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LEADERSHIP MEMBERSHIP MARKETING PLANNING & ADVOCACY PROGRAMS & EVENTS CHARITABLE FOUNDATION

TheMagnificentMile.com is Getting a New Look!

TheMagnificentMile.com is being rebranded and rebuilt for early March 2010. The new website will feature a stylish design, easy navigation, enhanced listings for our members and for the first time ever, advertising opportunities. In order to ensure this new site is current and ready to launch, we need your help!

- **Update Your Information.** 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.**
- **Advertise.** Our website enjoys more than 800,000 unique users on average annually and it 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.**
- **Share Your Photos.** We know our members have the best photos! We need your help in building our pages and photo gallery for the new site. If you have photos of your business and the district you are willing to share, please email Melanie at mmapes@gnmaa.com.

Street Closures and Helicopter Lift Scheduled for Saturday, January 23, 2010

A helicopter lift to replace the cooling towers at Water Tower Place has been scheduled for Saturday, January 23, 2010 from 8am - 12noon. Should weather conditions prohibit the lift from taking place on Saturday, a reserve date of Sunday, January 24 from 8am - 12noon has been approved by the city.

Lake Shore Park, located at North Lake Shore Drive between Chicago Avenue and Pearson Street, will be used as a staging area for equipment assembly. The helicopter will not land in the park or in the neighborhood. Fencing and protection to secure the park will begin Thursday, January 14 and deliveries of equipment will begin Friday, January 15.

To comply with FAA and City requirements, the following streets surrounding the project area will be closed and evacuated during the lift:

- Pearson Street between Michigan Avenue and Inner Lake Shore Drive
 - Chicago Avenue between Michigan Avenue and Inner Lake Shore Drive
 - Chestnut Street between Michigan Avenue and Mies van der Rohe Way
 - Mies van der Rohe Way between Chicago Avenue and Chestnut Street
- Please note: Michigan Avenue will NOT be closed.

Contact Phil Levin, Planning Director at GNMAA, at 312-344-2318 with any questions.

Wanted: Interns for the Winter/Spring and Summer Terms

GNMAA is seeking interns with an interest in marketing, membership, event planning or communications for the Winter/Spring term (February – May) and the Summer term (June – August). If you know someone who is a strong communicator, detail oriented and wants experience wearing many hats in a fast-paced environment, please refer them to Rachel Ooms at rooms@gnmaa.com or 312-344-2319.



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
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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 (Coming February 2010)
- [Columbia Sportswear](#), 840 N. Michigan Avenue (Coming 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)

*New listing

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Member News

Dr. Ralph Kruse, owner of Chiropractic Care Millennium Park, recently authored a chapter in Dr. James Cox's book Low Back Pain: Mechanism, Diagnosis and Treatment, 7th edition. The chapter, titled "Low Back Pain of Pregnancy", discusses the various causes of and treatment options for the common problem of back pain during and after pregnancy. Congratulations Dr. Kruse on this accomplishment!

A GNMAA Love Connection: Great things happen when members connect! Lauren Trela of [Desert Rose Design](#) (member since 2008) has a client, Fox Valley Volkswagen. Her firm created and marketed a campaign called the "Love Bug" in which her client awarded one lucky winner a brand new VW Bug. The client wanted publicity for the award presentation, so Lauren called Kelly Wisecarver and Denise O'Handley at [wkpr](#) (member since 2001) to do PR media outreach. A photographer and videographer was needed, so wkpr called Andrew Ettenhofer at [fig media](#) (member since 2003) to provide the service. All in all, the day was a big success as a result of the "love" connection between these three GNMAA members. In fact, the client was thrilled with the results and is even thinking about doing another event in the coming year!

Chicago Trolley & Double Decker Company's new website (www.chicagotrolley.com) has been recognized with a Bronze Adrian Award from the Hospitality Sales & Marketing Association International (HSMAI). The 53rd annual Adrian Awards Competition is the largest and most prestigious travel and tourism marketing competition globally. Congratulations!

Welcome to General Manager **Nabil Moubayed** and Director of Sales and Marketing **Denise Schultz** to the executive team of the [Hotel Palomar Chicago](#), set to open in Spring 2010. Moubayed, an active member of the Chicago hospitality industry, and Schultz, a Midwest native, bring nearly 30 years of combined experience to the new boutique hotel.

Kudos to [Wow Bao](#), the first Lettuce Entertain You Restaurant concept to launch an iPhone ordering app! The app allows consumers to customize, order and pay for their meal from their iPhone or iPod touch. The Wow Bao app is the first of several new LEYE ordering apps to launch in early 2010. Now you can order Wow Bao's signature "hot Asian buns" on the go with speed, ease and accuracy. [Click here for more details.](#)

Exciting news, accolades or accomplishments you want to share? Email Melanie Mapes at mmapes@gnmaa.com for inclusion in an upcoming Weekly News.

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BUILD YOUR BUSINESS

Sweepstakes during TOAST on The Magnificent Mile - Highlight Your Business

Looking for a fun and unique way to promote your business? Participate in one of our five TOAST Sweepstakes and highlight your business this February! [Learn more.](#)

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

Educational Seminar: Launch Yourself into the Media Spotlight with Cheryl McPhilimy

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!

February Membership Connection celebrating TOAST on The Magnificent Mile: Tuesday, February 16, 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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Member Special Offers

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

***TOAST Teasers**

TOAST on The Magnificent Mile is less than two weeks away! Have you decided how YOU will celebrate this February? Here are two magnificent TOAST offers to get you started:

The James Chicago: Enjoy The James' **Weekend for Two package** including a split of Moët & Chandon Impérial, white floral experience, the Spa "Feel the Love" Amenity and an assortment of gourmet goodies.

The Signature Room at the 95th: Grab your sweetie for a unique Valentine's treat! Take part in a **champagne cooking class for couples** featuring a 3-course dinner and Moët & Chandon. Monday, February 15, 5:30 – 8:00pm. \$150 per couple.

[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.

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!

Business Speed Networking Event hosted by Harris

*Pompei, 212 E. Ohio Street
Thursday, January 21*

Let [Harris](#) help you develop new business relationships in the New Year with a special **speed networking event** on

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Thursday, January 21 from 5:30pm – 7:00pm at Pompei (212 E. Ohio Street). Refreshments will be provided by Pompei. Please RSVP to Michael Scott by Tuesday, January 19 at (312) 222-8088.

"Experience Australia"

Trump International Hotel & Tower Chicago
401 N. Wabash Ave, West Entrance, 16th Floor
Sunday, January 24

Escape the winter and **experience the warmth and abundance of Australia** at a special event at the Trump International Hotel & Tower® Chicago on Sunday, January 24 from 1:00pm – 5:00pm. Enjoy a spirited marketplace featuring the finest in Australian food, wine, music, art travel and more. Tickets are \$35 per person and benefit Chicago's Mercy Home for Boys & Girls. Call 312-588-8114 for more information and to purchase tickets. Visit www.trumpchicagohotel.com/australia/ to learn more!

****TAX-FREE" Shopping Event**

The 900 Shops
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.

***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 for inclusion in an upcoming edition of Weekly News.



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Just for Fun!

Photo Scavenger Hunt

How well do YOU know The Magnificent Mile? See if you can identify these [architectural details](#) in The Magnificent Mile neighborhood! Answers will be given in next week's Weekly News.

Photo Gallery

Check out [The Magnificent Mile on Flickr!](#)

Tuesday TOAST 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!

A Toast for Friends:

Old friends are scarce,
New friends are few,
Here's hoping I find,
One of each in you.

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Broadway in Chicago
 Eileen LaCario, Vice President
 (312) 977-1701
www.broadwayinchicago.com
 Theater

Chicago Windy City Guide
 Russ Hoefer, Publisher
 (847) 691-4547
www.windycityguide.com
 Magazine

Cookies by Joey
 Mark Milstein
 (773) 342-3100
www.cookiesbyjoey.com
 Fine Gourmet Cookies

Museum of Science & Industry
 Eileen Bolek
 (773) 947-6148
www.msichicago.org
 Computer Reseller

One Plus One Events
 Julie Jensen, Principal
 (773) 860-4361
www.oneplusoneevents.com
 Team Building/Marketing

Rose Paving Company
 Peter Holton, Regional Site Engineer
 (708) 430-1100
www.rosepaving.com
 Pavement Maintenance

University of Chicago Medical Center
 Elisa Kogan, Director
 (773) 834-4150
www.uchospitals.edu
 Hospital

JANUARY ANNIVERSARIES

Celebrating 57 years!
 Park National Bank

34 years
 REALTOR Building GNP
 Management Group LLC

32 years
 Chicago Marriott Downtown Magnificent Mile

28 years
 Gene & Georgetti

21 years
 Hilton Suites Chicago Magnificent Mile

18 years
 T.G.I. Friday's

17 years
 Bang & Olufsen State Street

16 years
 System Parking

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15 years

Filene's Basement Inc.

13 years

Blue Plate Catering and Events
Salvatore Ferragamo

12 years

All Events Photography

11 years

Four Seasons Hotel Chicago
ESPN Zone
Big Bowl
DeStefano and Partners
Kenneth Cole

9 years

Event Creative
The Grill on the Alley

8 years

Consulate General of Switzerland

7 years

Ad Compensation, Inc.

6 years

Starbucks Coffee Company
101.9fm THE MIX / WTMX Chicago
Premier Security Corporation

5 years

Grow Flower Shop
Gizmo Design
Monaco Development LLC/150 East Ontario LLC
Photography By Stanley

4 years

Starbucks Coffee Company
Riverside Graphics
The James Chicago

3 years

Bentley/Lamborghini/Bugatti Gold Coast
International Investigative Services, Inc.
Quartino's
Fragrant Design, LLC
Anthony Mackey, Inc. & Balloon Picasso, Inc.
Stacy Sweat Designs

2 years

LAZ Parking, Inc.

One year

State Farm Insurance Co.
Wolfgang Puck Catering
Moet & Chandon
TD Luxury
United Fulfillment
Bartlett Tree Experts



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