



GNMAA Bi-Weekly News

August 5, 2011

Letter from the Chairman



Dear Members,

It is no coincidence that Priceline.com named The Magnificent Mile district the #1 destination for both Memorial Day and Fourth of July getaways. It is no coincidence that Michigan Avenue's retail vacancy rate is lower than anywhere else in the country. And, it is certainly no coincidence that 18 million people visit The Magnificent Mile each year.

As 'One of the Great Avenues of the World,' there are certain expectations that Michigan Avenue must live up to, including a world-class selection of businesses; a luxurious ambiance; and a vibrant community. Though Michigan Avenue is exceptional by all measures, there are many shopping destinations with similar offerings.

So what makes The Magnificent Mile so *magnificent*?

Our district's esteemed reputation is in large part the result of our commitment to an intangible amenity: Midwest hospitality. Nothing can take the place of great customer service. People may visit The Magnificent Mile because of our fine retail landscape, but it is customer service that keeps them coming back.

Each of us has great stories to tell of above and beyond service experiences in our area. We share these stories with our colleagues and challenge them to go further to serve their customers.

Our standards of warmth and service excellence are ready to be rewarded. We know the next two years will have a strong increase in convention visitors. Leisure tourism is also gaining ground. We can dazzle these visitors in such a special way that they will be committed to return to our district many times in the future.

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Thursday, August 9, 2011
Cantina no. 46

[A Magnificent Red Carpet Cruise: A Celebration of Chicago Films](#)

Tuesday, August 16, 2011
Chicago's Leading Lady

[August Professional Development Series](#)

Wednesday, August 24, 2011
Neal, Gerber & Eisenberg

[In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®](#)

August 26 - September 8
The Magnificent Mile district

August New Members

Brilliant Electric Heating & Cooling

Tom Heskin, Owner
7501 Waukegan Rd, Niles
(847) 588-2533

www.brilliant-electricians.com

I now challenge you to take your customer service to the next level so that we can continue to set the standard for other destinations. Ask yourself how you can go the extra mile to provide visitors with an experience they cannot find anywhere else in the world.

*Grant DePorter
Chairman of the Board*

Don't Miss the August Membership Connection



On August 9, join us for the August Membership Connection at [Cantina no. 46](#). The opportunity to enjoy a beautiful alfresco atmosphere, dine on flavorful Coastal Mexican fare and network with fellow GNMAA members makes for the perfect summer evening.

To RSVP, click [here](#).

Cruise Around Chicago's Lakefront in Style During the Annual GNMAA Boat Cruise



It's your time for star treatment during *A Magnificent Red Carpet Cruise: A Celebration of Chicago Films* on August 16.

Flaunt your best Hollywood attire aboard Chicago's Leading Lady, Chicago's First Lady's newest and largest fleet, and take in a beautiful view of the Chicago skyline. You'll be treated to a red carpet welcome, delicious food and drinks, raffle prizes and much more. Purchase your ticket [here](#)!

Corporate Concierge Services Offers Its Top-Notch Service to In-Fashion



[Corporate Concierge Services Inc.](#) (CCS) will work in conjunction with GNMAA as an official partner for *In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®*. From August 26 to September 8, CCS will serve as an information source for both retailers and *In-Fashion* guests. The company will also manage The Magnificent Sweepstakes redemption centers at all three major retail centers on Michigan Avenue. It is a perfect fit given the CSS locations at Water Tower Place and 900 North Michigan Shops.

Service
Recruited by: Jack Quill

Eddie Bauer
Jon Mule, District Director
600 N. Michigan Avenue
(312) 951-8484
www.eddiebauer.com
Apparel

KOOKY
Jholet Tabuena, Owner/Designer
520 N. Michigan Avenue, Level 3
(312) 343-4964
www.kookykidsshop.com
Children's Clothing and Toys
Recruited by: Donna Dugo

Levi's
Rosemary Welch, Assistant to
Director/Retail Marketing
600 N. Michigan Avenue
(312) 642-9613
www.levi.com
Apparel
Recruited by: Stan Nitzberg

MontBlanc
Patrick Parkey, Sales Manager
900 N. Michigan Avenue
(312) 943-1200
www.montblanc.com
Luxury Retail

NEFF of Chicago
Patrick Borg, Owner/President
222 Merchandise Mart, Suite 144
(312) 467-9585
www.neff-of-chicago.com
Kitchen Design/Retail
Recruited by: Grant DePorter

Swarovski
Danelle Sarvos, Retail Marketing
Coordinator
540 N. Michigan Avenue
(312) 464-0130
www.swarovski.com
Jewelry

Walter E. Smithe
Tim Smithe, CMO/Owner
1251 W. Thorndale
(630) 875-6299
www.smithe.com
Home Furnishings
Recruited by: Grant DePorter

August Member Anniversaries

Celebrating 66 years!
The Talbott Hotel

63 years
Tribune Properties
Wm. Wrigley Jr. Company

62 years
Northwestern Memorial Hospital

50 years

In addition to these locations, CCS currently provides its signature brand of service to commercial, retail, residential and hotel clients in more than 10 markets throughout the United States, including Chicago, Los Angeles, Dallas, Philadelphia, Houston, Salt Lake City, Atlanta, Milwaukee, Cincinnati and Honolulu. As Chicago's largest concierge firm, CCS is the premiere resource for corporate and personal amenity support. Corporate Concierge Services, Inc. is headquartered at 135 South LaSalle Street in Chicago. For more information, visit www.corporateconcierge.com, www.ccsretail.com, and www.ccs-hotels.com or call 312-329-1234.

Build your Business: *In-Fashion* Offers Prime Marketing Opportunities for Your Business



From August 26 to September 8, all eyes will be on The Magnificent Mile as we host the nation's first shopping festival, [In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®](#). We invite you to use the tools below to promote the festival to your constituents.

Brand guidelines: Download a [Brand Guidelines document](#) for *In-Fashion* logo usage, images for promotional and PR use, event copy and more. We encourage you to promote this event to your constituents via email, direct mail, your website, press efforts and more. This document provides everything you need to properly promote the event.

Website: The website is live! Wonder what else is happening? Interested in seeing your events and offers listed? You'll find all of that information [here](#).

MasterCard® offers: Thirty-six businesses have already submitted a value-added MasterCard® offer and will enjoy additional promotion through MasterCard® outlets. It's not too late for you to participate - [learn how](#). MasterCard® will promote these offers on their global website, travel partnerships and through Chicagoland banks.

The Magnificent Sweepstakes: Guests during *In-Fashion* who spend \$100 or more at GNMAA businesses can earn a Sweepstakes Card for the chance to win one of [four extraordinary prizes](#). Watch your inbox next week for more information, including key sweepstakes details to share with your staff.

Crain's Chicago Business
Solomon Cordwell Buenz &
Associates Inc.

38 years
Rehabilitation Institute of Chicago
Hanig's Footwear

29 years
The Lodge Management Group
E.E.

25 years
NBC Tower/Jones Lang LaSalle
The Sutton Place Hotel

20 years
Swissotel Chicago

13 years
Sax Chicago - A Thompson Hotel
Wyndham Chicago
American Girl Place

12 years
Stuart Weitzman

10 Years
Joe's Seafood, Prime Steak &
Stone Crab
Centric Web, Inc.

Eight Years
Drinker Biddle & Reath LLP

Seven years
Landscape Concepts
Management, Inc.
Howl At The Moon

Six years
Streeterville Properties

Five years
Parkway Realty Services, LLC
Falcon Real Estate Company
Bubba Gump Shrimp Co.
Capi's Italian Kitchen - Chicago

Three years
Aries Charter Transportation
Cafe Descartes Coffee

Two years
Victoria's Secret
Golan & Christie
Digital Imaging Resources
Michelle's Interior Design Group
Park Grill

One year
Atunovich Associates
Blackhawks Store
Sprinkles Cupcakes Inc.
Ann Taylor
Able Engineering Services

Continue to submit your events and offers:

There is still time to submit your events and offers! Download a [participation form](#) or submit directly to Melanie Mapes at mmapes@gnmaa.com, subject line "Shopping Festival."

Promote your events: Take the next steps to promote your events and offers as part of *In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®* on your website, across social media outlets, in client eblasts, to the media and more. Use the [Brand Guidelines document](#) for language about the event.

Questions? Contact Melanie Mapes at mmapes@gnmaa.com or (312) 344-2317 for more information about participating in the event.

Photo Credits:

Photographer: Dennis Lee

Model: Shawntae Calhoun at Factor Women

Hair & Makeup: Sharon Casey at Artists by Timothy Priano

Stylist: Maggie Rei at Chicago Emerging Artists

Neighborhood News

New Development Deal Preserves the Esquire Theatre Building

via Alderman Reilly's 42nd Ward Update

Alderman Reilly announced a new development deal for the Esquire Theatre space. [Read more](#) to find out what the future holds for the space once construction starts later this year.

Lane Closures on DuSable Bridge The DuSable Bridge (at Michigan Avenue) will have one lane in each direction closed for maintenance and repair, August 8-18, 9:30 a.m. to 3:30 p.m. [Read more](#).

Oak Street Beach Underpass Transforms into Local Artist's Canvas

via FOX Chicago

The pedestrian underpass at Oak Street Beach has recently undergone a transformation. Local artist Jeff Zimmermann is close to finishing his mural on the underpass's eastern wall. The mural is a part of an overall campaign promoting the importance of keeping Chicago's beaches clean. [Read more](#).

Children's Memorial Hospital Construction Update

Construction continues for Children's Memorial Hospital's Ann & Robert H. Lurie Children's Hospital of Chicago. The focus of the construction turns to the interior of the building as the facade is now complete. Find out more [here](#).

New Legislation Alters Museum Discount Day Policy Under recent Illinois legislation, out-of-state residents will be asked to pay the full museum admission fee on Discount Days. This change is effectively immediately.

The following museums are affected by this new legislation:
Adler Planetarium

Art Institute of Chicago
Chicago History Museum
DuSable Museum of African American History
Field Museum
Museum of Contemporary Art
Museum of Science and Industry
Peggy Notebaert Nature Museum
Shedd Aquarium

If you have any questions, please call Museums in the Park at 312-447-0460.

Oak Street Beach Named Top Great Lakes Beach "Dr. Beach," Florida International University professor and coastal expert Stephen P. Leatherman, recently released his ranking of the top Great Lakes beaches. Oak Street Beach was recognized for its stunning views of Lake Michigan and the Chicago skyline. [Read more.](#)

New to The Mile

[Argo Tea](#), 435 N. Michigan Avenue (*Opening Fall, 2011*)
[Patagonia](#), 48 E. Walton Street (*Opening October, 2011*)

[See who else is coming to The Magnificent Mile neighborhood!](#)

Member News

The [Conrad Hotel](#) has launched its new sleep menu, which includes a variety of dreamy selections such as custom pillows, sleep elixirs, night caps, sleep technology, H2O treatments, over-night hydration and sleep amenities. The new menu encourages guests to enjoy the ritual of sleep in a new and exciting way.

The [Field Museum](#) has been named a finalist for the 10th Annual **America's Best Restroom Award**. The museum's facilities were recognized for their family-friendly nature. To cast your vote, [click here](#).

The [Affinia Hotel](#) has introduced its new **Inside Out Suite**, a lavishly equipped outdoor suite that offers private access to the 29th floor and a bird's eye view of the city. The package includes a private, customized dining experience, bottle of champagne, private outdoor movie screening, late night snacks and breakfast in bed.

The Magnificent Mile in the news: [Racked Chicago](#), [Hello Magazine](#)

Member Special Events and Offers

- *Hot Trends and One-of-a-Kind Gifts, August 12:* ShopParty Events invites you to an afternoon of shopping, snacks and drinks at the Diversey Yacht Club. [Learn more.](#)
- *Through August 25:* Navigate the streets of Chicago in the most stylish way. The Elysian Chicago's *Lexus Escape* package includes the keys to a Lexus convertible for use during your stay. [Learn more.](#)

- *Through August 25:* No matter which team you root for, the InterContinental Chicago's *Chicago Favorite Pastime - Baseball!* package treats you to a day at the stadium that you won't forget. [Learn more.](#)
- *Through August 31:* At Palm Restaurant, enjoy a 4 lb. Jumbo Nova Scotia Split for Two with melted butter and lemon, a starter salad and sides for just \$95. [Learn more.](#)
- *Through August 25:* Fine Makeup Art will come to your Magnificent hotel, home or office and create a beautiful summer makeup look. [Learn more.](#)

[Click here to view these member special offers and events, plus more!](#)

Contact GNMAA: P: (312) 642-3570 E: gnmaa@gnmaa.com www.gnmaa.com