

FEBRUARY 2007





THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION

625 North Michigan Avenue
Suite 401
Chicago, IL 60611
Phone: (312) 642-3570
Fax: (312) 642-3826
E-mail: gnmaa@gnmaa.com
www.gnmaa.com
www.themagnificentmile.com

EXECUTIVE OFFICERS

Chairman of the Board
Richard J. Roman

The Signature Room at the 95th

Treasurer

David M. Quinnert
Ad Compensation, Inc.

Legal Counsel

David B. Ritter

Neal, Gerber & Eisenberg, LLP

President and CEO

John S. Maxson

GNMAA

GNMAA STAFF

Lisa Cooling

Marketing Manager
lcooling@gnmaa.com

Ellen Farrar

VP, Marketing &
Communications
efarrar@gnmaa.com

Sarah Fleming

Planning Manager
sfleming@gnmaa.com

Karen A. Hickey

Membership Director
khickey@gnmaa.com

Philip Y. Levin

Planning Director
plevin@gnmaa.com

Katie Lippert

Membership Associate
klippert@gnmaa.com

John S. Maxson

President and CEO
jmaxson@gnmaa.com

Bernadette F. Molina

Member Services &
Foundation Manager
bmolina@gnmaa.com

Polly J. Olson

Program Manager
polson@gnmaa.com

Amy Schoenfeld

Executive Assistant
aschoenfeld@gnmaa.com

A Message from Outgoing Chairman Rick Roman

GNMAA Chairman of the Board 2004 – 2006



Thank you for all that you have done to build GNMAA into one of Chicago's premier business development and community advocacy organizations. Later this month at the annual meeting I will step down as Chairman of the Board, concluding the two years I have had the privilege of serving as your volunteer leader. I look back on all that we have accomplished with a tremendous amount of pride!

GNMAA is growing. We currently have 677 members, an increase of over 20% in two years and an all time high for the organization. Over the same period we have welcomed a growing number of event sponsors, including some of Chicago's premier companies like Harris, LaSalle Bank, Motorola, and Nokia.

I am also very proud of the way our marketing programs have developed into even more valuable tools for promoting business on The Magnificent Mile®. These include Light Nights on the Magnificent Mile®, Tulip Days on the Magnificent Mile®, Gardens of the Magnificent Mile®, and The Magnificent Mile Lights Festival® presented by Harris, which last year broke all records for attendance and television viewership. They all attracted the attention of millions of people and drew them to our stores, hotels, restaurants, and other member businesses. Also, during the past two years we launched our branding campaign "Feel Magnificent®," distinguishing us as "One of the Great Avenues of the World®."

Even old timers at City Hall are impressed with GNMAA's more aggressive efforts to protect and enhance North Michigan Avenue's premier streetscape. During the past two years our Project Review Committee evaluated over 30 developments and our Sign and Urban Design Committee commented on over 50 new installations. While many stand by believing that nothing can be done about the urgent problems of homelessness, panhandling, street performers, and illegal sidewalk businesses, we established the Task Force on a Protocol for Use of the Public Way and are already making strong progress with City officials at identifying opportunities and creating solutions. Just to highlight one more initiative, our Data Resources Committee created a unique update to "Michigan Avenue by the Numbers," a useful statistical abstract of our area.

Also, we have become known as one of Chicago's best event hosts! The successes of recent Quarterly Membership Luncheons with top nationally known speakers, our record breaking Gala, Golf Outing, Cultural Event, and Boat Cruise, have not only provided great opportunities for meeting people and forming new business partnerships, but these events raised critical funds for GNMAA.

I am also very proud of work the GNMAA Foundation has done during my time as Chairman, raising nearly \$100,000 from generous contributors, mostly GNMAA members, and distributing these funds to charitable organizations that help solve important social problems that challenge our region.

As I look back at my time as Chairman, I am most impressed with the growing time, energy, and money an increasing number of volunteers commit to GNMAA. Over 350 people, already busy with their own businesses, are engaged in ongoing committees and over 700 assisted with the Lights Festival, an unprecedented level of commitment. No other similar organization has a team like ours. I am very proud to have played a role.

Thank you for all that you do to ensure that GNMAA continues to build business for our members and remains a critically important economic, cultural, and social resource for Chicago.

Sincerely,

Richard J. Roman
GNMAA Chairman of the Board
Chairman and CEO, The Signature Room at the 95th

The Magnificent Mile Lights Festival presented by Harris in *Forum Magazine*

In the December 2006 issue of *Forum*, a magazine published by the Association Forum featured The Magnificent Mile Lights Festival presented by Harris and the significant contributions it makes to the association and the Chicagoland area, as its cover story. This five page article included historic details of the procession to personal experiences of the viewers. Some other interesting parts of the article included:

- *How the procession has evolved*
- *The economic impact of the procession on the surrounding district*
- *Interesting facts about the procession, like the number of volunteers, number of lights, etc.*
- *How The Magnificent Mile Lights Festival and GNMAA have evolved since the inception of the procession*



Founded in 1916, the Association Forum of Chicagoland is the “association of associations” for more than 1,500 business, charitable, civic and professional organizations headquartered in the Chicagoland area. The Greater North Michigan Avenue Association was pleased to be selected as their signature story for the December Issue. If you are interested in getting a copy of this article, please contact Katie Lippert at klippert@gnmaa.com, or at 312.642.3570.

Light Nights on The Magnificent Mile Kicks-off with Flying Colors



The first ad promoting “Light Nights on The Magnificent Mile” ran in the *Chicago Tribune* last January 9, 2007. Light Nights on The Magnificent Mile is GNMAA’s marketing campaign that attracts customers to North Michigan Avenue retailers, restaurants, and hotels during the off-peak winter months. This ad specifies the weekend rate for ten participating Magnificent Mile hotels, offering visitors choices from \$99.00 to \$210.00 per night.


The ad is the first of 13 in the *Tribune* and *Booth* publications, a principal newspaper group in Michigan, which is a key Chicago market. In addition to the sponsoring hotels, we appreciate the assistance of The Signature Room at the 95th, Westfield North Bridge, InterPark, 101.9 The Mix, Lumina, Inc., NBC 5 Chicago, Gizmo Design, and the Illinois Department of Commerce and Economic Opportunity.

Don’t forget to celebrate Light Nights on the Magnificent Mile! Enjoy the fireworks displays on Michigan Avenue and Wacker Drive on Saturdays at 6:30 p.m. through March 3, 2007. See you there!

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Designed by
Treacy Marketing Group 

Printed by
N & M Communications, Inc. 

The February Membership Connection

A networking event to welcome new and prospective GNMAA members



Graciously hosted by:

DEVON SEAFOOD GRILL

About Devon Seafood Grill:

Located in the heart of downtown Chicago (Chicago & Wabash), Devon Seafood Grill® offers an indulgent menu focused on superior quality seafood, with various fresh fish being offered daily. They go to great lengths into the deep blue waters of the Pacific and Atlantic Oceans to find nothing but the finest global aquatic cuisine.



MAKE CONNECTIONS

with fellow business leaders

WHILE ENJOYING

delicious seafood and cocktails

JOIN US

for food, fun and friends at

DEVON SEAFOOD GRILL

DID YOU KNOW:

- Devon Seafood Grill has happy hour Monday–Friday 4–7 p.m.?
- While supplies last, they offer fresh one pound lobsters at cost every Wednesday & Thursday, during happy hour with the purchase of a cocktail? (Limit one per person)
- Happy hour includes \$5 drinks and appetizers?

Yes, I will attend The Membership Connection!

I am a:

- Member (\$20)
- New Member (Complimentary)
- Prospective Member (Complimentary)
- Non-Member (\$35)

Name: _____

Title: _____

Company: _____

Phone: _____

**Tuesday,
February 20, 2007
5:30 p.m.–7:30 p.m.
39 E. Chicago Avenue**

Please RSVP by Friday, February 16, 2007 via e-mail: klippert@gnmaa.com,
phone: (312) 642-3570, or fax: (312) 642-3826

The Greater North Michigan Avenue Association's
Officers and Directors Cordially Invite you to the

GNMAA Annual Meeting

Monday, February 26, 2007
5:00 p.m. Registration
5:30 p.m. Meeting
6:30 p.m. Cocktail Reception

Museum of Contemporary Art
220 East Chicago Avenue
Grand Ballroom

**Please enter at the Pearson Street
Entrance at the Education Center*

- Election and installations of Officers and Directors
- Induction of 2007–2009 Chairman of the Board
- Presentation of Member Recognition Awards
- Fabulous Cocktail Reception by Wolfgang Puck Catering

Special opportunity to view the exhibit: *Exposed: Defining Moments in Photography from the MCA Collection*
MCA Exhibit will run February 24–July 29, 2007

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

_____ Member Reservation/s @\$45 each (\$50 at the door) \$ _____

_____ Non-Member Reservation/s @\$55 each \$ _____

Total Due: \$ _____

Please list your guest(s) names below:

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____



Wolfgang Puck
catering

Please RSVP by Tuesday, February 20, 2007. Due to contract, cancellations after 2/21/07 and no shows will be billed

The Greater North Michigan Avenue Association

presents

The March Membership Luncheon

Thursday, March 15, 2007

11:15 a.m. Reception

12:00 p.m. Luncheon Meeting



The Fairmont Hotel Chicago 200 North Columbus Drive

**Valet Parking is available*

- Mingle and Network with fellow GNMAA members!
 - Visit the lovely Fairmont Hotel Chicago
- Get information on upcoming GNMAA events, holiday cheer, gifts and much more!

_____ Member Reservation/s @\$50 each (\$60 at the door) \$ _____
_____ Non-Member Reservation/s @\$65 each \$ _____
_____ Board member (pre-paid)

Total Due: \$ _____

_____ Check Enclosed _____ Please Invoice



NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

Please provide complete information for additional guests so that we can provide complete and accurate name badges:

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

Return by Monday, March 12, 2007 via fax at (312) 642-3826
or mail to GNMAA, 625 N. Michigan Avenue Suite 401, Chicago, IL 60611, or RSVP on our website www.gnmaa.com.
For questions please call (312) 642-3570. Due to contract, cancellations after 3/12/07 and no-shows will be billed.



Joining Allison Payne of WGN-TV (middle) are Rick Roman, Chairman & CEO of the Signature Room at the 95th (left), and Steve Novak, Producer and Director of WGN-TV.



U.S. Senator Dick Durbin (right) was the guest speaker during the reception at the December Membership Luncheon. Joining him are GNMAA's President & CEO, John Maxson (left) and Visit Illinois' Executive Director, Nina Winston (middle).



Congratulations to GNMAA's top Membership Recruiters! (L-R) Ellen Morse of Ellen Morse Travel, Jean Tondelli of Concierge Preferred Magazine and Donna Hagemann of LaSalle Flower Shop.



The Magnificent Mile Travels To...

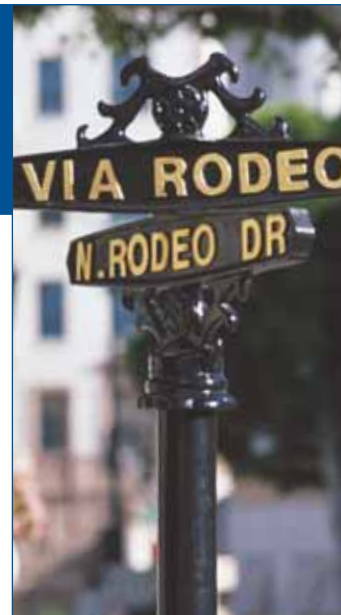
BEVERLY HILLS

March 1 - 4, 2007

You are invited to join GNMAA Away for a very exciting trip to Beverly Hills, California. The unique purpose of this trip is to meet with our counterparts at another one of the *Great Avenues of the World* – Los Angeles and its surrounding areas, including Beverly Hills, Hollywood, and Santa Monica!

We will meet with key leaders from the Rodeo Drive Committee, the Third Street Promenade, and The Grove and see several of the city’s most successful tourism attractions. There will also be an optional excursion to Pasadena and the Rose Bowl to meet officials and learn how their parade operates.

In addition, we will experience the numerous entertainment venues, dine at fine restaurants and enjoy luxurious accommodations at the Regent Beverly Wilshire – A Four Seasons Hotel.



RESERVE NOW!

* GNMAA Away * Beverly Hills * March 1 – 4, 2007 *

Sponsored by American Airlines

Package A: \$ 1,750.00

Thursday P.M. – Sunday A.M.

Regent Beverly Wilshire Hotel Stay (3 Nights)

Thursday Dinner

Friday Lunch, Visit Rodeo Drive, and Friday Dinner

Friday Visit to the Third Street Promenade

Saturday Lunch at The Grove

Transportation to All Meetings

Optional Activities for Package A:

- Saturday Dinner
- Saturday Night Comedy Show
- Evening Nightlife...
- Sunday Brunch

(Options will be billed accordingly upon return from trip)

Package B: \$1,750.00

Wednesday P.M. – Saturday A.M.- Includes Rose Bowl Meeting

Regent Beverly Wilshire Hotel Stay (3 Nights)

Thursday Lunch

Thursday Dinner

Friday Lunch, Visit Rodeo Drive, and Friday Dinner

Friday Visit to the Third Street Promenade

Transportation to All Meetings

Optional Activities for Package B:

- I would like to stay for Saturday’s Activities and Overnight
Extra Cost = \$ 400

• See Package A for other optional activities

(Options will be billed accordingly upon return from trip)

Please Note: Both Packages A&B **do not include airfare**. Secure Airfare to/from Los Angeles on your own
Both Packages A&B are **based on Single Occupancy**. Double Occupancy packages = (A & B): \$2,470.00

**** Please call Polly at GNMAA for details, if you are interested in a package with a different hotel of your choice**

YES! I am interested in traveling to Beverly Hills with GNMAA Away. Please contact me:

Name: _____

Company: _____

Phone: _____

Email: _____

Please fax to GNMAA at 312.642.3826 or call 312.642.3570 for more information



Participate in the 2007 Tulip Days on The Magnificent Mile Promotion Today!

TO: Magnificent Mile Businesses (Hotels, Restaurants, Cultural Attractions)
RE: Special Opportunity to Build Business during Tulip Days on The Magnificent Mile (April 16-May 31, 2007)

Tulip Days on the Magnificent Mile celebrates all that is fresh and new each spring including the hundreds of thousands of tulips that bloom in The Magnificent Mile district. The campaign is a cultural celebration that showcases the creativity and hospitable spirit of our restaurants, retailers, hotels and theatres. Tulip Days partners with members by highlighting events and programs to communicate a feeling of joy and renewal with special offers from businesses in The Magnificent Mile district. We invite you to promote your own business and offerings to Chicago's residents and visitors this spring.

How can you participate?

- Create a special offer or submit an existing event or promotion occurring between April 16 and May 31
- Submit your Springtime hotel package
- Provide a special dining offer
- Participate in other opportunities for Tulip Days on The Magnificent Mile including a public art installation. Call GNMAA at 312.642.3570 for more information.
- **EACH BUSINESS THAT SUBMITS AN OFFER/EVENT WILL BE ELIGIBLE TO WIN TWO TICKETS TO AN UPCOMING MEMBERSHIP LUNCHEON!**

Your promotion may be listed/included in the following media:

- Print and on-line advertising
- Event listings on www.themagnificentmile.com (available throughout the campaign)
- Local, state, national and international print and broadcast public relations
- Event brochure (distributed at all Magnificent Mile hotel and shopping center concierge desks and City of Chicago visitor centers). *Please note GNMAA reserves the right to edit event submissions/copy as needed.
- Magnificent Mile commercial property desk drops

In order to be included in the Tulip Days collateral, please complete the bottom of this form and fax or e-mail to GNMAA at 312. 642.3826 or lcooling@gnmaa.com by **March 9, 2007!**

Tulip Days on The Magnificent Mile (April 16 – May 31, 2007) Member Participation Form

Name of Business: _____

Official name of Offer/Event: _____

Address (location of Event): _____

Phone (for public): _____ Website: _____

Valid Dates: _____ Time: _____

Description of Event: _____

Please complete. Information will not be printed in promotional material.

Contact Name: _____ Title: _____

Phone: _____ E-mail: _____

Submit additional activity/package information on separate form.

Return via fax or e-mail to GNMAA at (312) 642-3826 or lcooling@gnmaa.com by **MARCH 9, 2007.**

Questions, please contact Lisa Cooling via e-mail at lcooling@gnmaa.com or phone at 312-642-3570.

The Greater North Michigan Avenue Association 2007 Annual Gala

Feel Magnificent Gala

Friday, May 11, 2007

Chicago Marriott Downtown Magnificent Mile

Musical Entertainment by Gentlemen of Leisure Band

6:30 p.m. Cocktails

8:00 p.m. Dinner

9:00 p.m. Dancing & Dessert

Black Tie



Name: _____ Company: _____

Phone: _____ Fax: _____

_____ \$6,000 Table

Table of ten in a premium location, corporate recognition in event program and ballroom, premium gift

_____ \$3,500 Table

Table of ten in a preferred location, corporate recognition in event program, event gift

_____ \$350 Ticket

One seat in the ballroom, corporate recognition in event program, event gift

_____ Check Enclosed

_____ Please Invoice

Call Polly Olson, program manager at (312) 642-3570 for more details. Fax this form to (312) 642-3826.

Due to contract, cancellations after 4/27/07 and no-shows will be billed.

Please complete the referral form below. A letter will be sent on your behalf recommending GNMAA membership. If you have any further suggestions or questions please contact Karen Hickey, membership director at (312) 642-3570, via e-mail at khickey@gnmaa.com or fax referrals to GNMAA at (312) 642-3826



Referred by: _____

Please send GNMAA membership information to:

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____

Complete and return this form to Karen Hickey, Membership Director
Fax (312) 642-3826, E-mail khickey@gnmaa.com, Phone (312) 642-3570 x14



M2M News Submission Form (for April 2007 Issue)

Member to Member News (M2M) is YOUR opportunity to help get the word out to fellow members about your company news. Continue to keep GNMAA members informed of the happenings in our magnificent neighborhood!

Do not submit advertising offers, trunk shows, and solicitation pieces. Only newsworthy articles, charitable or special events, and member-to-member special offers will be considered for publication.

The following are examples of acceptable entries:

- Benefits/Free Events (thru 04/30/07)
- Expansion/remodel
- Member-2-Member Special Offers
- New location, New company name
- Who's New...What's New
- Community Citation /Awards

Submit this completed form or press release via fax: 312.642.3826 or e-mail to Bernadette Molina @ bmolina@gnmaa.com by THURSDAY, February 22, 2007

Please include me in your monthly e-mail reminder

Please contact me to be featured in the MEMBER SPOTLIGHT (share your experience as a GNMAA member)

Name: _____

Name: _____

e-mail: _____

Phone: _____

Note: Due to space limitations, placement is not guaranteed.

Company: _____ Contact Name: _____

Phone (for Publication): _____ e-mail/Website (for Publication): _____

Brief Description of Free Event/News/Member-2-Member Special Offers:

Articles not published in the newsletter can be considered online! Visit www.gnmaa.com for more M2M News!

Member 2 Member (M2M)

WHO'S WHO....WHAT'S NEW?

Welcome to the following new contacts:

- **Reverend John Barich**—First Saint Paul's Evangelical Lutheran Church
- **Andrew Ettenhofer**, promoted to *Director of Special Events & Development*—fig media inc
- **Erik Friedly**, *Event Sales Manager*—fig media inc
- **Mario Mazzini**, *General Manager*—House of Blues Hotel
- **Tess McKiernan**, *Director of Sales*—The Grill on the Alley
- **Tony Mendez**, *Sergeant, 18th District*—Chicago Police Department
- **Russell Menkes**, *General Manager*—Conrad Chicago
- **Juan Ochoa**, *CEO*—Metropolitan Pier and Exhibition Authority
- **Larry Passo**, *Bank Manager*—Harris Oak Street Branch
- **Linda Piepho**, *Vice President & General Manager*—Macy's State Street

NEWS

Sandi Chatz, of Call One, has been invited to join the Robert H. Lurie Advisory/Cancer Board of the **Northwestern Memorial Hospital**. Sandi is a cancer survivor.

H20+ at 600 N. Michigan Avenue is getting an extreme makeover and will be open after February 9, 2007.

John G. Shedd Aquarium has been named one of six recipients of the 2006 National Awards for Museum and Library Service, the nation's highest honor for community service provided by museums and libraries. The annual award recognizes institutions for outstanding social, educational, environmental or economic contributions to their communities.

EVENTS

February 9: Join the River East Art Center for an evening of fine art, wine and community. Free admission and complimentary appetizers and wine from 5:30–8:30 p.m. Discount parking lot in the North Pier Garage just east of the River East Art Center. 435 East Illinois. For more information please call 312-321-1001.

February 14: Conrad Chicago is hosting a five course dinner complete with complimentary champagne toasting and a departure gift. For reservations, please call 312-645-1500.

February 15: Join **Harry Caray's Restaurant** at 5:30 p.m., anywhere in the world for the 9th Annual Worldwide Toast to Harry Caray on the anniversary of his passing. Fans from all over will raise a Budweiser (Harry's favorite brand of beer) or other beverage to the late Hall of Fame baseball announcer. To enroll your restaurant or bar as a toast location, email the name and address to holycow@harrycarays.com.

February 25: Join **The Hancock Observatory** and the American Lung Association of Metropolitan Chicago on Sunday, February 25th for the 10th annual "Hustle up the Hancock". Spots are still available for the half climb up to the 94th floor observatory. Visit www.lungchicago.org for registration information.

EXCLUSIVE M2M OFFERS

David Burke's Primehouse offers GNMAA members a special "Baby It's Cold Outside" rate. Choice of hot tea, hot chocolate, hot cider or winter sangria. Assorted selection of sweet and savory items. \$20 per person, \$26 per person (champagne upgrade). Call 312-660-6000 for more information.

Chicago Shakespeare Theater is graciously offering GNMAA members two tickets for the price of one to *The Three Musketeers*. Use promotion code 4214 when you call the box office or when ordering online. Valid Tuesday-Friday, evening performances, February 1–16. 312-595-5600. www.chicagoshakes.com

WELCOME TO OUR NEW MEMBERS

Ameriprise Financial
Dawn Trubow, Financial Advisor
8700 West Bryn Mawr, Ste 1000N
P: (773) 628-2221
www.ameriprise.com

Brasserie Jo
French Cuisine
Kevin Reed, General Manager
59 W. Hubbard
P: (312) 595-0800
www.brasseriejo.com

Chicago Flat Sammies
Sandwich, Soup, Pizza
Jeff Winograd, Managing Partner
163 E. Pearson Street –
Waterworks Building
P: (312) 664-2733
www.leye.com

Copley Advisors
Real Estate Advisor
Melissa Copley, President
474 N. Lake Shore Drive, Ste 3703
P: (312) 324-3601
copleyadvisors.com

Fado Irish Pub
Cassie Carroll, Event Manager
100 W. Grand Avenue
P: (312) 836-0066
www.fadoirishpub.com

Infrared Testing, Inc.
*Worldwide Thermographic
Preventive Maintenance*
Terry Malagoli, President
445 W. Erie, Ste 106
P: (312) 670-5005
www.infraredtesting.com

Nacional 27
Modern Latin Cuisine
Adam Seger, General Manager
325 W. Huron Street
P: (312) 664-2727
www.nacional27.net

Osteria Via Stato
Italian Cuisine
Randy Bran, General Manager
620 N. State Street
P: (312) 642-8450
www.leye.com

Petterino's
Prime Steaks & Seafood Cuisine
Daniel Faylor, Manager
150 N. Dearborn Street
P: (312) 422-0150
www.leye.com

MARK YOUR CALENDARS!

MEMBERSHIP CONNECTION

February 20, 2007

5:30 p.m. – 7:30 p.m.

Devon Seafood Grill

39 E. Chicago

Tickets: \$20.00

ANNUAL MEETING

February 26, 2007

5:00 p.m. — Registration

5:30 p.m. — Meeting

6:30 p.m. — Cocktail Reception

Museum of Contemporary Art

220 E. Chicago Avenue, Grand Ballroom

(Enter at Pearson St. entrance at the Education Center)

Tickets: \$45.00

GNMAA AWAY

March 1–4, 2007

Beverly Hills, Los Angeles

Call For Details

MEMBERSHIP LUNCHEON

March 15, 2007

11:15 a.m. – 12:00 p.m. — Cocktails & Reception

12:00 p.m. – 1:30 p.m. — Luncheon

Fairmont Hotel Chicago

200 N. Columbus Drive

Tickets: \$50.00

MEMBERSHIP CONNECTION

March 28, 2007

5:30 p.m. – 7:30 p.m.

Hotel Indigo Chicago

1244 N. Dearborn Parkway

Tickets: \$20.00

ANNUAL GALA

May 11, 2007

***Chicago Marriott Downtown
Magnificent Mile***

540 N. Michigan Avenue

Tables and Individual Tickets Available

To RSVP, visit www.gnmaa.com or call GNMAA at (312) 642-3570

THE GREATER NORTH MICHIGAN AVENUE ASSOCIATION

MEMBER MONTHLY

The Greater North Michigan Avenue Association

625 North Michigan Avenue

Suite 401

Chicago, IL 60611



THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION