.S.  
 500 N. Michigan Avenue, Suite 520  
 (312) 337-4424  
[www.themagnificentsmile.com](http://www.themagnificentsmile.com)  
 Dentist

### Parisian Floral Design

Marjan Majd, Owner  
 351 W. Hubbard, Ste 009  
 (312) 828-1111  
 Special Events Service

### Transformers 3 DW/Studios Productions LLC

Al Cohn, Location Manager-Chicago  
 (773) 991-9021  
 Film Production Company

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 Prudential Rubloff

[46 years](#)  
 Potash Brothers Market

[44 years](#)  
 GO Airport Express

35 years

The Ritz -Carlton Chicago (A Four Seasons Hotel)  
Perkins + Will

29 years

535 N. Michigan Avenue Building J. B. Realty

23 years

Ohio House

21 years

Sotheby's Inc.

18 years

Shefsky & Froelich Ltd.

17 years

CTM Media Group

16 years

Galt Toys + Galt Baby  
The Seneca Hotel & Suites

14 years

German American Chamber of Commerce

13 years

Mike Ditka's  
Allen-Edmonds  
Residence Inn By Marriott Chicago-Downtown

11 years

Tavern on Rush  
Phil Stefani Signature Restaurants  
Riva  
Riva Cafe  
MaxMara

10 years

600 N. Michigan Avenue Building Mid-America Asset Management

6 years

Brownstone Realty & Development Co.  
Les Nomades  
211 E. Chicago Avenue Building Jones Lang LaSalle

5 years

Amlings Interior Landscape  
The Clare At Water Tower  
Risk Management Resources Inc.

4 years

Wein-Bauer, Inc.  
The Mid-America Club

3 years

Trump International Hotel & Tower  
Sushi Taiyo

2 years

Day Frog, LLC  
Lavazza Premium Espresso  
Parkways Foundation  
RCN Corp.  
Friends of DuSable  
Baird & Warner  
333 N. Michigan Avenue Building Wirtz Realty Company

One year

The Blackstone Hotel  
Collins Designs  
Paula Kaplan Berger  
Iris B. Communications  
Able Staffing Resources  
National City  
Ace of Spray Professional Pressure Washing  
Schiele Group

The Ritz-Carlton Residences Chicago Magnificent Mile c/o Prism Development Co.  
American Street Mortgage Company



Contact Us

The Greater North Michigan Avenue Association (GNMAA)

625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611

p: 312.642.3570 f: 312.642.3826

[www.gnmaa.com](http://www.gnmaa.com)

[www.themagnificentmile.com](http://www.themagnificentmile.com)

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