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## Top Stories and Trends

### The Magnificent Mile Shines in Jennifer Hudson's Holiday Special

On November 4, 2009, Chicago's very own Jennifer Hudson filmed segments along The Magnificent Mile for her first ever holiday special, Jennifer Hudson: I'll Be Home for Christmas. When the show aired nationally on Monday, December 14 on ABC7, The Magnificent Mile was featured both as the opening shot and in her closing number.

### The Story of Max and The Magnificent Mile® Candle



Following the Olympic bid in October, thousands of battery-operated candles were donated from Chicago 2016 to GNMAA and The Magnificent Mile Lights Festival® presented by Harris. A team of volunteers spent hours rebranding the candles, with the intent to distribute them to festival attendees all along The Mile, inviting them to "light the lights" with Mickey during the procession, adding to the glow on the Avenue.

As a part of the Lights Festival Committee, Linda Monty of At Last Marketing acted as the volunteer leader for **The Extra Mile**, the charitable initiative of the Lights Festival. The day of the big event, she recruited her ten-year-old son, Max, to join her in passing out candles with information cards to raise awareness about The Extra Mile charitable activities. But Max had bigger plans, asking, "Couldn't we ask for a dollar donation per candle for charity? We could raise \$1,000!"

And the amazing news is...they did. Max's candle idea turned into \$1,000 for **The Magnificent Mile Charitable Foundation**. And, yes...\$1,000 to the penny! Thanks, Max for such a magnificent idea!

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Dec 17, 2009  
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### Seen Along The Magnificent Mile



#### City Sidewalks, Busy Sidewalks, Dressed in Holiday Style

Every holiday season, member businesses dress their windows to the nines, awing passersby with their holiday wonderment. On Friday, December 4, a team of judges visited the holiday windows and judged them for awards, such as: Best Use of Color, Best in Show, Most Unique and more. Congratulations to Tiffany & Co. who won the overall title of "Best Design" and Ralph Lauren who won "Best Overall Theme." [Click here to view the windows and see the winners.](#)

#### Chicago Police: Holiday Season Safety Tips

During the busy holiday season, the Chicago Police Department has assigned additional Police Officers to the Central Business District. These officers will be deployed in shopping and tourist locations from 1:00pm to 9:00pm from the end of November through the New Year. The Chicago Police Department has put together a [helpful list of holiday season safety tips](#), as they seek to ensure we all have a pleasant and safe holiday season.

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## MEMBER INVOLVEMENT & BUILDING YOUR BUSINESS

### Submit Your Nominations for Member Recognition Awards

Each year, fellow members and organizations make extraordinary contributions to The Greater North Michigan Avenue Association and The Magnificent Mile®. We strongly encourage your input in recognizing the efforts of GNMAA members and peers. Please take time to complete a [brief nomination form](#). [To see past recipients, click here](#). Nominations due no later than Friday, January 15, 2010. Recipients will be awarded at the Annual Meeting on Monday, February 22, 2010.

### Build Your Business in the First Quarter

Get ready to CELEBRATE this February with TOAST on The Magnificent Mile® presented by Moët & Chandon, a month-long champagne-infused celebration across The Magnificent Mile district. [Click here to learn how you can build your business during TOAST](#) and to [download a form for participation](#).

### Shop for a Cause this Holiday Season

The 2009 holiday season marked the official launch of [The Extra Mile: Acts of Kindness to Start the Holiday Season](#), featuring charitable activities and offers hosted by GNMAA members all across The Magnificent Mile district. The season is not over! Buy a Little Brown Bear at [Bloomingdale's](#) and support The Juvenile Diabetes Research Foundation International, participate in a "Pajama Drive" at [Affinia Hotel Chicago](#) and support Common Ground, buy a "Bouquet of Hope" at [Grow Flower Shop](#) and a bouquet will be donated in your name to a family at the Ronald McDonald House, plus more! [Click here](#) to see all the places you can shop, dine, stay and play for a cause this holiday season.

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

**Educational Seminar: Launch Yourself into the Media Spotlight with Cheryl McPhelimy**

Thursday, January 21, 2010  
 8:00am – 9:30am  
 Neal, Gerber & Eisenberg, LLP  
 2 N. LaSalle Street, 17th Floor

Tickets:  
 \$30 Member  
 \$40 Non-member

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

**TOAST on The Magnificent Mile presented by Moët & Chandon**

February 1 - 28, 2009  
 The Magnificent Mile District  
 Champagne and celebration themed events and offers daily  
 Winter Fireworks every Saturday at 6:30pm (401 N. Michigan Avenue)

[Click here for more information, including how your business can get involved.](#)

**Annual Meeting**

Monday, February 22, 2010  
 5:00pm Registration / 5:30pm Meeting / 6:30pm Cocktail Reception  
 Museum of Contemporary Art  
 220 E. Chicago Avenue

Tickets:  
 \$65 Member (\$75 door)  
 \$75 Non-member (\$85 door)

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

**SAVE THE DATE!**

March Membership Breakfast: Thursday, March 18, 2010  
 2010 Annual Gala: Friday, May 14, 2010  
 The Annual Golf Outing: Monday, June 21, 2010  
 June Membership Luncheon: Thursday, June 24, 2010



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## Member News & Offers

### Congratulations to Swarovski and Elysian on their Grand Openings

**Elysian** opened its doors on Wednesday, December 9, 2009, celebrating the launch of Chicago's first home-grown luxury hotel brand. The Elysian is located at 11 East Walton and features 188 guest rooms and suites, two exquisite restaurants and bars (Balsan and Ria), a 14,000 square foot spa and health club and 4,500 square feet of function space. The mission of the Elysian is to restore to hotel-keeping a level of style, taste and grace that is reflective of a bygone era when attention to detail was customary and genuine service uncompromised. Welcome Elysian

**Swarovski** opened its doors to their 2,640 square foot Crystal Forest-designed shop on November 20, 2009, at 540 N. Michigan Avenue. The retailer, who specializes in crystal, also offers luxury jewelry, watches and home accessories. Swarovski Executive Vice President Kevin Coen states, "Swarovski is dedicated to having a presence in the world's fashion capitals and The Magnificent Mile is recognized globally as a premiere shopping district. Michigan Avenue is the ideal location for Swarovski's new store design because it is synonymous with luxury and fashion, which are embedded in Swarovski's brand heritage." Welcome Swarovski!

### Coming Soon to The Magnificent Mile Area!

Sprinkles, 50 E. Walton Street - March 2010  
Columbia Sportswear, 830 N. Michigan Avenue

### New to The Magnificent Mile Area!

**Zara**, 700 N. Michigan Avenue  
**Swarovski**, 540 N. Michigan Avenue  
**Elysian Hotel**, 11 E. Walton Street  
**Garrett Popcorn Shops**, 625 N. Michigan Avenue  
**Victoria's Secret Flagship Store**, 734 N. Michigan Avenue  
**Michael Kors**, 900 N. Michigan Avenue

## Special Offers and Events from Member Businesses

**Wildfire Chicago**  
159 W. Erie  
312-787-9000  
[www.wildfirerestaurant.com](http://www.wildfirerestaurant.com)

### \$7.00 Daily Drink Specials and a Small Plate Menu Every Week Night

Grab a seat in our Martini Lounge any week night as Wildfire Chicago offers happy hour \$7.00 drink specials and small plates Monday through Friday from 5 p.m. to 6:30 p.m. Join us for Margarita Mondays, Tasty Trio Tuesdays, Jazz it Up Wednesdays, Thirsty Thursdays, and Friday Night Flights. Sample a variety of Wildfire appetizers, including Pulled Chicken Quesadillas, Mini Hickory Burgers or Chicken Sausage & Ricotta Cheese Pizzas. You're sure to find your favorite night or two at Wildfire Chicago's Martini Lounge.

### Wildfire Chicago Hosts Rosenblum Cellars Wine Dinner

Join Wildfire Chicago for an exclusive wine dinner experience on Tuesday, January 19, 2010, as Executive Chefs Moreno Espinoza and Edgar Ojeda perfectly pair a four course meal with the wonderful wines of Rosenblum Cellars. The dinner is priced at \$60.00 per person, plus tax and gratuity. The reception begins at 6:30 p.m., followed by dinner at 7:00 p.m. For more information and to view the evening's menu, visit <http://wildfirerestaurant.com/wine-dinners/>.

**DoubleTree Chicago Magnificent Mile**  
300 E. Ohio Street  
(312) 787-6100  
[www.doubletreemagmile.com](http://www.doubletreemagmile.com)

### GNMAA Friends & Neighbors Rate

In celebration of the holiday season and the completion of a \$21 million renovation, the DoubleTree Chicago Magnificent Mile is offering a Friends & Neighbors Holiday Rate to all GNMAA members. The hotel is located in the Streeterville neighborhood, just steps from The Magnificent Mile®.

Hotel rates are \$79 per night, plus tax. This exclusive GNMAA rate is valid for association members from Sunday, Nov. 22, 2009 – Sunday, February 28, 2010 based on availability. Blackout dates apply!

For reservations, call 866-778-8536 or visit [www.doubletreemagmile.com](http://www.doubletreemagmile.com).

**Magnificent Mile Holiday Offers**  
Select Offers through December 31

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[Click here!](#)

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## Member News and Highlights

### Drake Hotel named in "Ten Best Decked Out Holiday Hotels"

Congratulations to **The Drake Hotel**, named in Orbitz's "**Ten Best Decked Out Holiday Hotels**". Highlights included The Drake's warm lobby and grand tree, tiny white lights in the Palm Court during high tea, plus more!

### GO Airport Express Announces Winter Holiday Shuttle Program

**GO Airport Express** is offering hotel guests free shuttle service to local destinations when a return ticket is purchased from the hotel to O'Hare or Midway airports.

The Winter Holiday Shuttle program runs from December 11, 2009 through January 3, 2010 and is available from 10 a.m. – 10 p.m. Hotel guests must book the service through their hotel concierge or front desk staff and provide proof of a GO Airport Express return purchase. Service area boundaries are: north to Division; west to Ashland and south to 26th street, including the Museum Campus.

For more information or to book transportation online visit [www.airportexpress.com](http://www.airportexpress.com).



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**NEW MEMBERS + ANNIVERSARIES**

**December New Members**

**Balani Custom Clothiers**

Joseph Mapes, Manager  
 (312) 345-1535  
[www.balanicustom.com](http://www.balanicustom.com)  
 Men's Custom Clothing

**Cookies by Joey**

Mark Milstein  
 (773) 342-3100  
[www.cookiesbyjoey.com](http://www.cookiesbyjoey.com)  
 Fine Gourmet Cookies

**Cubby Bear Wrigleyville**

Becky Mormann, Sales Manager  
 (773) 327-1662  
[www.cubbybear.com](http://www.cubbybear.com)  
 Restaurant and Sports Bar

**The IDM Group**

Jennifer Slutzky, Account Manager  
 (312) 372-8600  
 Reprographics company

**Michael Kors**

Tory Beneke, Store Manager  
 (312) 587-3600  
[www.michaelkors.com](http://www.michaelkors.com)  
 Luxury retail

**MIS Computer Corporation**

Peggy Clark  
 (773) 772-1200  
[www.miscomputer.com](http://www.miscomputer.com)  
 Computer Reseller

**MORE Access Solutions**

Kerry Obrist, Owner & CEO  
 (312) 245-5408  
 Consulting

**One Plus One Events**

Julie Jensen, Principal  
 (773) 860-4361  
[www.oneplusoneevents.com](http://www.oneplusoneevents.com)  
 Team Building/Marketing

**We Clean**

Sheri Szuta, Director of Business Development  
 (708) 598-9087  
[www.weclean-inc.com](http://www.weclean-inc.com)  
 Professional Cleaning Service

**December Anniversaries**

**Celebrating 61 years!**

Energy BBDO Inc.  
 Northwestern University Feinberg School of Medicine  
 One Magnificent Mile CB Richard Ellis

**54 years**

Chicago Sun-Times

**48 years**

White Way Sign & Maintenance Co.

**45 years**

500 N. Michigan Avenue LLC Zeller Realty

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**43 years**

625 N. Michigan Avenue Building  
InterPark

**35 years**

University of Chicago - Gleacher Center

**22 years**

676 N. Michigan Avenue Building U.S. Equities Realty, LLC.

**17 years**

Tamar Productions, Inc.

**16 years**

Escada

**15 years**

Hotel 71

**14 years**

American Eagle/Simmons Airlines

**12 years**

Stone Real Estate

**11 years**

Hot Rooms  
The Saloon Steakhouse

**10 years**

Harris

**9 years**

Davis Harrison Dion

**8 years**

Sofitel Chicago Water Tower

**5 years**

Illinois Film Office  
Lucky Strike Lanes Lounge & Bowl  
McCormick Tribune BridgeHouse & Chicago River Museum

**4 years**

730 N. Michigan Avenue Building Colliers, Bennett & Kahnweiler Real Estate  
Call One  
Charter One  
Eckenhoff Saunders Architects  
McHugh Construction  
Starbucks Coffee Company  
Total Promotions

**3 years**

Brasserie JO  
Fado Irish Pub  
Nacional 27  
Osteria Via Stato  
Petterino's  
Pops for Champagne  
Shaw's Crab House  
Stitely Entertainment  
The Bristol Condominium Association Lieberman Management Services, Inc.  
The Residences At 900 Condominium Association  
Time Inc./Time Warner

**2 years**

Capital Auto Repair and Body Shop  
Empower Public Relations  
Maxim's: The Nancy Goldberg International Center  
Otis Elevator  
Prudential Rubloff Properties  
The Silk Thumb  
Windy City Massage

**1 year**

Dana Hotel and Spa  
David M. Kover & Associates LLC  
DiVerde Dental Studio  
Dreams for Kids  
Goettsch Partners  
Johns Marino LLP  
Kurman Communications, Inc.  
The Magic of Benjamin Barnes  
U.S. Cellular  
UrbanWorks



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