



## GNMAA Bi-Weekly News

October 13, 2011

### Letter from the Chairman



Dear Members,

This week, ingenuity rules the city during the first-ever Chicago Ideas Week. Great minds from around the world are gathered here to support innovation and spark new ideas.

More than 100 presentations will take place during the week-long celebration, molding Chicagoans into the pioneers of the future. Congratulations to Brad Keywell and his team for putting together such an impressive lineup.

Chicago Ideas Week is just one example of many things that lie ahead for the city. In 2012, The Magnificent Mile district will benefit from a wealth of new opportunities. All eyes will be on the district and the city of Chicago in general as we play host to several key events that will elevate our presence on both a national and international level. Events that will take place throughout the year include:

- The G8 and NATO Summits, a gathering of world leaders scheduled to take place in May 2012;
- The opening of Ann & Robert H. Lurie Children's Hospital of Chicago, an institution that represents more than 170,000 unique visitors annually, in June 2012;
- The Ryder Cup, a golf competition between teams from the United States and Europe, scheduled for late September 2012;
- The debut of the new Burberry flagship store on the Avenue, the first U.S. Burberry location to reveal the new store design, in late 2012; and
- The opening of the new Ronald McDonald House in

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### Calendar

#### [October Membership Connection](#)

Tuesday, October 18, 2011  
The Whiskey Bar & Grill

#### **GNMAA New Member Orientation**

Wednesday, October 26, 2011  
Embassy Suites Chicago Lakefront

#### [Spa Night Out for Men and Women \(benefiting The Magnificent Mile Charitable Foundation\)](#)

Thursday, October 27, 2011  
Mario Tricoci Hair Salon & Day Spa

### October New Members

**Center for Cultural Interchange**  
Marcelle Benedicta, Employer Relations Specialist  
746 N. LaSalle Street  
(312) 944-2544  
[www.hirewithcci.org](http://www.hirewithcci.org)

Streeterville, the world's largest Ronald McDonald House, in late 2012.

Though these events are different in nature, they will impact the district in similar ways. All will result in increased traffic, economic expansion and global media attention. We continually work to maintain a dynamic and expanding community that is unlike any other destination. These events are one more way to showcase that to the world.

GNMAA has a number of exciting plans in store for 2012, including the Association's centennial celebration, the second annual In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard® and the launch of the new GNMAA.com, among others. As you plan for 2012, how will you embrace these new opportunities and move forward into action? I encourage you to exercise creativity and innovation to take your planning to the next level. This is our moment to shine.

*Grant DePorter*  
*Chairman of the Board*

## **International Visitors Page NOW LIVE on TheMagnificentMile.com**



In an ongoing effort to attract international visitors to the district, [TheMagnificentMile.com](http://TheMagnificentMile.com) now has a dedicated international visitors page with five translation options: Mandarin, French, German, Japanese and Spanish. According to the Chicago Convention & Tourism Bureau, these are the top languages of Chicago's international target markets. To browse the translated pages, look for the country flags in the top-right corner of the homepage.

The translated pages are part of a larger strategy to promote the district around the world.

Non-profit  
Recruited by: Donna Dugo &  
Michelle Paluch

### **Compass to Care Childhood Cancer Foundation**

Michelle Ernsdorff, Founder  
P.O. Box 13146  
[www.compasstocare.org](http://www.compasstocare.org)  
Non-profit  
Recruited by: Louis Fine

### **Delaware Place Bank**

Theodore Aldrich, President  
190 E. Delaware Place  
(312) 280-0360  
[www.delawareplacebank.com](http://www.delawareplacebank.com)  
Financial Institution

### **Doctors for Visual Freedom Laser Center**

Meghan Smith, Patient Consultant  
& Marketing Manager  
875 N. Michigan Avenue, Suite  
1550  
(312) 291-9660  
[www.doctorsforvisualfreedom.com](http://www.doctorsforvisualfreedom.com)  
Physician

### **Expressive Structures**

Ben Palmer, President  
5645 N. Central Park Avenue  
(773) 895-5985  
[www.expressivestructures.com](http://www.expressivestructures.com)  
Corporate Scenic Solutions  
Referred by: Mary Ahart

### **Howard Packaging Company**

Janet Baker, Sales  
3462 W. Touhy Avenue  
(Lincolnwood)  
(847) 675-7650  
[www.howardpkg.com](http://www.howardpkg.com)  
Retail Packaging  
Referred by: Mary Ann Young

### **Jewell Events Catering**

John Kvedaras, Sales Director  
424 N. Wood Street  
(312) 829-3663  
[www.georgejewell.com](http://www.georgejewell.com)  
Referred by: Michelle Paluch

### **Lou Malnati's**

Alison Curry, Business  
Development Manager  
1120 N. State Street  
(312) 725-7777  
[www.loumalnatis.com](http://www.loumalnatis.com)  
Dining

### **NCM Media Networks**

Leila Scheinman, Account Director  
500 N. Michigan Avenue, Suite  
2150  
(312) 929-4647  
[www.ncmedianetworks.com](http://www.ncmedianetworks.com)

## Halloween in The Magnificent Mile District



The Halloween Season is upon us, and The Magnificent Mile district has plenty to offer. From a murder mystery cocktail reception to a haunted Segway Tour around the city, find out what other GNMAA members have in store for the holiday. [Click here for the details.](#)

*Does your business have seasonal events and offers to promote? Submit your Halloween, Black Friday and Thanksgiving information to Katie Fanella, GNMAA public relations associate, [atkfanella@gnmaa.com](mailto:atkfanella@gnmaa.com). Call Katie with any questions at (312) 344-2336.*

## Lights Festival Talent Lineup Announcements

Each year GNMAA strives to make The Magnificent Mile Lights Festival® presented by BMO Harris Bank "bigger, better and brighter." This year is no exception. The talent lineup for Lights Festival's 20th anniversary includes Radio Disney artist and as seen on Disney Channel's A.N.T. Farm, China Anne McClain; three time Grammy Award winner Mary Mary; and the cast of The Disney Channel original movie "Lemonade Mouth." Check out their videos below!



*Disney Channel's China Anne McClain*



*Grammy Award-winner Mary Mary*



*Disney Channel's Lemonade Mouth*

***Stay tuned for additional talent announcements!***

Advertising

### Tumi

Jodi Burack, Store Manager  
645 N. Michigan Avenue  
(312) 787-3096  
[www.tumi.com](http://www.tumi.com)  
Retail

### The Whiskey Bar & Grill

John Mendez, General Manager  
1015 N. Rush Street  
(312) 475-0300  
[www.gerberbars.com](http://www.gerberbars.com)  
Nightlife  
Referred by: Michelle Paluch

## October Member Anniversaries

Celebrating 63 years!  
Park Hyatt Chicago  
Trabert & Hoeffler Inc.

53 years  
645 N. Michigan Avenue Building

48 years  
717 N. Michigan Avenue Building -  
Mid-America Asset Management  
The Allerton Hotel Chicago

47 years  
The Westin Michigan Avenue

46 years  
John Hancock Center - Golub &  
Company

45 years  
Tiffany & Co.

41 years  
Water Tower Place - General  
Growth Properties, Inc.

36 years  
Macy's on Michigan Avenue

26 years  
161 Chicago Avenue East  
Condominium Association  
Cole-Haan

19 years  
Foodlife  
Frankie's Scaloppine Lettuce  
Entertain You Enterprises  
Lettuce Entertain You Enterprises  
Mity Nice Lettuce Entertain You  
Enterprises  
Tru

## There is Still Time to Submit Your Holiday Offers!



Don't miss out on an opportunity to promote your business during the busiest time of the year! GNMAA is still accepting offers for Lights Festival and throughout the holiday season. Participating businesses may be included in the following promotional efforts.

- The Magnificent Mile Holiday Activity Guide
- TheMagnificentMile.com
- Branded e-blasts
- Social Media
- Public Relations Activities

[To download a form, click here.](#) Submit offers to Melanie Mapes, GNMAA communications manager, via email [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) or fax (312) 642-3826.

## Volunteer for the 20th Annual Magnificent Mile Lights Festival presented by BMO Harris Bank



GNMAA is looking for volunteers for [The Magnificent Mile Lights Festival@ presented by BMO Harris Bank](#) on Saturday, November 19. This is your chance to participate in the official kick-off of the holiday season. [To download a volunteer form, click here.](#) **Volunteer forms due no later than Friday, November 5.**

*Questions? Call Jill Engeltjes, GNMAA marketing intern, at (312) 344-2330.*

17 years  
Mid-America Real Estate Corporation

16 years  
Lumina, Inc.

14 years  
Atlas Partners Commercial Brokerage  
House of Blues  
Joel Oppenheimer Inc.

13 years  
J. Walter Thompson U.S.A.

12 years  
Hellmuth, Obata + Kassabaum, Inc.  
Mark Goodman & Associates, Inc.  
Ogden International School of Chicago

11 years  
C.D. Peacock  
Hotel Monaco  
Lookingglass Theatre Company  
Shoreline Sightseeing & Charters  
The LEGO Store  
The Peninsula Chicago

10 years  
Concierge Preferred Magazine  
Phil Stefani's 437 Rush  
Sullivan's Steakhouse  
The Shops at North Bridge, A  
Macerich Management Company

Nine years  
Terry Savage Productions  
The Hard Rock Hotel Chicago  
Yes Promotions, Inc.

Eight years  
Amalfi Hotel Chicago  
Courtyard by Marriott Magnificent Mile  
Levy Security Corporation  
Olympic Signs, Inc.

Seven years  
Bobbi Panter Pet Products  
Healthcare Personnel, Inc. Nurse Staffing Agency  
Institute of Real Estate Management

Six years  
DS303

Five years  
NBC 5 Chicago

Four years  
Be! Products, Inc.  
Chicago Travel Consultants, Inc.  
Chicago's Essex Inn

## Foundation Recipient Spotlight: The Happiness Club



[The Happiness Club](#), a not-for-profit organization, is a group of Chicago kids who are committed to helping their peers by encouraging positive values and social change through original hip-hop and pop music and dance. Diverse in age, race and background, The Happiness Club kids sing out against drugs, gangs, violence and smoking and say "yes" to education, tolerance, high self-esteem, helping the environment and better nutrition for kids.

The Happiness Club has collaborated and recorded songs with Grammy-nominated songwriter Tor Hyams, Grammy Award-winning rap artist Che Rhymefest Smith, rap artist Naledge-Kids In The Hall and the world's fastest rapper Twista.

It has also won the City of Chicago's 2010 Earth Day video contest with their entry "So Hot," a song written to increase awareness of global warming. Notable appearances this past year include: The 2011 Easter Egg Roll at The White House, the "Celebration of Music Tour" with renowned conductor, Andre Rieu at the AllState Arena, the Green Carpet premiere of the film "Carbon Nation" at the Pritzker Pavilion in Chicago's Millennium Park, and Kidzapalooza, the family stage at Lollapalooza.

View the group's performance at the White House Easter Egg Roll on April 25, 2011:

<http://youtu.be/LVLRVgcSD1E>

For booking information contact Maureen Schulman at (773) 908-6425 and please visit [www.thehappinessclub.com](http://www.thehappinessclub.com). To help support The Magnificent Mile Charitable Foundation, contact Bernadette Molina at [bmolina@gnmaa.com](mailto:bmolina@gnmaa.com).

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## Neighborhood News

### Prepare for Flu Season

The Chicago Department of Public Health is offering free flu shots at sites throughout Chicago. For a list of locations, [click here](#).

### Improvements to A. Montgomery Ward Park

*Via Alderman Reilly's 42nd Ward Update*

Alderman Reilly recently announced that A. Montgomery Ward Park (Erie Park), 630 N. Kingsbury Street, will receive a makeover. Scheduled to be completed in Spring 2012, improvements include new picnic tables, additional swings and a collection of new individual play pieces for children.

### Three years

Best Buy  
Espression By Lavazza  
Hotel Felix  
Simeone Deary Design Group  
The Palmolive Building  
Condominium Association  
Tolpin & Partners PC  
Whole Foods Market

### Two years

DePaul University  
Diamond Security Services  
Ext. 54  
Hotel Palomar Chicago - A  
Kimpton Hotel  
The Richard H. Driehaus Museum

### One year

Business Only Broadband  
Caffe Baci  
Christy Webber Landscapes  
Equinox  
Hirsch Associates LLC  
PANDORA WATER TOWER  
PLACE  
Pullman & Gotkin  
TECHNOTRIX Inc.

### **Construction Begins on Friedman Properties' Three Hotels at Grand/Clark**

Demolition of the building at 501 N. Clark Street is now underway. The site will be home to three new hotels, containing approximately 621 hotel rooms. For more information, [click here](#).

### **The Village Market Retail Center Now Open on the New Eastside**

The New Eastside has recently welcomed a new addition to the neighborhood. The Village Market retail center, located at 333 N. Benton Place, officially opened on October 4 with the debut of Mariano's Fresh Market, while the second anchor tenant, Ill Forks, opened on October 5. Other tenants, including Maison A. Brasserie, Eggy's and Cuticle Nail Salon, will open their doors in 2012.

### **New Construction at Clark and Hubbard**

Construction on a new high-rise apartment building at North Clark and West Hubbard Streets will begin next week. The groundbreaking is scheduled for October 17. GNMAA will communicate further details as soon as more information becomes available.

### **Street Closures for Urbanathlon**

The Men's Health URBANATHLON and Festival will take place Saturday, October 15. The event starts and finishes at Upper Hutchinson Field at Balbo Drive and Columbus Drive and visits such venues as Navy Pier, DuSable Harbor, Solider Field, McCormick Place and the lakefront path along the nine-mile course. For a list of street closures, [click here](#).

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### **New to The Mile**

[Wildberry Cafe](#), Prudential Building - 130 E. Randolph Street - *Opened October 3*

[Mariano's Fresh Market](#), 333 E. Benton Place - *Opened October 4*

[Ill Forks](#), 333 E. Benton Place - *Opened October 5*

[Epic Burger](#), 40 E. Pearson Street - *Opening Fall, 2011*

[See who else is coming to The Magnificent Mile neighborhood!](#)

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### **Member News**

[Active Transportation Alliance](#) celebrates 25 years of sustainable transportation advocacy on Thursday, October 13! With their help, the Chicago region is one of the most bike-friendly places in the U.S. Congrats!

[The Elysian Hotel](#) and [The Peninsula Chicago](#) were named the No.

1 and No. 3 hotels in the country respectively in the [Conde Nast Traveler's 2011 Readers' Choice Awards](#). Congratulations to both hotels on the honor!

[Field Museum](#) recently welcomed back its popular exhibit "Chocolate Around the World." "Chocolate" aims to present a macro and micro look at a food that Americans, on average, consume 12 pounds of every year. During its first run at the Field Museum in 2002, the exhibit sold more than 360,000 tickets.

[Hereschicago.com](#) has announced a partnership with Meeting Professionals International, Chicago Area Chapter designed to optimize respective resources and exposure. [Read more here](#).

**GNMAA/The Magnificent Mile In The News**  
[Travel Channel](#), [Retail Traffic Magazine](#), [AutoblogGreen](#)

*Special accolades or member news to share? Email Katie Fanella at [kfanella@gnmaa.com](mailto:kfanella@gnmaa.com) for inclusion in an upcoming Bi-Weekly News. Reference "Newsletter."*

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## Member Special Events and Offers

- **GNMAA Member Exclusive!** October 27 - November 2, November 10 - November 14: Special \$139 + 15.4% tax room rate for GNMAA members from The Allerton Hotel Chicago. [Learn More](#).
- **GNMAA Member Exclusive!** Matrix Payment Systems will waive the annual fee, monthly premiums and any cancellation fees for GNMAA members. [Learn More](#).
- **October 18:** Join Wildfire for an exclusive wine dinner experience with Ferrari-Carano Vineyards and Winery. [Learn More](#).
- **Through October 21:** Enjoy a special Oktoberfest Menu at the Wit's State and Lake. [Learn More](#).

[Click here to view these member special offers and events, plus more!](#)

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Contact GNMAA: P: (312) 642-3570 E: [gnmaa@gnmaa.com](mailto:gnmaa@gnmaa.com)