

City Beautiful

This spring, The Magnificent Mile welcomes the bloom of hundreds of thousands of vibrant tulips in partnership with world-class Chicago architects. In the spirit of Daniel Burnham, the display of public art within the garden beds celebrates a City Beautiful - an urban streetscape infused with natural beauty.



Tear out & post on your
bulletin board

GNMAA TEAR OUT

READY... SET...
MARK YOUR CALENDARS!



**Tulips on The
Magnificent Mile
Kick-off Celebration**
April 7, 2009
The Drake Hotel

**Meritage on The Magnificent Mile
An International Blend of Food & Wine**
April 16, 2009
Fairmont Hotel Chicago

The April Membership Connection
April 28, 2009
The Mid-America Club

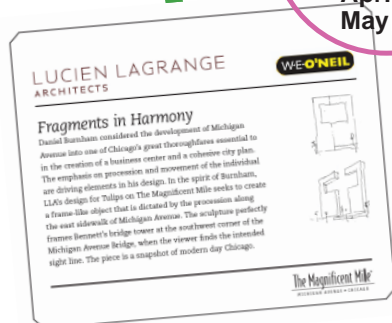
The GNMAA Annual Gala
May 8, 2009
Hyatt Regency Chicago

**Gardens of The Magnificent Mile
Kick-off Celebration**
June 16, 2009
Conrad Chicago

The June Membership Luncheon
June 18, 2009
InterContinental Chicago

The Golf Outing
June 22, 2009
Bolingbrook Golf Club

Look for
the public art
done by Chicago
architects in the
tulip beds -
**April 1 -
May 31!**

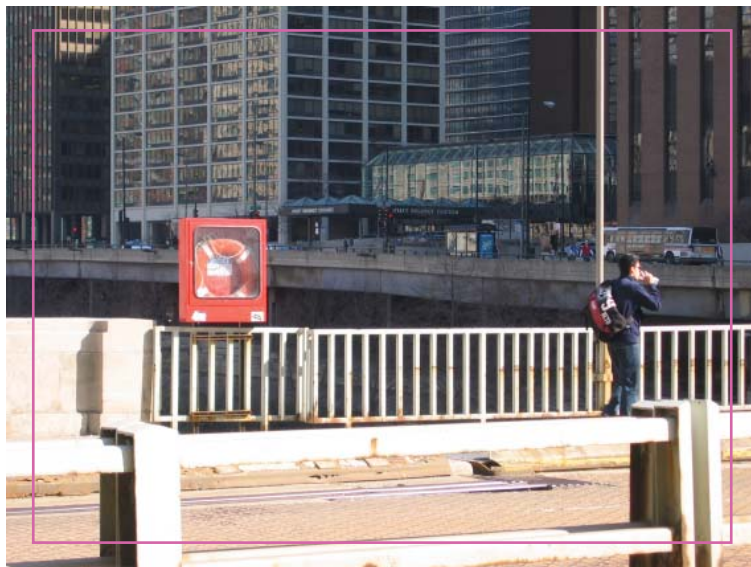


Lucien Lagrange
Architects
*Fragments
in Harmony*
Location:
401 N. Michigan
Avenue

www.themagnificentmile.com
www.gnmaa.com

Scene on The Magnificent Mile®!

Our first glimpse of a landmark revitalization



The Michigan Avenue Bridge over the Chicago River has been under construction since mid-January. It was originally built in 1917, and completed in 1920. This double-decker bascule bridge will have new sidewalks built out of durable and slip-resistant materials, improving the pedestrian experience for the more than 30,000 visitors it sees every week day. The Beau-Art style guardrail will be a replica of that which was first used when the bridge was built. Lighting and flagpoles will also be replaced.

Above is a photograph of the bridge before the construction, and below is the new and improved guardrail. The renovation of such a historic landmark for the district is significant. The bridge is predicted to be finished in mid-June.

Photos taken March 2009 by Phil Levin; top photo is the old railing, the bottom photo of the new.



LETTER FROM THE CHAIRMAN

Executive Officers

Chairman of the Board

Peter Simoncelli

The Westin Chicago River North

Secretary

Howard W. Melton, PhD

Law Offices of Howard Melton and Associates

Treasurer

David M. Quinnert

Ad Compensation, Inc.

Legal Counsel

David B. Ritter

Neal, Gerber & Eisenberg, LLP

President & CEO

John S. Maxson

GNMAA

Dear GNMAA Member:

By the time you receive this newsletter representatives of the International Olympics Committee (IOC) will already be in Chicago reviewing our bid for the 2016 Olympic and Paralympic Games.

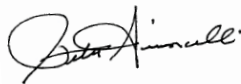
Their goal is to determine which candidate city, Madrid, Rio, Tokyo, or Chicago, holds the most potential for hosting a truly spectacular Olympics in 2016. They will make recommendations to the members of the IOC, who will meet in Copenhagen to make a decision on October 2, 2009.

Of course Chicago is always geared up to host a party, but the Olympics will be much different! Even now members of the international media are at the Sheraton Chicago Hotel & Towers and the Evaluation Commission is staying at the Fairmont Hotel Chicago, forming opinions and capturing images that will be circulated around the world.

Starting almost immediately after the decision is made in October, the designated host city will be abuzz with planners, architects, construction managers, equipment and material vendors, and many, many others. Each will be seeking a role in the design and construction of facilities that will be required to host the games. As business travelers, each will also be shopping and experiencing the host city's fine dining and hospitality. Of course crowds will come to see the games, but legacy infrastructure will continue on, providing improved transportation, housing, parks, and recreational facilities for the benefit of all.

GNMAA volunteers and staff began working with Chicago 2016, the not-for-profit organization representing Chicago in the bid process, many months ago. Top Chicago 2016 officials have addressed our Quarterly Membership Luncheons and various other smaller groups of our members. Lori Healey, president of Chicago 2016, will meet with the GNMAA Cornerstone Council on April 29, 2009. Additionally, we coordinated the sprucing up of The Magnificent Mile® prior to the Evaluation Commission's visit, arranging for signs, flags, and banners demonstrating our support for the Chicago bid.

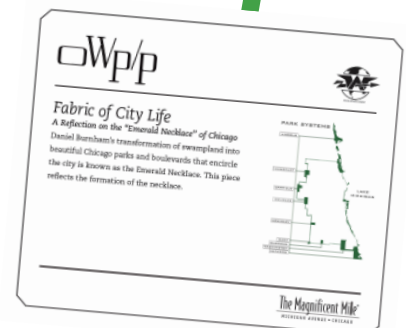
GNMAA is committed to doing everything we can to pave the way for this most spectacular of athletic events. We salute Chicago 2016 for managing the effort and wish members of the IOC Evaluation Commission well during their visit here.



Peter Simoncelli
GNMAA Chairman of the Board
General Manager
The Westin Chicago River North

April 2009 Newsletter Features:

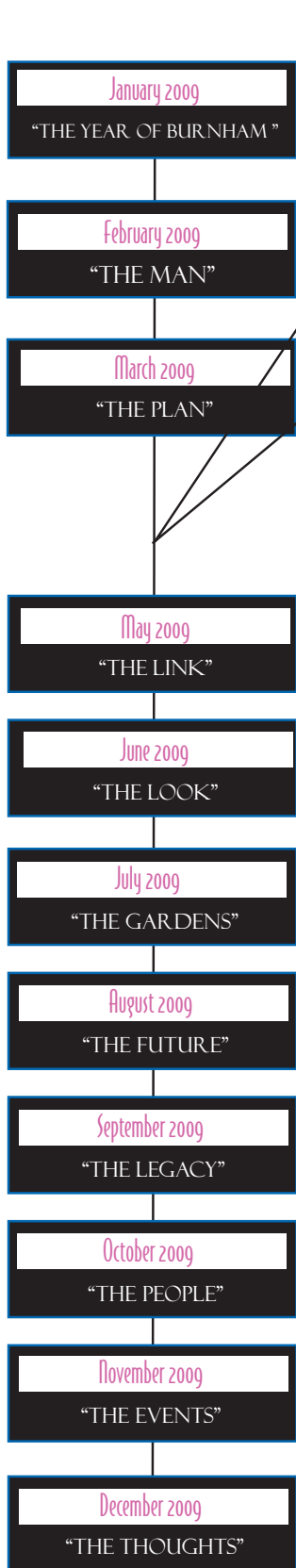
| | | | |
|-----------------------------------|---|-----------------------------|-------|
| Scene on The Magnificent Mile®! | 2 | Marketing Opportunities | 6 |
| Letter from the Chairman | 3 | Member Participation | 7 |
| Burnham in the Spotlight | | Future Events | 7 - 9 |
| "The History" by Bronsky & Samors | 4 | Member News + Offers | 10 |
| Campaign Spotlight | 5 | New Members + Anniversaries | 11 |
| | | GNMAA News | 12 |



OWP/P
Fabric of City Life
Location:
730 N.
Michigan
Avenue

ITEMS OF MAGNIFICENCE

Burnham in the Spotlight



Eric Bronsky and Neal Samors are this month's contributors to *Burnham in the Spotlight*

It was 1839, two years after the City of Chicago was incorporated, when civic leaders bestowed the name Michigan Avenue upon a rutted dirt road dotted with rustic wood frame houses, stretching from Randolph Street to the Chicago River. The river effectively isolated this road from the north side of the city, but as Chicago expanded in size and population, so did the incentive for people and goods to travel back and forth across the river.

Crossing the river in those early times was accomplished the hard way—by canoe. The first movable bridges, in contrast to today's modern trunnion bascule bridges, were rickety timber contraptions that ship captains dreaded; legend has it that a few of the occasional "accidents" were not accidental! In 1849 a disastrous flood swept the original bridges away and sturdier bridges were then built.

In 1856, Michigan Avenue south of the river was connected to Rush Street by the first iron center-pier swing bridge in the West. Its iron trusses were no engineering marvel either because just six years later a cattle stampede toppled this bridge into the water. Ironically the wooden truss bridge that replaced it soon perished in the Great Fire, so a third and then a fourth Rush Street Bridge were built. Even the final bridge, completed in 1884, was inadequate for the growing vehicular traffic.

Michigan Avenue north of the river began as a fairly obscure residential side street. From the river to Ontario Street, it was called Pine Street; north of Ontario, it was Lincoln Parkway. The Water Tower and Pumping Station destined to become Michigan Avenue's most compelling historical icons were built between 1867 and 1869. Practically the only buildings to survive the Great Fire of 1871, they came to symbolize Chicago's strength, resilience and spirit.

The neighborhood rebounded quickly after the fire. The prominent McCormick family colonized the area around the intersection of Rush and Erie Streets, building spectacular residences. Citizens wryly dubbed the neighborhood west of Pine Street, McCormickville.

The land east of Rush Street, now known as Streeterville, had a curious beginning: A capricious boat captain tried to claim sandbar acreage as his own after his schooner ran aground in 1886. He then encouraged builders to dump excavated earth around his beached vessel, creating a landfill which today ironically comprises some of the most valuable real estate in Chicago.

The city first sought to spruce up the area north of the river in anticipation of hosting the World's Columbian Exposition of 1893. But early proposals to widen Pine Street and build a bridge linking it to the central business district were stalled and tangled in red tape for 25 years.

That project finally gained momentum with the unveiling of Burnham and Bennett's innovative 1909 Plan of Chicago, the ambitious long-term program to revamp and beautify Chicago's infrastructure. And just three years later, the North Central Business District Association, which of course is today's dynamic Greater North Michigan Avenue Association, was founded to help transform Burnham's vision to reality.

Bronsky and Samors are authors of recently published *The Rise of The Magnificent Mile*



Visit www.themagnificentmile.com for:

- 1 Information about our current Spring campaign: **Tulips on The Magnificent Mile** and how it relates to the City Beautiful movement and Daniel Burnham's 1909 Plan of Chicago.
- 2 Participate in **Spring Special Offers** in Magnificent Mile area hotels, restaurants, retailers and spas.
- 3 Read about the Public Art created by world-class Chicago architects. Videos, renderings and explanations of the one-of-a-kind pieces are also available.
- 4 Tulip-themed Bingo Board Print out the board and take it along for your next visit to The Magnificent Mile for some fun. Return to www.themagnificentmile.com and upload your favorite pictures for the world to see!
- 5 Sculpture Guide of the Public Art within the Gardens Download and print the guide with a map of the pieces as well as pictures and explanations for your stroll up the avenue.
- 6 Tulip Tidbits and Fun Facts Did you know that tulips come in over 3,000 registered cultivated varieties, and there are around 100 species of tulips? Visit our website to read more!

Thank you to the generous sponsors of Tulips on The Magnificent Mile



Moore Landscapes, Inc.

The Gala Sales Rally

In February, a group of dedicated GNMAA members rallied together to promote and inform their fellow members about the year's most important fundraiser, the Annual Gala. We thank them for their time and their enthusiasm throughout the rally and for assisting in our efforts to make this year's gala a fantastic success. The gala sales rally was hosted by Donna Pugh of Foley & Lardner, and Peter Simoncelli of The Westin Chicago River North



The photo: Jody Grossman, Westin Chicago River North; Katie Lindsay, Water Tower Place; Lee Golub, Golub & Company; Mary Ann Young, Garrett Popcorn Shops; Grace Rappe, Hoerr Schaudt Landscape Architecture; Don Versen, Suburban Bank & Trust; Tom Besore, Attorney; Donna Pugh, Foley & Lardner; John Curran, Chicago Trolley & Double Decker; Mitchell Feldman, Water Tower Place.



Perkins +
Will
Untitled

Location:
700 N.
Michigan
Avenue

ITEMS OF MAGNIFICENCE

Marketing Opportunities

Tulips on The Magnificent Mile

April 1 - May 31, 2009



THIS OPPORTUNITY IS COMPLIMENTARY FOR MEMBERS!



Are you offering a special promotion or hosting a unique event this spring?

Promote what YOUR business is doing this spring during Tulips on The Magnificent Mile, April 1 - May 31, 2009!

- Special Events
- Spring Sales
- Trunk Shows
- Overnight Packages
- Exclusive Deals
- Unique Experiences
- Opening Shows
- And More!*

For your Complimentary Listing, please fill out the form below, and return to Melanie at fax: 312.642.3826, email: mmapes@gnmaa.com

Name of Business: _____

Official Name of activity/offer: _____

Section Category (circle one): DINING ENTERTAINMENT NIGHTLIFE HOTEL SHOPPING SPA

Address (location of event): _____

Phone (public will call this number): _____

Website Address: _____

Admission Price (if any): _____

Description of Offer/Activity (in 40 words or less) More than 40 words will be edited: _____

Offer Valid (circle one): Entirety of Campaign (April 1 - May 31)
 Add your own dates: _____

Please complete. The following information will NOT be available online – to be used by GNMAA staff.

Contact Name / Title: _____

Phone number: _____ Email: _____

CITY BEAUTIFUL

Member Participation

The Annual Meeting



The Annual Meeting on February 23, 2009 at the Museum of Contemporary Art was a success! As the special guest, Mayor Daley engaged and encouraged Chicagoans to work together towards continuing the enhancement of Chicago as a world-class city. He spoke about the economic challenges, pointing out that Chicago is not unique in its issues, while referring to other major U.S. cities he has visited in the recent past.

The association also said farewell and thank you to Chairman of the Board Ralph Weber, Vice President Community Relations at Northwestern Memorial Hospital as part of his send-off, the staff took a few hours to “work for him” as surgeons at Northwestern Memorial Hospital (see photo inset) and had a blast! We all agreed we would love to work for Ralph again sometime.

GNMAA members also elected new board members and were proud to welcome Peter Simoncelli from The Westin Chicago River North as the new Chairman of the Board.



Photo credit, top photo:
Jeff Brown, All Events Photography



Urban Works
Green Revolution:
FILL
Location:
700 N.
Michigan
Avenue



Enjoy live music by Stitely Entertainment, abundant floral displays and fabulous appetizers and cocktails.



Tulips on The Magnificent Mile Kick-off Celebration



April 7, 2009
5:30 - 7:30 p.m.

Cost/Status
\$30/ Members
\$40/ Non-Members



To sign up for this event, use form on page 9. Questions? Contact Polly Olson at 312.344.2320 or polson@gnmaa.com

ITEMS OF MAGNIFICENCE

Future Events

Meritage on The Magnificent Mile

An International Blend of Food & Wine

April 16, 2009

5:30 - 6:30 p.m./ VIP Reception
6:30 - 9:00 p.m./ Wine & Culinary
Event

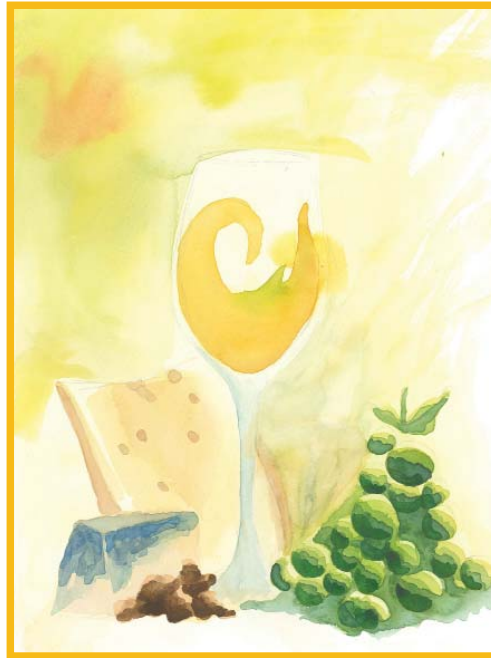
Sponsored
by:



Tickets:

\$75/ Members
\$85/ Non-Members

Extraordinary wines
Gourmet food
International culture



**LIMITED VIP TICKETS
AVAILABLE!**

VIP Tickets:

\$95/Members
\$105/Non-Members

One-on-one experience with
international wine makers

Opportunity to taste
limited release wines

Fabulous gift bag

THE *Fairmont*
CHICAGO

200 N. Columbus Drive

To sign up for this event, use form on page 9. Questions? Contact Polly Olson at 312.344.2320 or polson@gnmaa.com

April 28, 2009

5:30 p.m. - 7:30 p.m.

The Mid-America Club
200 E. Randolph Street
20th Floor

Complimentary/
Prospects
Complimentary/ New
Members*
\$20/ Member Ticket

The April Membership Connection



**Highlights
include:**

Connecting
with Fellow
Business Leaders,
GNMAA Staff,
and Potential
New Clients

*New Members are those who joined after 3/1/08

If you are bringing a prospective member,
please contact Karen Hickey.

To sign up for this event, use form on page 9. Questions? Contact Polly Olson at 312.344.2320 or polson@gnmaa.com

Future Events + Sign Up Form

The Annual Gala - A Masterpiece in the Making

A Tribute to Burnham

May 8, 2009

6:30 p.m./ Cocktails

8:30 p.m./ Dinner

9:30 p.m./ Dancing and
Dessert

Don't Miss
GNMAA's Party
of the Year!

New this year!
Extended
networking and
cocktail reception

Presenting Sponsor:



John
Hancock
Observatory



The 2008 Gala Committee.
Photo courtesy of Jeff Brown,
All Events Photography

TICKETS:
\$6,000/ Premium Table
\$3,500/ Preferred Table
\$350/ Individual Ticket



151 E. Wacker Drive

To sign up for this event, use form below. Questions? Contact Polly Olson at 312.344.2320 or polson@gnmaa.com

Please return to GNMAA via fax: 312.642.3826 / Cancellations received less than 48 hours and no-shows will be billed

| Name | Title | Company | Phone |
|------|-------|---------|-------|
|------|-------|---------|-------|

| CC# | Exp. | Name on Card | Zip | Total Amount |
|-----|------|--------------|-----|--------------|
|-----|------|--------------|-----|--------------|

The Tulips Kick-Off Celebration - Please include guests' names & job titles & companies

Meritage on The Magnificent Mile - Please include guests' names & job titles & companies

The April Membership Connection - Please include prospective member's full contact information (including name, job title, company and phone number)

The Annual Gala - Please include guests' names & job titles & companies

ITEMS OF MAGNIFICENCE

Member News + Offers

Member News

Congratulations to **John Hancock Observatory** and **LaVazza** for a successful event celebrating the refurbished space at the top of the **John Hancock Building!**

The Allerton Hotel Chicago has the most nominations of the prestigious HotelWorld Global Hospitality and Design Awards of any hotel.

The JAMES was ranked #15 on the Best Place to Work list by **Crain's Chicago Business**.

Desert Rose Design has been selected as a recipient of the 2009 Annual Awards for Business Excellence presented by The Business Ledger. This award is given for business achievement, growth and community involvement. Congratulations Desert Rose!

Congratulations to **Stan Nitzberg of Mid-America Real Estate** for being awarded Retail Broker of the Year, and to **Perkins + Will** for being awarded Interior Design Firm of the Year by Crain's Chicago Business and Bank of America Chicago Commercial Real Estate Awards.

The Talbott Hotel was named #1 on the list of Chicago's Best Hotels for Business by Crain's Chicago Business. Also on the list: #2 - **Amalfi Hotel Chicago**, #3 **InterContinental Chicago**, #5 **Hyatt Recency Chicago**, #6 **Embassy Suites**, #7 **Sheraton Chicago Hotel & Towers**, #8 **Westin Michigan Avenue**, #10 **Hilton Suites Chicago Magnificent Mile**, #11 **Chicago Marriott Downtown Magnificent Mile**, #13 **Allerton Hotel Chicago**, #14 **Sutton Place Hotel**, #15 **Courtyard by Marriott Downtown River North**, #17 **Hotel Allegro Chicago**, #19 **Seneca Hotel & Suites**, #20 **Fairfield Inn & Suites Chicago Downtown**.

Member Offers

The award-winning Gospel Brunch at **House of Blues Chicago** is a one-of-a-kind live music and dining experience every Sunday. Guests enjoy a delicious all-you-can-eat southern style buffet while listening to different gospel groups from around the region perform live on stage. The Gospel Brunch price has been reduced through Memorial Day at \$37.50 for adults, \$22 for kids 6-12 and kids under 6 are free. Advanced tickets are recommended, so please contact the House of Blues Box Office at 312.923.2000 to purchase your tickets today!

Exhale Spa, the oasis for personal renewal, is offering all GNMAA members 15% off all 60-minute facials and massages, Monday-Thursday. Please present the April newsletter to redeem the discount. Exhale is located in the heart of the Gold Coast, at the corner of State and Oak Street.



VOA
Kaleidoscope

Location:
750 N.
Michigan
Avenue

The Magnificent Mile Charitable Foundation - Silent Auction Contribution Form

We invite you to consider donating a silent auction item or items for this year's Gala on May 8 at The Hyatt Regency. Please consider donating a gift or gift certificate worth anywhere from \$100 - \$1,000 or more. Donors and their donations will be recognized at the event.

Please return the gift form below and donation to:

The Magnificent Mile Charitable Foundation/ 625 N. Michigan Avenue, Ste 401/ 60611/ Fax: (312) 642-3826

| Name | Gift Description |
|----------------|---|
| <hr/> | <hr/> |
| Company | <hr/> |
| <hr/> | <hr/> |
| Address | <hr/> |
| <hr/> | <hr/> |
| Phone | Retail Value <hr/> |
| <hr/> | Expiration Date (if certificate) <hr/> |
| Email | <hr/> |
| <hr/> | |

The Magnificent Mile Charitable Foundation, the charitable arm of The Greater North Michigan Avenue Association, grants financial awards to educational programs and/or institutions in The Magnificent Mile neighborhood. The Foundation is an Illinois Non-Profit corporation with a 501(c)(3) tax designation, therefore you may be eligible to receive a charitable tax deduction for your donation.

On behalf of The Magnificent Mile Charitable Foundation, thank you for your generous donation.

If you have any questions, please contact Bernadette Molina at (312) 344-2324 or bmolina@gnmaa.com.

Please check one of the following:

Gift Enclosed

Gift to Arrive
(by Friday, May 1)

New Members + Anniversaries

Welcome GNMAA New Members!

101.9fm THE MIX WTMX Chicago

David Karwowski, Director of Marketing
(312) 946-1019
Radio Station

150 E. Huron Building

U.S. Equities Realty, LLC
Courtney Farella, Assistant Property Manager
(312)654-1585
www.usequities.com
Commercial Property Real Estate

The Art Institute of Chicago

Gary Stoppelman, Director of Marketing
(312) 443-3626
www.artinstituteofchicago.org
Museum

Bartlett Tree Experts

Scott Jamieson, Vice President
(847) 559-1801
www.bartlett.com
Tree Care

Chiropractic Care Millenium Park

Ralph Kruse, Owner
(312) 269-5556
www.relievepain.net
Chiropractor

David M. Kover & Associates LLC

David Kover, President
(312) 338-7109
www.davidkover.com
Financial Service

Day & Zimmerman Security Services

Robert Pratt, Business Development Manager
(773) 775-2413
www.dayzim.com
Security Service

DiVerde Dental Studio

Richard DiVerde, DDS
(312) 263-7822
www.diverdedental.com
Dentist

The Enterprising Kitchen

Janet Slavin Schweitzer, Director of Sales
(773) 506-3880
www.theenterprisingkitchen.org
Non-Profit

FedEx Services

Imran Ansani, Market Development Manager-Chicago
(901) 351-5618
www.FedEx.com
Shipping

Gensler

Mandy Graham, Regional Communications Manager
(312) 456-0123
www.gensler.com
Architectural Firm

Great Events, Inc.

Mindy Glink
(847) 480-9500
www.greatevent.com
Special Events

Hotel Blake

Thomas P. Bruno, General Manager
(312) 986-1234
www.hotelblake.com
Hotel

Johns Marino LLP

Frank Johns, Attorney
(888) 879-1260
Law Firm

Metcalf & Associates, Inc.

Margaret Metcalf, President
(773) 484-3305
www.ascii-global.com
Consulting

Nespresso

Robin Poulsen, Regional Area Manager
(312) 640-2696
www.nespresso.com
Restaurant & Hotel Coffee Supplier

Primitive

Michelle Eagleye, Marketing Director
(312) 575-9600
www.bepimitive.com
Art Gallery

Realty Development Research, Inc.

Paul Vogel, Principal
(312) 836-3740
www.realtydevelopmentresearch.com
Consulting

Unicco

Brendan Reidy, Account Manager
(312) 661-1307
www.ugl-unicco.com
Building Service Company

United Fulfillment

Chuck DePalma, President
(708) 237-1717
www.united-fulfillment.com
Printing

U.S. Cellular

Brian Johnson, Sales Manager
(312) 630-9365
www.uscellular.com
Cellular Services

MEMBER ANNIVERSARIES!

These members celebrate their anniversaries in April

Celebrating 61 years!

Rubloff

45 years

Potash Brothers Market

43 years

GO Airport Express

34 years

The Ritz-Carlton Chicago (A Four Seasons Hotel)
Perkins & Will, Inc.

28 years

535 N. Michigan Avenue
Building J. B. Realty

22 years

Ohio House

20 years

Sotheby's Inc.

17 years

Shefsky & Froelich Ltd.

16 years

CTM Media Group

15 years

Galt Toys + Galt Baby
Marianne Strokirk Salon on Oak
The Seneca Hotel & Suites

13 years

German American Chamber of Commerce

12 years

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

10 years

Tavern on Rush
Phil Stefani Signature Restaurants
Riva

Riva Cafe

MaxMara

Nine years

600 N. Michigan Avenue
Building Mid-America
Asset Management

Eight years

Embassy Suites Chicago
Downtown - Lakefront

Seven years

Mackoff Chiropractic & Rehabilitation Center
Indian Garden Restaurant

Five years

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

Four years

Amlings Interior Landscape
The Clare At Water Tower

Risk Management

Resources Inc.

Three years

Wein-Bauer, Inc.
The Mid-America Club

Two years

Il Mulino
Trump International Hotel & Tower
Farmerie 58

One year

Cubellis
42nd Ward Democratic Party
Bailey Edward
Lavazza
Iris B. Communications
Able Staffing Resources
Day Frog, LLC
Parkways Foundation
RCN Corp.
Friends of DuSable
Baird & Warner
33 N. Michigan Avenue
Building Wirtz Realty Company

ITEMS OF MAGNIFICENCE

GNMAA News



The Magnificent Mile Lights Festival presented by Harris was honored as *Chicago's Best Ongoing Celebration* by Friends of Downtown

Friends of Downtown (FOD) is a "not-for-profit civic group which promotes intelligent planning, superior design and awareness of important issues affecting Chicago's downtown."

For over 20 years, FOD's awards ceremony has celebrated and honored individuals, firms, and organizations that have advanced the quality of life for downtown workers, visitors, and residents.

Congratulations GNMAA volunteer and staff leaders on receiving this prestigious award!



21st Century Print Technology: The Heart of Conservation

- 1/5 the power consumption of 1st generation presses
- 92% less paper waste
- Recycled and wind-powered paper stocks available
- Soy-based inks = energy independence
- Print-on-Demand shrinks landfills

RIVERSIDE GRAPHICS...CONSERVATION BY DESIGN

Call Steven at 312.372.4730 to Save the Planet!



MEMBER MONTHLY

APRIL 2009

The Greater North Michigan Avenue Association

625 North Michigan Avenue
Suite 401
Chicago, IL 60611