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April 7, 2010

Dear GNMAA Members,

A few short days ago we celebrated the revitalization of [TheMagnificentMile.com](http://TheMagnificentMile.com), GNMAA's consumer website and informational portal for our members. The site was renewed in the interest of connecting GNMAA members with the expanding consumer base in a more meaningful way. The attention grabbing images, new design and user friendly navigation are just the start. The heart of TheMagnificentMile.com's message comes from you, the member.

Our goal is to grow business for our members, and we are committed to using various mediums to do so. With the launch of the new site, I challenge each of you to consider the ways GNMAA can showcase your business. But don't just consider, act. Submit your events regularly for consideration on the Hotspot page and explore upgrade options, such as a photo enhancement or an expanded listing on the Meeting & Event Planners page.

Social media is a growing extension of TheMagnificentMile.com. Our Facebook fan page receives upwards of 1,000 page views a week, and both Twitter and Facebook are regularly increasing their individual fan base. Additional ways to expand your messages include: participation in consumer sweepstakes, sponsorship, advertising, GNMAA's Weekly News (remember, members are consumers) and the upcoming The Magnificent Mile newsletter.

The engine is in place to drive your message, but we need the fuel. Invest your energy into The Magnificent Mile's communications and experience the rewards of your efforts. I'm ready, are you?

Peter Simoncelli  
 Chairman of the Board

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## Weekly News Stories

### Broadway Playhouse to Open at Water Tower Place

**Broadway in Chicago** is coming to The Magnificent Mile! Occupying the space formerly known as the Drury Lane at Water Tower Place, Broadway Playhouse at Water Tower Place is a 550 seat theater and is scheduled to open its doors in Fall of 2010. The theater will feature productions more suited for an intimate venue. "We hope to be able to expand the theatrical experiences we offer with this intimate and unique venue in the heart of The Magnificent Mile," says James L. Nederlander, President of the Nederlander Organization which owns Broadway in Chicago.

The inaugural production will be *An Evening With Sutton Foster* featuring performances by Tony Award-Winner Sutton Foster, followed by *Traces*, an acrobatic thrill-a-minute show described by Edinburgh's *The Sun* as "one of the most creative and awe-inspiring entertainment pieces I've ever witnessed". Following *Traces* will be a newly adapted version of the musical *Working*, a funny and deeply moving musical based on the highly acclaimed book by beloved Chicagoan and Pulitzer Prize-winning author Studs Terkel. Future programming will be announced as it is confirmed. "We look forward to enhancing the theater-going experience for residents and tourists in the area," said Lou Raizin, President of Broadway in Chicago. "The Broadway Playhouse will allow us to attract shows that might not have previously come to Chicago and perhaps will give us the ability to encourage commercial transfers of successful productions from theatrical companies across Chicago."

For more information, [click here](#).

### Top Chef Star to Appear at GNMAA's Food and Wine Event

Former Top Chef star Dale Levitski will be at the Meritage on The Magnificent Mile VIP Reception on Thursday, April 15, 2010. Mingle with Dale as you enjoy an hour-long preview before the event begins at 6:30pm. Also new for 2010: participate in blind tastings for prizes, mingle among interactive models, and enjoy beer, sparkling wines and spirits. This is a great event to take a client to! [Click here](#) for more information and to RSVP.

### Paint the Town Red and Black with the Chicago Blackhawks

The **Chicago Blackhawks** recently joined as members of GNMAA, becoming the first sports franchise to become members of the Association. As the team nears the Stanley Cup Playoffs in mid-April, they are eager to partner with businesses, institutions and individuals across the city and in The Magnificent Mile district to bring their team spirit to life in a very big way.

Chicago currently ranks third overall in the National Hockey League and is a viable team to win the 2010 Stanley Cup in June. As a city-wide show of support for the team, the Blackhawks are excited to canvas the city and The Magnificent Mile with Blackhawks materials such as flags, stickers, window decals, etc. They will provide the materials (creative ideas welcome!) and simply ask that the items provided are displayed in a fashion that is easily visible from Michigan Avenue. This visible support would be requested for the duration the Blackhawks are in the playoffs.

To sign up to support the Blackhawks in this initiative or to ask a question, [click here](#). Please respond with your interest to the Blackhawks by Friday, April 9, 2010.

### Highlight Your Business on the NEW TheMagnificentMile.com

[TheMagnificentMile.com](#) is LIVE! What is your business doing to be part of this enhanced, consumer portal? [Click here](#) to learn more.

### Check Your Bus Status with a Text

Have you used [CTA's Bus Tracker](#) program yet? It allows you to check the arrival time of your bus from your computer or web-enabled phone. The CTA has also introduced a text feature that provides service information to customers who prefer texting or don't have web-enabled cell phones.

To receive a route alert via text message, text "CTABUS" plus your designated bus stop identification number to 41411; or simply text "CTABUS" and follow the instructions. Bus stop ID numbers and a how-to guide all are available at [www.ctabustracker.com](#). [Click here](#) to read the full article.

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## **Construction Document: Wacker Drive, Eisenhower Expressway, Congress Parkway**

**[Click here](#)** to download a comprehensive document on construction plans for the Eisenhower Expressway, Wacker Drive and Congress Parkway, including schedule, traffic impacts and anticipated improvements.



Contact Us

The Greater North Michigan Avenue Association (GNMAA)  
625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611  
p: 312.642.3570 f: 312.642.3826

[www.gnmaa.com](http://www.gnmaa.com)

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## New to The Mile

### Recently Opened

- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Opened February, 2010)
- [Izakaya Hapa](#), 58 E. Ontario Street (Opened February, 2010)
- [Forty Carrots at Bloomingdale's](#), 900 N. Michigan Avenue (Opened February, 2010)
- [Eggspperience Pancakes & Cafe](#), 35 W. Ontario Street (Opened February, 2010)
- [Marc Jacobs Collection](#), 11 E. Walton Street (Opened February, 2010)
- [Harry Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
- [Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Opened March 1 – 31)
- [M Burger](#), part of Tru Restaurant at 676 N. St. Clair Street (Opened March 11, 2010)
- [Columbia Sportswear](#), 830 N. Michigan Avenue (Opened March 12, 2010)
- [Al Primo Canto](#), 749 N. Clark Street (Opened March, 2010)
- [Leonidas](#), 59 E. Chicago Avenue (Opened March, 2010)
- [\\*Benny's Chophouse](#), 444 N. Wabash Avenue (Opened April 1, 2010)

### Coming Soon

- [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opening April, 2010)
- [Sofia](#), 72 E. Oak Street (Opening April, 2010)
- [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Opening Spring 2010)
- [\\*Hermes](#), 25 E. Oak Street (Opening May 25, 2010)
- [\\*Eatt](#), 6 W. Hubbard Street (Opening June, 2010)
- Chicago Cut Steakhouse, 300 N. LaSalle Street (Opening Summer 2010)
- [Mastro's](#), 520 N. Dearborn Street (Opening Summer 2010)
- [\\*Broadway Playhouse at Water Tower Place](#), 845 N. Michigan Avenue (Opening Fall, 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening September 30, 2010)

*\*New listing*

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## Member News

Welcome to Julie Gardziola and Lynne Bredfeldt who have recently joined the [Park Hyatt Chicago](#) team. Julie is the Director of Sales and Marketing and Lynne is the Director of Public Relations.

Best of luck to [Spiaggia](#) and Richard Melman of [Lettuce Entertain You Enterprises, Inc.](#) Both are finalists in the 2010 James Beard Foundation Awards. Spiaggia is one of five finalists for outstanding restaurant, and Melman is a finalist for outstanding restaurateur. The James Beard Awards, to be given May 2 and 3, are considered to be the Oscars of food and wine.

Congratulations to Russell Menkes, new General Manager of [The Drake Hotel](#). Menkes comes on board as The Drake Hotel wraps up its two-year renovation of its 535 rooms and common areas.

[The 900 Shops](#) has been selected as Real Simple Magazine's exclusive Chicago retail partner for their 10th Anniversary promotion. The promotion takes place between April 5-11. Special offers include 10% off at participating retailers. [Click here](#) for more information.

[Lookingglass Theatre](#) was recently featured on WBEZ and their production of Trust received a rave review. [Listen to the review.](#)

The Hyatt Regency Chicago was named 14 on Crain's Chicago Business list of Best Places to Work. Congratulations to General Manager Patrick Donnelly and his team! [Read the full article here.](#)

Congratulations to The Talbott Hotel, winner of the 2010 Orbitz Best In Stay award. They are the only Chicago hotel to have been awarded this honor. [Read More.](#)  
*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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## BUILD YOUR BUSINESS



Take advantage of the below opportunities and showcase your business on [TheMagnificentMile.com!](#)

### Complimentary Website Listing

Is your listing current? Is your description search-friendly? [Download a form](#) to submit your updated listing today.

### Photo Enhancement Upgrade

Enhance your complimentary website listing with a photo for \$100/year. That's less than \$9/month! Email your photo to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) and request a "photo enhancement upgrade."

### Meeting/Events Listing

Would your business benefit from a meeting and event planner audience? If "yes", consider listing your business on the Meeting/Events page. For \$250/year, enjoy a photo and expanded listing. Download a form to learn more: [Hotels](#), [Attractions](#), [Restaurants/Banquets](#), [Shopping](#), [Tours](#), [Event Space](#), [Event Services](#).

### Multiple Listings

Does your business fit into multiple categories and you want to make sure to capture all interested viewers? Increase your exposure with multiple listings. Additional text listings \$150; with photo, \$250. Email your request to [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).

### Advertising

NEW opportunity! Sign up to advertise on the new [TheMagnificentMile.com](#) with a banner ad on the page of your choice. Limited space available! [Download a form](#) to learn more.

### The Magnificent Mile Newsletter, Hotspot, Facebook and Twitter

Have an event or special offer you want to share with consumers? Submit your activities to Melanie at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) to be considered for complimentary inclusion in the quarterly The Magnificent Mile newsletter, the Hotspot page or social media.

### Reciprocal Link to TheMagnificentMile.com

Help expand the reach of [TheMagnificentMile.com](#) with reciprocal links. [Download The Magnificent Mile logo](#) to put on your website to link back to [www.themagnificentmile.com](http://www.themagnificentmile.com).

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### "Culture on The Magnificent Mile" 2010 Press Kit

Thank you to everyone who submitted their cultural packages, special offers and events for 2010! Don't forget to send yours in! All submissions due for the 2010 press kit NOW. Email to [Melanie Mapes at mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Questions? Contact Melanie at 312-344-2317.

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## GNMAA Calendar

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

### **Meritage on The Magnificent Mile - A Food and Wine Event**

*Thursday, April 15, 2010*

*5:30pm – 6:30pm VIP Tasting Reception /*

*6:30 – 9:00pm Wine and Culinary Tasting*

Hotel Palomar – A Kimpton Hotel

505 N. State Street

Tickets:

\$75 Member (\$85 Non-member)

\$95 VIP Tasting Reception Member (\$105 Non-member)

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

### **The April Membership Connection**

*Thursday, April 22, 2010*

*5:30pm – 7:30pm*

Garrett Popcorn Shops

625 N. Michigan Avenue

Tickets:

\$20 Member

Non-members and new members, contact Karen Hickey at 312-344-2314 or khickey@gnmaa.com.

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

### **2010 Annual Gala**

*Friday, March 14, 2010*

*6:30pm Cocktails/8:00pm Dinner/9:00pm Dancing & Dessert*

Fairmont Chicago Millennium Park

200 N. Columbus Drive

[Click here for more details.](#)

[Download an RSVP form.](#)

### **Save the Date!**

**The Annual Golf Outing:** Monday, June 21, 2010

**June Membership Luncheon:** Thursday, June 24, 2010

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## Member Special Offers

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

### **\*The 900 Shops**

The 900 Shops has been selected as Real Simple Magazine's exclusive Chicago retail partner for their 10th Anniversary promotion. April 5 - 11 enjoy 10% off at participating retailers, \$10 off any service at Mario Tricoci Hair Salon & Day Spa and \$10 parking. Print your shopping pass and learn more by [clicking here](#).

### **\*Citybuzz**

Citybuzz wants to feature your business in their 30 minute editorial program and are offering exclusive pricing for GNMAA members. Citybuzz airs in 71 Chicago hotels, all domestic flights for Jet Blue and O'Hare Airport Hudson kiosks. [Learn more here](#).

### **\*Seneca Hotel and Suites**

The Seneca Hotel and Suites is offering a special rate for GNMAA members only! Mention your membership to book a suite for \$99/night between 4/1 - 5/31.

### **Hotel Felix**

Chicago's eco-friendly hotel, Hotel Felix is celebrating Earth Day in style. Book the Tesla Test Drive Package which includes a luxury overnight stay and arrangements to test drive the Tesla Roadster. The Roadster is the world's only highway-capable electric car. It's faster than a Porsche and greener than a Prius! [Click here for more information](#).

### **The Silk Thumb**

The Silk Thumb is offering GNMAA members 15% of any corporate floral or plant installation through May 31, 2010. Call to make a corporate consultation at (847) 432-7171. GNMAA member Julie Carbonara will come out to create a new cost effective design for your business.

### **Sofitel Chicago Water Tower**

To celebrate The Field Museum's new exhibit *Mammoths and Mastodons: Titans of the Ice Age*, Sofitel Chicago Water Tower introduces the Mammoths and Mastodons Package. The package starts at \$265 per room/per night and includes two VIP tickets to the exhibit, a "mammoth-sized" Prime Beef French Dip sandwich entrée in Café des Architecte and an in-room toy mammoth frozen in a "glacier." Call (312) 342-4063 to make your reservations today.

## Member Events

Check out what is happening at member businesses this month!

### **\*Bloomingdale's**

**Hugo Boss Donation Event**  
900 N. Michigan Avenue  
April 8 - 9, 2010 from 6-8pm

Bloomingdale's and Hugo Boss are rewarding you for giving. Receive 20% off a new Hugo Boss suit when you bring a gently worn suit to the Hugo Boss shop in The New View. Suit donations benefit Help USA.

### **\*Chiaroscuro**

**21st Annual Teapot Show**  
835 N. Michigan Avenue  
April 5 - May 18, 2010

Check out forty-eight cute, clever and crazy teapots from artists in the US, Canada, England, Israel and India. Curator Joan Houlehen will be on hand to answer questions about the teapots and why they were selected out of the 278 submissions for the show. [More information](#).

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**\*[Museum of Contemporary Art](#)****First Fridays**

220 E. Chicago Avenue

First Friday of the Month starting May 7

6 - 10pm

Enjoy art, music, drinks and hors d'oeuvres at the MCA during First Fridays. Explore the museum and special First Friday stations including Dior makeup and Pernod Absinth sampling stations. [Learn more.](#)

**Family Days: Spring Greening**

220 E. Chicago Avenue

April 10, 2010 from 11 - 3pm

Treat your family to a day of paper making, cloudscapes and pieced-together plastic. Learn about sustainable ways of living while you create hands-on projects and enjoy refreshments. [Read more.](#)

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**\*[Quartino Ristorante and Wine Bar](#)****Pane e Pasta**

626 N. State Street

April 12, 2010 at 6pm

Quartino Ristorante is hosting a special event for the restaurant, grocery and food/wine distributing industries. The event includes a complimentary cocktail reception, dinner and special presentation by Turano Baking Company and Quartino's Executive Chef John Coletta. [Click here](#) for more information and to RSVP.

---

**\*[The Shops at North Bridge](#)****Winter Kate Launch and Nicole Richie Appearance**

520 N. Michigan Avenue

April 10, 2010 from 1 - 3pm

Nordstrom customers are invited to meet Nicole Richie during the launch of her new line, Winter Kate. Make a pre-event purchase of any Winter Kate apparel and receive a VIP pass to get a signed photo and have your picture taken with Nicole.

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**[Peggy Notebaert Nature Museum](#)****Birth of Coffee**

2430 N. Cannon Drive

Now through May 31, 2010

Learn about the history of the America's favorite morning drink. The Birth of Coffee exhibit features the photography of Daniel Lorenzetti and eclectic anecdotes and facts collected by Linda Rice Lorenzetti. The pair traveled around the world to document the origins of coffee and better understand our global food system. [Click here to learn more.](#)

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**[The 900 Shops](#)****Chicago Fashion Incubator Pop-up Shop**

5th Floor

March 18 - April 18, 2010

This pop-up shop celebrates designers through a dedicated retail store and a series of exclusive events and trunk shows. The 2,800 square foot retail shop, along with 8,800 square foot event space, will reside on the 5th Level of The 900 Shops. [Click here for more details.](#)

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**[Chicago Children's Museum](#)****Move**

Navy Pier

Now through May 16

Run, romp, skip, and scamper into the ultimate indoor adventure! Move features a host of unique, large-scale components you can twist, turn, and connect to create a space just right for any activity. Work on your own or with others to construct a one-of-a-kind indoor playscape. Will it be an obstacle course? Maybe it's a spaceship. With limitless combinations and endless possibilities, each visit is sure to be even more exhilarating than the last! This experience is sure to challenge your mind and body!

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**[Newberry Library](#)****The Play's the Thing: 400 Years of Shakespeare on Stage**

60 W. Walton Street

February 16 - May 1, 2010

Explore a surprising variety of materials created by professional and amateur actors, producers, theaters, and newspapers to produce and publicize the latest Shakespearean creations. Broadside advertisements, homemade programs, a nineteenth-century fundraising show book, and a hand-made manuscript prompt book from the early nineteenth century are just some of the objects on display. Admission is free!



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## Just for Fun

**In anticipation of GNMAA's upcoming food and wine event, Meritage on The Magnificent Mile, we've compiled some fun wine facts for you to enjoy!**

*The wines associated with Indonesia are usually made from tomato, papaya, apple, tamarind and rice.*

*A wine that tastes watery is said to taste "dilute." It may have been made from grapes picked during a rainstorm.*

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## New Members

### AECOM

Thomas Fridstein, Executive Vice President  
 303 E. Wacker Drive, Suite 900  
 (312) 373-7700  
 Technical/Management Support  
[www.aecom.com](http://www.aecom.com)  
 Services

### Chicago Cubs

Wally Hayward, Executive Vice President, Chief Sales & Marketing Officer  
 1060 West Addison Street  
 (773) 404-2827  
[www.chicagocubs.com](http://www.chicagocubs.com)  
 Sports Team

### Chicago Messenger Service

Bill Factor, President  
 1600 S. Ashland Avenue  
 (312) 666-6800  
[www.chicagomessenger.com](http://www.chicagomessenger.com)  
 Delivery Service

### The Invicta Group

Paul Sorkin, CEO & General Counsel  
 845 N. Michigan Avenue, Suite 910 W  
 (312) 324-0433  
[www.ivitgroup.com](http://www.ivitgroup.com)  
 Marketing

### Long & Associates

Christopher Long, President  
 1200 N. Ashland Avenue, Suite 501  
 (312) 373-9265  
[www.longandassociates.com](http://www.longandassociates.com)  
 Financial Service

### The Magnificent Smile

William Frericks, D.D.S.  
 500 N. Michigan Avenue, Suite 520  
 (312) 337-4424  
[www.themagnificentsmile.com](http://www.themagnificentsmile.com)  
 Dentist

### Parisian Floral Design

Marjan Majd, Owner  
 351 W. Hubbard, Ste 009  
 (312) 828-1111  
 Special Events Service

### Transformers 3 DW/Studios Productions LLC

Al Cohn, Location Manager-Chicago  
 (773) 991-9021  
 Film Production Company

## April Anniversaries

[Celebrating 62 years!](#)  
 Prudential Rubloff

[46 years](#)  
 Potash Brothers Market

[44 years](#)  
 GO Airport Express

## GNMAA News

- [Letter from the President](#)
- [Weekly News & Events](#)
- [New to The Mile](#)
- [Member News](#)
- [Build Your Business](#)
- [GNMAA Calendar](#)
- [Member Special Events](#)
- [Just for Fun](#)
- [New Members](#)
- [Anniversaries](#)
- [Archived News](#)

April						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Apr 07, 2010  
[Membership Committee- Retention](#)

Apr 07, 2010  
[Tulips on the Magnificent Mile Committee Meeting](#)

35 years

The Ritz -Carlton Chicago (A Four Seasons Hotel)  
Perkins + Will

29 years

535 N. Michigan Avenue Building J. B. Realty

23 years

Ohio House

21 years

Sotheby's Inc.

18 years

Shefsky & Froelich Ltd.

17 years

CTM Media Group

16 years

Galt Toys + Galt Baby  
The Seneca Hotel & Suites

14 years

German American Chamber of Commerce

13 years

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

11 years

Tavern on Rush  
Phil Stefani Signature Restaurants  
Riva  
Riva Cafe  
MaxMara

10 years

600 N. Michigan Avenue Building Mid-America Asset Management

6 years

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

5 years

Amlings Interior Landscape  
The Clare At Water Tower  
Risk Management Resources Inc.

4 years

Wein-Bauer, Inc.  
The Mid-America Club

3 years

Trump International Hotel & Tower  
Sushi Taiyo

2 years

Day Frog, LLC  
Lavazza Premium Espresso  
Parkways Foundation  
RCN Corp.  
Friends of DuSable  
Baird & Warner  
333 N. Michigan Avenue Building Wirtz Realty Company

One year

The Blackstone Hotel  
Collins Designs  
Paula Kaplan Berger  
Iris B. Communications  
Able Staffing Resources  
National City  
Ace of Spray Professional Pressure Washing  
Schiele Group

The Ritz-Carlton Residences Chicago Magnificent Mile c/o Prism Development Co.  
American Street Mortgage Company



Contact Us

The Greater North Michigan Avenue Association (GNMAA)  
625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611  
p: 312.642.3570 f: 312.642.3826  
[www.gnmaa.com](http://www.gnmaa.com)  
[www.themagnificentmile.com](http://www.themagnificentmile.com)

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