

APRIL 2007



*A Feast for the Eyes.
A Boost to the Spirits.*

LaSalle Bank presents

tulip days
The Magnificent Mile[®]

NORTH MICHIGAN AVENUE • CHICAGO USA

APRIL 16 – MAY 31, 2007





THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION

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Chicago, IL 60611
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April 1, 2007

Dear GNMAA Member:

We just returned from GNMAA Away, our cooperative trip with American Airlines to a shopping and hospitality district similar to North Michigan Avenue. Seventeen GNMAA members and some spouses paid their own way to see how others manage major events and respond to issues important to all top rated business districts.

This trip was to Los Angeles, where we met with those who manage the Tournament of Roses in Pasadena and the Hollywood Christmas Parade. Then we joined leaders with the Rodeo Drive Committee, Beverly Hills Chamber of Commerce, Third Street Promenade in Santa Monica, Farmers Market, and The Grove. Each gave us a stronger appreciation for the attributes of Chicago and The Magnificent Mile, but each helped us see ways to do things better.

I was impressed with similarities and differences. Both the events management and retail marketing groups are vigorously competitive and each works hard to differentiate itself as uniquely experiential. Each organization discussed its work to brand and market itself to specific demographics. The Rodeo Drive Committee even talked about market segments in the "luxury, high-luxury, and super-high-luxury segments" and what they do to appeal to each. Differences were far reaching. The Farmers Market and The Grove are on private property, making it easier to manage their environments and a customer's experience. Street performers are by "invitation only!" All of the other units receive financial support through local government, either by a direct payment or from a business improvement district (special service area) assessment. Unlike the others we met with, GNMAA is completely funded by membership dues, sponsorships, and projects like our Gala, Golf Outing, and other fundraisers.

Leadership at each of the venues we visited has a strong respect for The Magnificent Mile. Even the Mayor of Beverly Hills attended one of our meetings to hear more about Chicago and wish us well. From my perspective, each district has its unique distinctions, but none matches the magnitude of our over 50 hotels, 250 restaurants, and 400 retailers. Similarly, none matches the impact of an urban setting with the gardens, premier architecture, austere signage, and other elements of our world-class streetscape.

I encourage everyone to consider participating in GNMAA Away next year. Watch your mail for details of the 2008 program, which will be announced next fall. Better yet, call Polly Olson (312-642-3570, ext. 20) to help make arrangements for your upcoming trip.

Sincerely,

John S. Maxson
President & CEO



Top to Bottom:

Officials at the historic Farmers Market and The Grove compared and contrasted these adjacent venues with North Michigan Avenue.

GNMAA volunteers and staff paused at The Grove for a group photo.

GNMAA volunteers and staff met with Mitch Dorger (center with brown suit), Chief Executive Officer of the Pasadena Tournament of Roses to discuss Lights Festival sponsorships.

GNMAA TIDBITS

GNMAA and JRL Group Build Licensing Partnership

GNMAA's partnership with JRL Group, a brand licensing firm, is up and running. GNMAA holds several registered service marks like The Magnificent Mile®, The Magnificent Mile Lights Festival®, and Feel Magnificent®, all phrases that can be used for commercial purposes by securing a license from JRL Group. GNMAA maintains control of how the marks are used to ensure that only top quality merchandise that enhance North Michigan Avenue's brand appear with the licensed logos. Of course not only does the region benefit by being linked with high quality merchandise, but GNMAA collects a fee for use of the logos, which helps to hold down GNMAA dues and pays for GNMAA services.

GNMAA Welcomes Betsy Steinberg to Illinois Film Office

Gov. Rod Blagojevich has appointed Betsy Steinberg, a long-time film production professional, to the position of Managing Director of the Illinois Film Office, a part of the Illinois Department of Commerce and Economic Development. Betsy's mission is to attract more film production to Illinois. North Michigan Avenue has been a popular venue for movie makers and we pledge to work with Betsy in achieving her goals while maximizing the benefit GNMAA members receive when the production crews come to town.

GNMAA Welcomes Juan Ochoa to MPEA

Juan Ochoa, the new CEO of the Metropolitan Pier and Exposition Authority, is "up to speed." Juan was formerly president & CEO of the Illinois Hispanic Chamber of Commerce and served on the Illinois Sports Facilities Authority, a principal funding agency for Cellular Field and Soldier Field. As the chief executive for the governmental unit responsible for Navy Pier and McCormick Place, which are two of GNMAA's most important partners, Juan's team is critical to the continued success of business on The Magnificent Mile. Our member businesses report that as much as 40% of their business is derived from out-of-town customers. Many of these customers are in Chicago attending meetings and conventions or here to experience Navy Pier and other attractions.

New Planning & Advocacy Division Co-chair is Mike Toolis

Michael Toolis, CEO of VOA and a long-time GNMAA volunteer is the new Planning & Advocacy Division co-chair. He fills the vacancy left when Ralph Weber became GNMAA Chairman of the Board in February. Mike has served on various GNMAA committees, most recently as a member of the Project Review Committee, that panel charged with protecting and enhancing the regions appeal as an architectural showcase.

Membership Division Projects 700th Member by August.

Carolyn Edward, VP & GM of Bloomingdale's and Patti Koehn, Assistant GM of Amalfi Hotel, co-chairs of the Membership Division, have a goal to increase GNMAA 's membership by 10% in 2007. At the present rate of growth and starting from 677 members in January, they project that GNMAA will celebrate its 700th member on August 1st.

New Interns Join GNMAA

GNMAA's Marketing Division is pleased to announce that three interns will be assisting with GNMAA's marketing campaign through mid-May 2007 to attract customers to member businesses. They are Meagan Duggan, Junior at Loyola University, Kelsi Johnson, Senior at Northwestern College in Iowa, and Allison Ripperger, Junior at Central College in Iowa. Interns have been important resources for GNMAA in the past and we are pleased to welcome these three top performers.




The Illinois Governor's Conference on Tourism was held in Chicago February 7 – 9, 2007 at the Palmer House Hilton. Celebrating the conference's 20th anniversary with a specially created Eli's Cheesecake are (left to right): Nina Winston, Illinois Tourism Alliance, Jan Kostner, Illinois Bureau of Tourism, Grant DePorter, Harry Caray's Restaurant Group, Lisa Ford, keynote speaker, Marc Schulman, The Eli's Cheesecake Company, Melissa Luebbe, Midwest Living, Gina Speckman, Chicago's North Shore CVB and Holly Agra, Chicago's First Lady.

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Designed by
Treachy Marketing Group 

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Tulips Signal Spring on The Magnificent Mile

LaSalle Bank presents the fourth annual Tulip Days on The Magnificent Mile from April 16 – May 31, 2007. In honor of our partnership with LaSalle Bank, a subsidiary of Netherlands-based ABN AMRO Bank N.V., the Consulate General of the Kingdom of the Netherlands and Bike Chicago month, teens from Chicago's After School Matters program will help celebrate the beginning of spring and the reawakening of Chicago's bicycling season by featuring installations of artistically-rendered salvaged bikes in the tulip beds. Each teen and their interpretive bike sculpture are sponsored by an organization or business in The Magnificent Mile district.

"Thanks to the collaboration between LaSalle Bank, The Greater North Michigan Avenue Association and After School Matters, teens will have a one-of-a-kind opportunity to showcase their art for the City of Chicago," says David Sinski, Executive Director of After School Matters. "This is a tremendous way for the business community to support Chicago teens and their art."

In addition to the explosion of color from the magnificent tulips, and the festive bicycle sculptures along the avenue, this annual springtime event will highlight all that's fresh and new in our district. The campaign is a cultural celebration that showcases the creativity and hospitable spirit of our restaurants, retailers, hotels and theaters. Tulip Days partners with members by highlighting events, programs and special offers from businesses in The Magnificent Mile district.

We invite everyone to join us for the Tulip Days kick-off event on April 18th at the Drake Hotel. The Grand Ballroom will be alive with jazz music, a tulip flower market, beer garden, and chocolate and coffee shop. Come celebrate spring and the beauty of The Magnificent Mile blanketed with tulips!

For more information about Tulip Days on The Magnificent Mile, please contact Lisa Cooling at lcooling@gnmaa.com.

Thank you to the following sponsors of Tulip Days on The Magnificent Mile:



LaSalle Bank presents
tulip days
The Magnificent Mile®
NORTH MICHIGAN AVENUE • CHICAGO USA

We hope you'll join us for the April Membership Connection and kick-off celebration of Tulip Days on The Magnificent Mile

Wednesday April 18, 2007
5:30 p.m.–7:30 p.m.
The Drake Hotel
140 E. Walton Place



Kick-off party and Membership Connection is graciously sponsored by



Thank you to the generous sponsors of Tulip Days on The Magnificent Mile



Yes, I will attend The Tulip Days Kick-off Party and Membership Connection

- Member (\$30) New Member (Complimentary) Prospective Member (Complimentary) Non-Member (\$40)

Name: _____ Title: _____

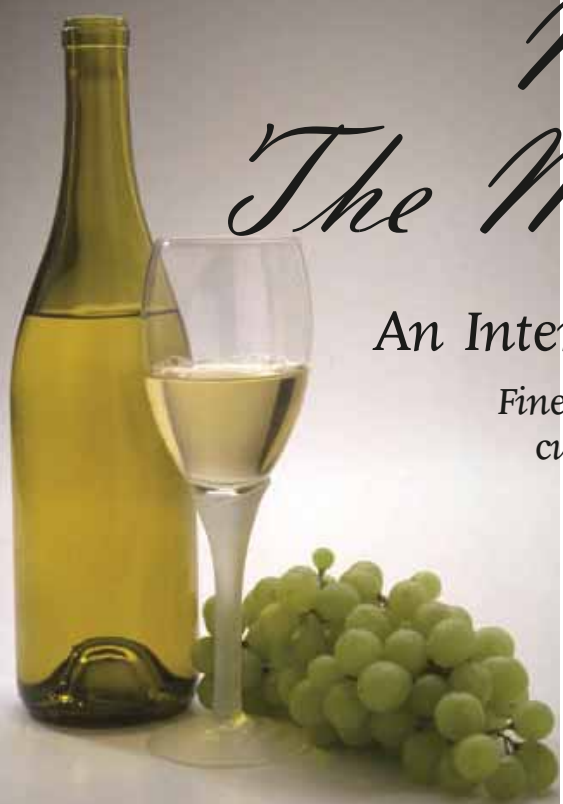
Company: _____ Phone: _____

Please RSVP by **THURSDAY APRIL 12, 2007** via e-mail: klippert@gnmaa.com, phone: 312-642-3570, or fax: 312-642-3826

Meritage on The Magnificent Mile

An International Blend of Food and Wine

*Fine wines will be paired with Magnificent Mile
cuisine for this unique and exclusive tasting*



Please Reserve _____ ticket(s) at \$75 each

Please Reserve _____ VIP ticket(s) at \$95 each

Total Due: \$_____

****VIP Reception prior to the tasting features exclusive access to additional Austrian wines, specialty cuisine, world-renowned European winemakers, and a fabulous gift bag.**

**Wednesday
April 11, 2007**

**5:30 – 6:30 p.m.
VIP Reception**

**6:30 – 9:30 p.m.
Tasting**

**Hard Rock Hotel
Chicago**

**230 N. Michigan
Avenue**

Name: _____

Title: _____

Company: _____

Phone: _____

Additional Guests (Name/Title/Company):

Please RSVP by Thursday, April 5, 2007

Phone: (312) 642-3570 Fax: (312) 642-3826

625 N. Michigan Avenue, Suite 401, Chicago, IL 60611

**** Due to contract, cancellations after 4/5/07 and no shows will be billed**



The Magnificent Mile Charitable Foundation Spotlight

Be a Chicago Lights Job Training Internship Site. It's an opportunity to change a life...and a community.

GNMAA Members have an opportunity to help shape students into impressive young adults, ready for college and careers.

Young people who live in economically challenged neighborhoods and attend underperforming schools can break out of the cycle of poverty with your help. The Chicago Lights Job Training and Readiness Program help provide summer internships to students which allow them to practice what they've learned, explore careers, solidify their goal to attend college, and identify professional role models.

About the Program:

The Job Training and Readiness Program is a 5-month educational experience that provides high school students with the insight and tools necessary to get a head start in obtaining a satisfying career and keeping a great job.

The Students:

- Grades 9–12
- Participants of the Chicago Lights Tutoring and Scholarship program

Types of Internship Sites

Law Firms • Consulting Firms • Accounting Firms • Non-profit Organizations • Government and Educational Institutions • Healthcare Providers • Retail shops

Internship Site Responsibilities:

- Expose student to the business—take to meetings, spend time explaining the operations of the business, discuss the education needed to be a staff person.
- Provide entry level activities—data entry, mailings, filing, etc.
- Provide feedback to the student.

When: (Schedule is flexible)

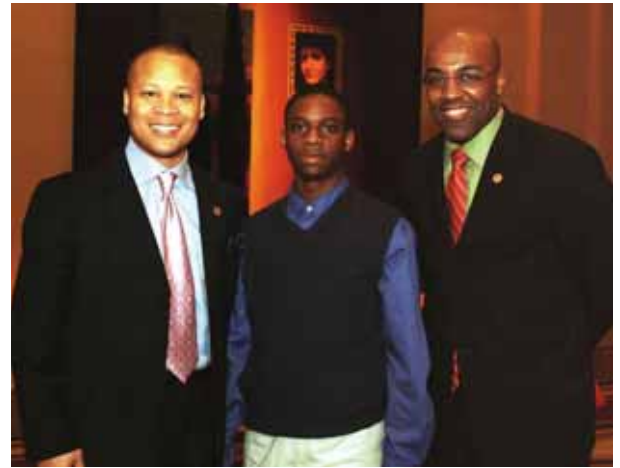
- June 18–August 9
- Monday through Thursday
- 16 hours per week
- Morning or afternoon, 4-hour shifts

Stipends:

Stipends are provided through grants and donations and are issued by Chicago Lights. There is no cost to internship sites.

Contact:

Stacy Jackson, Director of Tutoring, (312) 981-3562 or sjackson@fourthchurch.org



Shelton Loving (center), guest speaker at GNMAA's 2005 December Membership Luncheon, with State Representative Ken Dunkin (left) and Illinois State Senator Kwame Raoul (right). Shelton interned at Representative Ken Dunkin's office last summer and is now studying Political Science at Northern Illinois University.

Save the Date for this Fun Event!

LADIES' NIGHT OUT

June 7, 2007, 6:00 – 9:00 p.m.

Elizabeth Arden Red Door Salon & Spa

919 N. Michigan Avenue

Tickets: \$50.00

- Well-known Speakers
- Exclusive Auction Items
- Limited Space Availability

Proceeds benefit The Magnificent Mile Charitable Foundation

The Chicago Lights at Fourth Presbyterian Church is a 2006 Recipient of The Magnificent Mile Charitable Foundation, GNMAA's charitable arm. Application Deadline for 2007 Foundation Recipients is on April 30, 2007. For more information, contact Bernadette Molina, Foundation Manager at bmolina@gnmaa.com.

Win a trip to Madrid in this year's 2007 Annual Raffle. Drawing will be held at the June 21 Membership Luncheon. Tickets are \$25 each, 5 for \$100. Reserve your tickets now! Contact Bernadette at bmolina@gnmaa.com.

Proceeds benefit The Magnificent Mile Charitable Foundation

The Jane Addams Hull House Association and **Help Ease Local Poverty (HELP)** formed a partnership in order to provide the best service to the growing population of those in need throughout the metropolitan area. HELP currently hosts dinners and provides social service opportunities for homeless and disadvantaged individuals at the facilities of Catholic Charities at 721 N. LaSalle at 5:00 p.m. every Wednesday. With this affiliation, the HELP model will be duplicated in other areas of the City.

The 8th Annual Golf Outing

Monday, June 18, 2007
Bolingbrook Golf Club

Sponsored By

where
CHICAGO



Voted "Top Ten You Can Play" By GOLF Magazine 2002!
Golf Course designed by acclaimed course architect Arthur Hills!
Don't miss the second annual Steak and Salmon Bake!

Foursome with Contest Hole Sponsorship

Members

Only 5 left!

\$1,700

Benefits:

- A list of all attendees
- Must supply two gifts worth \$125 each for male and female contest hole winner to be presented at dinner.
- A presence on the course (food or drink samplings, collateral distribution)
- Lunch and Dinner provided for one Foursome
- Program Recognition
- Signage on the course

Foursome with Tee Sponsorship

Members

Only 7 left!

\$1,600

Benefits:

- A presence on the course (food or drink samplings, collateral distribution)
- Lunch and Dinner provide for one Foursome
- Program Recognition
- Signage on the course

Foursome with Hole Sponsorship

Members

Sold Out!

\$1,500

Benefits:

- Lunch and Dinner provided for one Foursome
- Program Recognition
- Signage on the course

Individual Golfer

Members

\$450

Name: _____ Company: _____

Phone: _____ Email: _____

Please return to office via fax (312) 642-3826 or contact Polly Olson at polson@gnmaa.com

Due to contract, cancellations after 6/1/07 and no-shows will be billed.

The Greater North Michigan Avenue Association

presents

The June Membership Luncheon

Thursday, June 21, 2007

11:15 a.m. Reception

12:00 p.m. Luncheon Meeting

The Westin Michigan Avenue Hotel
909 North Michigan Avenue

**Valet Parking is available*

- Mingle and Network with fellow GNMAA members!
- Receive information on upcoming GNMAA events!
- Last chance to buy tickets for The Magnificent Mile Charitable Foundation Raffle Drawing!

_____ Member Reservation/s @\$50 each (\$60 at the door) \$ _____
_____ Non-Member Reservation/s @\$65 each \$ _____
_____ Board member (pre-paid) Total Due: \$ _____
_____ Check Enclosed _____ Please Invoice



NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

Please provide complete information for additional guests so that we can provide complete and accurate name badges:

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

Return by Monday, June 18, 2007 via fax at (312) 642-3826
or mail to GNMAA, 625 N. Michigan Avenue Suite 401, Chicago, IL 60611, or RSVP on our website @ www.gnmaa.com.
Questions? Call (312) 642-3570. Due to contract, cancellations after 6/18/07 and no-shows will be billed.

We ask that you submit payment prior to the event.

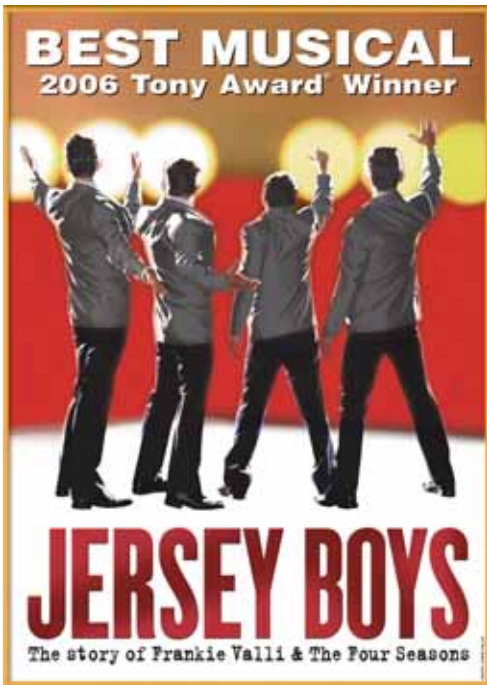
Annual Meeting Photos



Member Awards Chair and President of Lannon Communications, Carrie Lannon, excitedly announced the GNMAA member awardees at the February 26th Annual Meeting.



(L-R) GNMAA President & CEO John Maxson with outgoing GNMAA Chairman & Chairman & CEO of The Signature Room at the 95th, Rick Roman, Past GNMAA Chairman & President of The Talbott Hotel, Basil Kromelow, and new GNMAA Chairman & VP of Northwestern Memorial Hospital, Ralph Weber.



The Greater North Michigan Avenue Association Presents

Jersey Boys

The Story of Frankie Valli & The Four Seasons

Thursday, November 8, 2007

Sponsored by



Reception at Petterino's
Show at the LaSalle Bank Theatre

"Too good to be true!" raves the New York Post for JERSEY BOYS, the 2006 Tony® Award-winning Best Musical about Rock and Roll Hall of Famers The Four Seasons: Frankie Valli, Bob Gaudio, Tommy DeVito and Nick Massi. This is the story of how four blue-collar kids became one of the greatest successes in pop music history.

Opens in Chicago in Mid-October 2007.

5:30 – 7:00 p.m. — Fabulous Cocktail Reception
with Heavy Hors d'oeuvres
Petterino's – 150 N. Dearborn Street

7:30 p.m. —SHOW TIME!
LaSalle Bank Theatre – 18 W. Monroe Street

Special Contributions From



Please reserve _____ ticket(s) at \$200.00 each (Seats in first 10 rows, center) \$ SOLD OUT

Please reserve _____ ticket(s) at \$160.00 each (Seats on main floor) \$ _____

***Reception included in price**

_____ Check Enclosed _____ Please Invoice Total Due: \$ _____

Be one of the FIRST to see this highly acclaimed musical!
****Limited Tickets Available****

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

Please provide complete information for additional guests so that we can provide complete and accurate name tags:

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

Please RSVP to GNMAA by fax: (312) 642-3826 or phone: (312) 642-3570 or email: gnmaa@gnmaa.com
Please make your reservation by Friday, May 4, 2007. Thank you!

**Due to contract, cancellations after 10/18/07 and no-shows will be billed.

Member 2 Member (M2M)

WHO'S NEW...

- **Amy Allen**, *Publisher*—Chicago Social Brides
- **Gilles Arzur**, *Executive Chef*—Café de Architectes, Sofitel Chicago Water Tower
- **Elise Hofer**, *Editor-in-Chief*—Chicago Social Brides

WHAT'S NEW?

American Girl Place® Chicago will move into the 52,000 square-foot space currently occupied by Lord & Taylor. American Girl Place will occupy the first and second levels at the Water Tower Place.

Charter One Bank has completed its acquisition of GreatBanc, Inc.

Randi Bergey has closed The Perfect Arrangement and joined her husband in their new joint venture, **The Closet Factory**, creating custom storage solutions for the home and office.

The *Lizards and Komodo King* exhibit at the **John G. Shedd Aquarium** has been extended through summer 2008 by popular demand.

EXCLUSIVE M2M OFFERS

Chicago Shakespeare Theater offers GNMAA members two tickets for the price of one to *How Can You Run With a Shell On Your Back?* (Friday night performances through April 20) and to *Troilus and Cressida* (Tuesday–Friday nights starting April 13). Use promotion code **4214** when you call the Box Office. Limit 4 discounted tickets. Subject to availability and cannot be used in combination with any other offers or on previously purchased tickets. Visit www.chicagoshakes.com or call (312) 595-5600.

For the June issue consideration, please submit your article or press release to Bernadette at bmolina@gnmaa.com or fax to (312) 642-3826 by Monday, April 23, 2007.

Website Watch!

Do you know about the “Don’t Miss This” Section of www.themagnificentmile.com?

GNMAA Members can post specials or happenings at their businesses that are open to the public. Do you have a special rate at your hotel for spring? Are you offering a complimentary dessert at your restaurant with the purchase of an entrée? Let us know, and we will post it for you!

THIS WEB OPTION IS COMPLIMENTARY!

Contact Katie Lippert,
klippert@gnmaa.com, today.

GNMAA Member Recognition Awards

On Monday, February 26th at The Greater North Michigan Avenue Association's (GNMAA) Annual Meeting, members selected and acknowledged fellow members who made significant contributions and impact to GNMAA and The Magnificent Mile.

Congratulations to the following GNMAA members:

- Corporate Member of the Year: **Where**
- Business Impact of the Year - **The 900 Shops, Water Tower Place and Westfield North Bridge**
- Individual Member of the Year - **Ellen Morse, Ellen Morse Travel**
- Development of the Year - **Lakeshore East**
- Chairman's Choice of the Year - **Howard W. Melton, Law Offices of Howard Melton & Associates**

WELCOME TO OUR NEW MEMBERS

Fave Media, Inc.
Online Community
Matt Gold, Account Manager
2350 N. Clark Street
P: (773) 829-4070
www.getfave.com

Great Events, Inc.
Event Planning
Marcy Glink, President
3338 Commercial Avenue,
Northbrook
P: (847) 480-9500
www.greatevent.com

Midwest Living Magazine
Melissa Luebke, Midwest
Travel Manager
333 N. Michigan Avenue
Ste 1500
P: (312) 580-2554
www.midwestliving.com

Momentum
Event Marketing Company
Peter Office, EVP
101 E. Erie Street
11th Floor
P: (312) 278-6292
www.momentumww.com

Russian Pointe Dance Boutique
Dance Retail Store
Aleksandra Efimova, President
333 N. Michigan Avenue
Ste 222
P: (312) 332-7200
www.russianpointe.com

The Silk Trading Co.
Drapery, Textiles, Home Furnishings
Mark Savage, Store Manager
900 N. Michigan Avenue
P: (312) 664-7600
www.silktrading.com

MARK YOUR CALENDARS!

MERITAGE ON THE MAGNIFICENT MILE

An International Blend of Food and Wine

April 11, 2007

5:30 p.m. – 6:30 p.m. VIP Reception

6:30 p.m. – 9:30 p.m. Tasting

Hard Rock Hotel Chicago

230 North Michigan Avenue

Tickets: \$75.00, VIP Tickets: \$95.00

TULIP DAYS KICK-OFF PARTY & MEMBERSHIP CONNECTION

April 18, 2007

5:30 p.m.–7:30 p.m.

The Drake Hotel

140 E. Walton Place

Tickets: \$30.00

ANNUAL GALA

May 11, 2007

6:30 p.m. Cocktails

8:00 p.m. Dinner

9:00 p.m. Dancing & Dessert

Chicago Marriott Downtown Magnificent Mile

540 N. Michigan Avenue

Tables and Individual Tickets Available

MAY MEMBERSHIP CONNECTION

May 17, 2007

5:30 p.m. — 7:30 p.m.

Water Tower Place

835 N. Michigan Avenue

Tickets: \$20.00

The Magnificent Mile Charitable Foundation's

LADIES' NIGHT OUT

June 7, 2007

6:00 p.m. – 9:00 p.m.

Elizabeth Arden Red Door Salon & Spa

919 N. Michigan Avenue

Tickets: \$50.00

GOLF OUTING

June 18, 2007

All Day

Bolingbrook Golf Club

2001 Rodeo Drive, Bolingbrook

MEMBERSHIP LUNCHEON

June 21, 2007

11:15 a.m. – 12:00 p.m. — Reception

12:00 p.m. – 1:30 p.m. — Luncheon

The Westin Michigan Avenue Hotel

909 N. Michigan Avenue

Tickets: \$50.00

GARDENS KICK-OFF PARTY

June 27, 2007

5:30 – 7:30 p.m.

Conrad Chicago

521 N. Rush Street at Michigan Avenue

Tickets: \$20.00

To RSVP, visit www.gnmaa.com or call GNMAA at

(312) 642-3570

THE GREATER NORTH MICHIGAN AVENUE ASSOCIATION

MEMBER MONTHLY

The Greater North Michigan Avenue Association

625 North Michigan Avenue

Suite 401

Chicago, IL 60611



THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION