



GNMAA Bi-Weekly News

October 3, 2011

Letter from the Chairman



Dear Members,

WOW! After two weeks of special events, promotions and offers, early feedback is telling us that the inaugural *In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®* was a success.

Congratulations to the *In-Fashion* committee and GNMAA members who dedicated the last 18 months to the development of this event. Your hard work paid off and we all thank you.

More than 140 retail shops, restaurants, hotels and attractions came together to offer a shopping experience of a lifetime. Visitors came from near and far to take part in the experience. In fact, the Chicago Convention and Tourism Bureau confirmed that 111 visitors from China traveled to Chicago specifically for *In-Fashion*, reaffirming our focus on international efforts. We expect that number to increase over the next few years as we continue to expand *In-Fashion* offers and participation.

I am pleased to report that initial comments from members indicate robust hotel occupancy on Labor Day Weekend and strong retail sales, specifically on Labor Day Monday, a traditionally slow day for retailers. We look forward to more complete survey data in the coming weeks that will help shape plans for next year's event. However, figures are not the only representation of the event's success. *In-Fashion* once again positioned GNMAA as a leader within the city of Chicago as well as among the great avenues of the world.

In This Issue

Letter from the Chairman

Featured Articles

Neighborhood News

New to The Mile

Member News

Member Special Events & Offers

GNMAA Calendar

Calendar

[Progressive Networking Event](#)

Thursday, October 13, 2011
Berghoff Catering & Restaurant Group

[October Membership Connection](#)

Tuesday, October 18, 2011
The Whiskey Bar and Grill

GNMAA New Member Orientation
Wednesday, October 26, 2011
Embassy Suites Chicago Lakefront

[Spa Night Out for Men and Women \(benefiting The Magnificent Mile Charitable Foundation\)](#)

Thursday, October 27
Mario Tricoci Hair Salon & Day Spa

September New Members

Alison Jannotta and Associates, Inc.

Alison Jannotta, President

2906 Central Avenue, #300 (Evanston,
IL)

(847) 933-9951

Brokerage and Investments, Real Estate

Recruited by: Jacqueline Hayes

Though In-Fashion set the foundation, we must continue to uphold GNMAA's reputation as a leader within the city. A big part of that means building strong relationships with individuals and organizations that play a part in the well-being of our district. Maria Zec, general manager and regional vice president - USA East Coast of The Peninsula Chicago, was right on target when she said:

"We support the convention bureau because of the work it does to bring visitors to the city of Chicago. We support our industry associations because of the work they do to represent industry legislative agendas. And, we support GNMAA because this is our neighborhood."

We take this responsibility very seriously and recognize the importance of representing our members' interests within the larger context of the Chicago business community. We work closely with the various business associations to create a united voice on matters that are important to our members such as reducing sales tax and coming to a positive conclusion on McCormick Place work rules.

Your involvement with GNMAA does not stop with the association. I ask that you also proactively seek out opportunities to form relationships with city influencers and voice your opinion in city-wide issues that could have an effect on the future financial health of our district and community.

Grant DePorter
Chairman of the Board

GNMAA Welcomed Mayor Emanuel to Sold Out September Membership Luncheon presented by Charter One



On September 28, approximately 400 GNMAA guests attended the September Membership Luncheon presented by Charter One at the Fairmont Chicago Millennium Park. GNMAA was pleased to welcome Mayor Rahm Emanuel as the event's featured speaker. Mayor Emanuel, introduced by Alderman Brendan Reilly, recognized The Magnificent Mile district's impact on the city's overall economy and focused on the importance of education to sustain a vibrant Chicago.

The luncheon included a full schedule of programming. GNMAA Public Way Committee co-chairs, Kevin

AllSaints Spitalfields

Jennifer Walker, Vice President
700 N. Michigan Avenue
(312) 283-0400
www.us.allsaints.com

Retail

Recruited by: Joel Morales

Apple

Renee Ascione, Events Lead
679 N. Michigan Avenue
(312) 529-9500
www.apple.com

BIG Media Sales, LLC.

Patrick Grady, President
790 W. Frontage Road, Suite 413
(Northfield, IL)
(847) 784-1119

www.bigmediasales.com

Service

Recruited by: John Curran

Center for Cultural Interchange

Marcelle Benedicta, Employer Relations Specialist
746 N. LaSalle Street
(312) 944-2544
www.hirewithcci.org
Non-profit
Recruited by: Donna Dugo/Michelle Paluch

Compass to Care Childhood Cancer Foundation

Michelle Ernsdorf, Founder
PO Box 13146
(312) 515-9490
www.compassstocare.org
Non-profit
Recruited by: Louis Fine

Doctors for Visual Freedom Laser Center

Meghan Smith, Patient Consultant and Marketing Manager
875 N. Michigan Avenue, Suite 1550
(312) 291-9680
doctorsforvisualfreedom.com
Medical Office

Dr. Graphx

Mike Mages, President
955 W. Lake Street
(312) 553-4357
www.drgraphx.com
Printing
Recruited by: Daniel Thomas

Flower Show Productions

Tony Abruscato, President
600 E. Grand Avenue
(312) 595-5400
flowershowproductions.com
Special Event

Stanley, Vice President of U.S. Equities Realty, LLC, and Erik Grossnickle, Arborist Representative at Barlett Tree Experts, presented the 47 winners of this year's Beautification Awards. U.S. Equities received the President's Award, the highest level of recognition awarded in the GNMAA Beautification Award Series, for their landscaping efforts around the 669 North Michigan Avenue Building. Bob Wislow, Chairman & CEO of U.S. Equities Realty, LLC, accepted the award on the company's behalf. For a full list of winners, click here.

Bob Dion, co-chair of The Magnificent Mile Lights Festival® presented by BMO Harris Bank and Partner at Davis Harrison Dion, provided a preview of this year's event taking place on Saturday, November 19. The audience was also treated to a recap of In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard®.

Photo credit: Stanley Wlodkowski

Take a Look at *In-Fashion* Highlights

In-Fashion: The Magnificent Mile Shopping Festival presented by MasterCard has ended, but the excitement continues. Under the leadership of *In-Fashion* Chairperson Carrie Lannon, National Public Relations Director for [ULTA Beauty](#), and *In-Fashion* Vice-Chair Erica Strama, Senior Marketing Manager at [The Shops at North Bridge](#), *In-Fashion* successfully debuted as the nation's first shopping festival.

This event would not have been possible without an amazing executive committee and extraordinary sponsors: MasterCard, Mercedes-Benz Chicagoland Dealers, *Chicago* magazine, Factor Women, Illinois Department of Commerce and Economic Opportunity/Illinois Office of Tourism, ULTA Beauty and Corporate Concierge Services. Thank you to everyone for their hard work and dedication the past 18 months!

Enjoy highlights from the event with the following *In-Fashion* recap videos.



Celebrity stylist Carson Kressley provides an overview of In-Fashion during the kick-off event on August 26.



A reel of In-Fashion highlights depicts two weeks of activities around the district.

Patagonia
Kelley Freridge-Olson, Store Manager
48 E. Walton Street
(312) 951-0518
www.patagonia.com
Retail

September Member Anniversaries

Celebrating 63 years!
InterContinental Chicago Magnificent Mile

62 years

919 N. Michigan Avenue Building
Palmolive Building/Draper & Kramer
The Drake Hotel

48 years

401 N. Michigan Avenue Building/Zeller
Realty Group

47 years

Schatz Building/Fairbanks & Ontario

46 years

900 North Michigan Shops
Millennium Knickerbocker Hotel Chicago

36 years

Pepper Construction Company

35 years

Water Tower Companies

29 years

Lawry's The Prime Rib

23 years

Bloomingdale's
W Chicago Lakeshore

22 years

Law Offices of Howard W. Melton &
Assoc.
Fogal of Switzerland

20 years

NIKETOWN

18 Years

Dynamex Inc.

17 Years

Atlas Forms & Graphics

16 years

The John Buck Company

GNMAA Thanks Member Programs Director Polly Olson for Her Seven Years of Service



After seven years at GNMAA, Member Programs Director Polly Olson will be moving on to pursue a new opportunity. At the September Membership Luncheon, GNMAA President & CEO John Chikow said the following:

"The association is grateful for Polly's stewardship of the Member Programs Division. The core events such as the Gala, GNMAA Cruise, Member Luncheons and golf outing have been consistent revenue generators and a lot of fun. But the hardest part about Polly moving on in her career will be the personal touch she put on every relationship within GNMAA. Polly's tremendous energy and positive leadership made each event as successful as possible."

Best of luck to Polly on her new endeavor!

Reserve Your Spot for the GNMAA Progressive Networking Event



If you are responsible for developing strategic partnerships, business development and sales for your company, you will not want to miss GNMAA's Progressive Networking Event on Thursday, October 13, 8 a.m. - 9:30 a.m. at [Berghoff Catering & Restaurant Group](#) (17 W. Adams Street). Purchase your tickets [here](#).

RSVP for the October Membership Connection



Join us for networking with prospective and new GNMAA members at the October Membership Connection at [The Whiskey Bar and Grill](#) (1015 N. Rush Street) on Tuesday, October 18, 5:30 p.m. - 7:30 p.m. Delicious food and cocktails will be served. Purchase your tickets [here](#).

Increase Traffic to Your Website Via TheMagnificentMile.com

The Second City

14 years

Ermenegildo Zenga

13 years

JCDecaux Chicago

11 years

Conrad Chicago
WFMT/WTTW, Inc.

10 years

Wisecarver Public Relations, LLC

Eight years

Seadog Cruises, Entertainment Cruises
Rhapsody
Fig Media Inc.

Seven years

Point B Communications
Timothy O'Toole's Pub Chicago

Six years

Tier 5 Systems
Hotel Indigo Chicago Downtown Gold Coast
Hunt Media & Management LLC
Food For Thought
Accent Chicago
Hotel Cass, Holiday Inn Express Mag Mile
Power Construction Co.

Five years

Michigan Avenue Magazine

Three years

Elysian Hotel
The Gage
Stress Management Institute
Mimosa Interior Landscape

Two years

The Murphy
Greens By White, Inc.

One year

SHRINE Haberdashery
Rev Productions
PMJ Group
Black Jade Creative
White House Black Market Inc.
NeuStep Inc.
Harrah's/Caesar's Entertainment



Web advertisers in 2011 enjoyed top referral success from TheMagnificentMile.com. 80% of advertisers placed in the top three for outbound links in their respective categories, with all advertisers placing in the top five. Do not miss the chance to increase traffic to your website today! Some categories are already sold out, so do not delay. [Download an advertising form here.](#)

Contact Melanie Mapes at mmapes@gnmaa.com or (312) 344-2317 with questions.

Support The Magnificent Mile Charitable Foundation with Spa Night Our for Men and Women



On Thursday, October 27 from 5:30 p.m. to 8:30 p.m., enjoy an evening of pampering at [Mario Tricoci Hair Salon & Day Spa](#) (900 N. Michigan Avenue) while also supporting The Magnificent Mile Charitable Foundation. Spa services will include cellophane treatments, diamond tip microdermabrasions, mini facials, mini manicures and pedicures and more! Purchase your tickets [here](#).

Neighborhood News

Michigan Avenue Resurfacing Project

From now until mid-November, the Chicago Department of Transportation (CDOT) will be resurfacing Michigan Avenue from Illinois Street to Oak Street, and Inner Lake Shore Drive from Oak Street to Division Street. For more details, [click here](#).

Street Closures for Upcoming Bank of America Chicago Marathon

On Sunday, October 9, several streets in the area will be closed due to the Bank of America Chicago Marathon. To learn which streets will be affected, [click here](#).

New to The Mile

[Armani Exchange](#) (Water Tower Place - 835 N. Michigan Avenue) - *Opened September 22*

[Bar Toma](#) (110 E. Pearson Street) - *Opening October 2011*

[Magnolia Bakery](#) (108 N. State Street) - *Opened October 1*

[Filini](#) (Radisson Blu Aqua Hotel - 221 N. Columbus Drive) -
Opening November 2011

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

Member News

Congratulations to Grace Rappe, former GNMAA Planning and Advocacy Division Co-Chair, on her new role at the Public Building Commission (PBC). Grace has joined the PBC as the Director of Design where she will be responsible, program wide, for advancing projects through the Design Phase, while coordinating closely with the Planning and Construction teams.

[ABC 7 Chicago](#) has been nominated for an Emmy in the "Outstanding Achievement for Special Event Coverage" category for The Magnificent Mile Lights Festival presented by BMO Harris Bank in 2010

[aria's](#) Chef de Cuisine Beverly Kim Clark has been named as one of the 29 hopefuls on the upcoming season of Bravo's hit reality show Top Chef. The new season is scheduled to premiere on November 2. Best of luck to Beverly!

[Swarovski](#) will be expanding its presence at Water Tower Place.

The designer is debuting a larger store location on the retail center's fifth floor this November.

[Chicago Shakespeare Theater \(CST\)](#) has been named a recipient of the 2011 British Consul General Award on the even of its 25th anniversary season. The award was given in recognition of CST sharing its acclaimed productions abroad and regularly engaging celebrated UK artists through its World's Stage Series.

[Lookingglass Theatre Company](#) has announced a culinary theatrical experience featuring Rick Bayless. "Cascabel" is scheduled to run March 23 - April 22, 2012. For more information, [click here](#).

The Magnificent Mile in the news:

[Crain's Chicago Business](#), [Chicago Tribune](#), [ABC Chicago](#), [FOX Chicago](#), [Racked Chicago](#), [British Columbia Local News](#)

Member Special Events and Offers

- *Create Your Own Custom Celebrations To-Go Package:* Hershey's custom to-go packages are great for staff meetings, employee parties or any other special occasion. [Learn More](#).
- *La Joie du Shopping Package:* Sofitel Chicago Water Tower's new package, La Joie du Shopping, includes luxury accommodations for two, perfect for couples or a group of girlfriends. [Learn More](#).

- *Through October:* October is National Dessert Month and deca RESTAURANT + BAR is the perfect place to indulge with a complimentary dessert with purchase of dinner entrée. [Learn More.](#)
- *Through October 13:* The Spa at the Four Seasons Chicago will pamper runners post finish line with the "Runner's Recovery Package." [Learn More.](#)
- *October 13:* aria is pairing up with Arcadia Ales and Great Lakes Brewing Co. to host a Harvest Beer Dinner. [Learn More.](#)
- *Weekends from Friday, October 14 to Monday, October 31:* Halloween starts early at Harry Caray's Tavern, Navy Pier. Haunted Harry's will be decorated from top to bottom with ghouls, spider webs and tombstones and will offer fun activities on the weekends for kids. [Learn More.](#)
- *October 22 and October 29:* The Driehaus Museum is pleased to announce the debut of the Halloween-inspired *Murder Mystery at the Marble Palace: A Gilded Age Whodunit.* [Learn More.](#)

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