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Dear GNMAA Members,

The Volunteer Leadership Team met on Saturday, January 23, at our annual Leadership Summit, to reflect on 2009 and look ahead to 2010. In my opening remarks, I shared that I had learned more in 2009 than in any other year in my career and that was the positive spin. This was also the most difficult year for not only the hospitality industry but most businesses in our country!

Financial expectations for the New Year should remain conservative and I am cautiously optimistic. The playing field has been somewhat leveled and those who spent significant time on innovation will own any upside this year provides.

As we look forward, it is important to celebrate the goals we achieved in 2009. GNMAA's Marketing Division enhanced The Magnificent Mile brand, bringing on WKRP Public Relations, to increase publicity for the Avenue and capitalize off the unprecedented international awareness produced by Oprah's block party. The Membership Division set new attendance records for networking events and reenergized the various member councils. The Programs Division elevated their events, hosting Mayor Daley at the Annual Meeting and delivering four top-quality member luncheons. Planning and Advocacy established a strong working relationship with Alderman Brendan Reilly and addressed the overall quality of life on the Magnificent Mile with the creation of two new committees.

Let us continue this positive momentum! Big ideas are unfolding for 2010 and I am excited for the possibilities this year will bring.

Peter Simoncelli  
 Chairman of the Board

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**Chicago Police Using Nixle, Facebook and Blog501 to Enhance Communication between Residents and Police**

Superintendent Jody P. Weis introduced the Chicago Police Department's latest ventures into technology, discussing a new public safety alert strategy and the use of social media tools to enhance communication between police officers and residents. [Read More.](#)

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**Times Square Highlights TOAST on The Magnificent Mile®**

TOAST on The Magnificent Mile® took the spotlight in New York's Times Square on Wednesday, January 27, 2010. A magnificent fireworks photo with Chicago's iconic Wrigley Building and Tribune Building in the background announced the February 1st start of the campaign, directing people to visit [www.themagnificentmile.com](http://www.themagnificentmile.com) for more information.

**Who Do You Know that's Popping the Question?**

There is still time to enter to win a magnificent proposal at the fireworks on February 13! Entries for Pop The Question on The Magnificent Mile Sweepstakes due by 12noon on Wednesday, February 3, 2010. Tell your friends and family! Official Entry Rules and more details.

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**New to The Mile**

- [The Purple Pig](#), 500 N. Michigan Avenue (Opened December 30, 2009)
- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Opening February 2010)
- [Forty Carrots at Bloomingdale's](#), 900 N. Michigan Avenue (Opening February 2010)
- [Harry Caray's Tavern \(click for Tavern in Wrigleyville\)](#), Navy Pier (Opening March 1, 2010)
- [Izakaya Hapa](#), 58 E. Ontario Street (Opening February 2010)
- [Al Primo Canto](#), 749 N. Clark Street (Opening March 2010)
- [Columbia Sportswear](#), 840 N. Michigan Avenue (Opening March 2010)
- [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Coming Spring 2010)
- [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opening April 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening Fall 2010)

\*New listing

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**Member News**

**Prentice Women's Hospital and WTTW11 have partnered to inform and inspire women to take control of their health with a four-part television series, Health Secrets: What Every Woman Should Know.** Hosted by award-winning journalist Paula Zahn, each one-hour program is aimed at addressing women's needs at all stages of life. The next episode "Feeling Great in Midlife" airs Thursday, February 4 at 8:00pm. For more information, visit [nmh.org/healthsecrets](http://nmh.org/healthsecrets).

**John Hancock Observatory has launched its first ever Sky High Annual Pass,** giving those who work, live and play in the area the opportunity to visit the Observatory as many times as they want for the low price of \$79 for adults (12+) and \$59 for youth (3-11). The Annual Pass gives its owner unlimited Fast Pass, access to Chicago's "Best Views" for a year, the option to bring a friend along for free, plus savings at JHO's Espression by Lavazza, Accent Chicago and more. [Read More.](#)

**Congratulations to Spiaggia on being named to MSN's "Top 10 Romantic Restaurants",** noting the made from scratch dishes, interesting Italian wines and impressive views.

**Charter One has partnered with the Adler Planetarium for the third consecutive year for "Charter One Discount Days at the Adler",** providing 52 free general admission days to the Planetarium in 2010. Visitors can save money and have fun while doing it! [Click here](#) for free dates and to learn more.

**Pari Sanayhei has been named the new Store Manager of NORDSTROM Michigan Avenue.** Pari has many years of experience with the company, most recently as Store Manager at the Southcenter store in Seattle, Washington. Pari is replacing Greg Holland who has recently taken on the responsibility of leading the Michigan store group. Welcome Pari!

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

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

**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 events and special offerings.](#)

**Institutions Council Meeting**

Thursday, February 4, 2010  
 8:00am – 9:30am  
 Museum of Contemporary Art  
 220 E. Chicago Avenue  
 Contact Roz Hecim at 312-344-2313 or rhecim@gnmaa.com with questions or to RSVP.

**Winter Fireworks during TOAST on The Magnificent Mile®**

Saturday, February 6, 2010  
 6:30pm  
 401 N. Michigan Avenue

[Click here for more information.](#)

**February Membership Connection celebrating TOAST on The Magnificent Mile®**

Tuesday, February 16, 2010  
 5:30 – 7:30pm  
 Bloomingdale's  
 900 N. Michigan Avenue

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

**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!**

Educational Seminar: March 9, 2010  
 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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## BUILD YOUR BUSINESS

### Advertise on the NEW TheMagnificentMile.com

Our website enjoys more than 500,000 unique users on average annually and is a top referring site for many member businesses. Take advantage of our online traffic by advertising on the new site. Space is limited! [Learn more.](#)

### Update Your Listing for the NEW TheMagnificentMile.com

Are you getting the most out of your exposure on [TheMagnificentMile.com](#)? Update your complimentary listing, consider a photo upgrade and review tips to improve your search results. [Submit your listing now.](#)

### Promote Your Business at the February Fireworks

500 – 5,000 consumers attend the February fireworks shows each week. Give them an incentive to visit YOUR place of business with “surprise” gift cards (\$10 or more) to be handed out at the fireworks. We can distribute for you or you are welcome to send a team. Provide as many as you want! Contact Rachel Ooms at 312-344-2319 or [rooms@gnmaa.com](mailto:rooms@gnmaa.com) for more details.

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**Member Special Offers**

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

**\*TOAST Teasers**

**\*Park Hyatt Chicago:** Romance is in the air at the Park Hyatt Chicago. Treat your loved one to a romantic getaway anytime in February. Includes: luxury accommodations, in-room NoMI breakfast for two, Bottle of Moët & Chandon, romantic bubble bath drawn by personal butler, + more!

**\*John Hancock Observatory:** Offer up a TOAST with a VIEW! Join John Hancock Observatory to celebrate the one year birthday of their award-winning Espresso by Lavazza concept café and enjoy discounted admission (\$10) and a free Sorbetto Cremespresso! [Download a coupon here.](#)

[View all TOAST offers and events.](#)

**Jeremiah F. Bransfield Computer Consultant**

Did you purchase a new computer or phone? If so, you may need help! Jeremiah F. Bransfield Computer Consultant is offering **20% off services for GNMAA Members**, such as:

- File transfers from old computer to new computer (Windows or Mac)
- Lessons to use your new computer or new phone
- Configure your new phone to your e-mail account
- Assistance with general technology needs.

Don't let the hassles of new technology prevent you from using it to its fullest potential! Contact Jerry at 312-543-4427 for more information.

**Go Airport Express**

Following the success of its Holiday Shuttle program, Go Airport Express has extended its **free shuttle service** for hotel guests to local destinations contingent upon the purchase of a return ticket from the hotel to O'Hare or Midway airports. The Winter Shuttle program will run through February 28 and is available from 10:00am to 10:00pm. [Learn more.](#)

**Museum of Science and Industry**

Escape the winter blues at the Museum of Science and Industry with **free admission on weekdays!** The museum is open Monday – Saturday, 9:30am to 4:00pm and Sunday, 11:00am to 4:00pm

**The Allerton Hotel Chicago**

Celebrate The Allerton Hotel Chicago's new look and enjoy **10% off all event food and beverage rates!** The newly renovated Allerton's 23rd floor Tip Top Tap Ballroom offers breathtaking views of Michigan Avenue, while the newly constructed Buckingham Ballroom highlights rich architectural details for more intimate entertaining. Events must be booked by March 31, 2010 and held in 2010. Events must spend a minimum of \$2,000 to qualify. Click here to learn more!

**DoubleTree Hotel Chicago Magnificent Mile**

The DoubleTree Hotel Chicago Magnificent Mile is offering a **special rate for GNMAA members!** The Friends & Neighbors Holiday Rate is \$79 per night, plus tax. This exclusive GNMAA rate is valid for members through 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).

**The Seneca Hotel & Suites**

The Seneca Hotel & Suites is offering "**Winter Storm Specials**" for **whenever snow is predicted!** Instead of trying to drive home during a blizzard, make your reservations to stay at the Seneca Hotel and Suites. Enjoy the comfort of their suites and eliminate the stress of driving. All accommodations have fully equipped kitchens, a complimentary fitness center, two restaurants in the building and there is no charge for high-speed internet! Enjoy a "Snow Storm Special" room rate of \$69. Call (800) 800-6261 for more details and to book. Based on availability.

*\*New Listing*

**Member Events**

Check out what is happening at member businesses this month!

**"TAX-FREE" Shopping Event**

[The 900 Shops](#)

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900 N. Michigan Avenue

February 13 - 15

The 900 Shops is once again hosting a **"TAX-FREE" shopping event** in celebration of Presidents' Day weekend where shoppers can enjoy a 10.25% discount at over 45 retailers from Feb 13th – Feb 15th. Participating retailers include MaxMara, Michael Kors, J.Crew, Club Monaco, Montblanc, L'Occitane and many more. Additionally, shoppers can take advantage of a special "Alexander Hamilton" \$10 parking rate. For more information, please visit [www.shop900.com](http://www.shop900.com).

#### **CAFamily Studio Sundays**

##### **Chicago Architecture Foundation**

224 S. Michigan Avenue

Sunday, February 21 and Sunday, March 21

Visit CAF on Sundays with your family and enjoy **CAFamily Studio Sundays**. Geared toward children ages 3-12 and their families, the event offers free activities the third Sunday of every month (February 21 and March 21). Drop in anytime between 11:00am – 3:00pm.

#### **Four-Course Wine Dinner**

##### **Wildfire Chicago**

159 W. Erie Street

Tuesday, February 23, 2010

Join Wildfire Chicago for an **exclusive wine dinner experience** as our Executive Chefs masterfully pair a four course meal with the wonderful wines of Hanna Winery. The event begins at 6:30pm and is priced at \$70.00 per person, plus tax and gratuity. To make a reservation or to view the menu, visit <http://wildfirerestaurant.com/wine-dinners/>.

*\*New Listing*

*Do you have a special offer or event you want members to know about? Email Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) for inclusion in an upcoming edition of Weekly News.*



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**Just for Fun!**

**Tuesday TOASTs of the Day**

Build your toast vocabulary during TOAST on The Magnificent Mile, and never be caught again without something toast-worthy to say. Cheers!

*Wedding Toasts:*

*Here's to the bride and groom,  
A case of love pure and simple:  
(Bride) is pure and (Groom) is simple.*

*As you build your home together may you use the best of what each of you bring to your union and may you accept everything that is left.*

[View more TOASTS.](#)

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**New Members and Anniversaries**

NEW MEMBERS

**UGG Australia**  
Edward Durham, Store Manager  
(312) 255-1280  
[www.uggaustralia.com](http://www.uggaustralia.com)  
Specialty Retail

**Pictura Graphics**  
Ray Krusinski, Vice President  
(708) 236-1747  
[www.picturagraphics.com](http://www.picturagraphics.com)  
Printing & Graphic Design

**Columbia Sportswear**  
Jen Matthews, Store Manager  
OPENING MARCH 2010  
[www.columbia.com](http://www.columbia.com)  
Men's & Women's Apparel

**Holabird & Root**  
Michelle Dremmer, Director of Interiors  
(312) 357-1771  
[www.holabird.com](http://www.holabird.com)  
Architecture Firm

**Extreme Organizing, Inc.**  
Karyn Madorin, President  
(312) 832-1690  
[www.extremeorganizing.com](http://www.extremeorganizing.com)  
Home and office organizing

FEBRUARY ANNIVERSARIES

**Celebrating 57 years!**  
Commonwealth Edison Co. External Affairs/Large Customer Services  
Newberry Library  
229 E. Lake Shore Drive Building Tole Management LLC

**48 years**  
The Eli's Cheesecake Company

**40 years**  
The Raffaello Hotel

**36 years**  
Affinia Chicago Hotel

**27 years**  
Friedman Properties Ltd.

**25 years**  
Cartier Inc.

**19 years**  
Sheraton Chicago Hotel & Towers

**18 years**  
The Care Of Trees

**17 years**  
Keep Chicago/Illinois Beautiful  
Spiaggia/Levy Restaurants  
Cafe Spiaggia  
Jake Melnick's Corner Tap  
Bistro 110  
Levy Restaurants  
Walgreens

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**16 years**

Hoerr Schaudt Landscape  
Architecture, Inc.

**15 years**

Hammerschlag & Co., Inc.  
League of Chicago Theatres

**14 years**

Clune Construction  
Modern Luxury Inc.  
Baum Realty Group, Inc.

**12 years**

Hampton Inn & Suites - Chicago Downtown

**10 years**

142 East Ontario Building - The John Buck Company

**Nine years**

Fairfield Inn & Suites/First  
Hospitality Group

**Eight years**

Attorney Louis R. Fine  
Comfort Inn & Suites Downtown

**Six years**

SRV Network, Inc.

**Five years**

Ricoh Business Systems  
Anne Fontaine  
Romano Special Printing Inc.

**Four years**

Russian Pointe Dance Boutique  
National Graphx & Imaging

**Three years**

Great Events, Inc.  
Midwest Living Magazine  
Momentum

**Two years**

Interviewing Consultants, Inc.

**One year**

150 E. Huron Building U.S. Equities Realty, LLC.  
Gensler  
Chiropractic Care Millennium Park  
UGL Unicco  
The Enterprising Kitchen



Contact Us

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