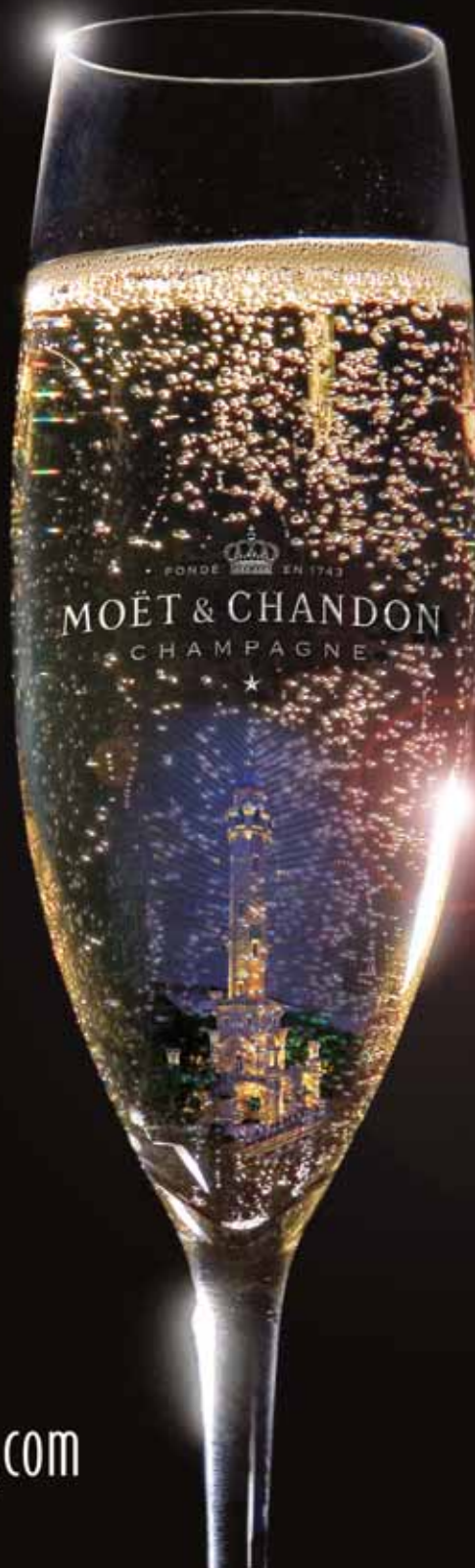


**FEBRUARY
2008**

TOASTS

**CELEBRATE
LIFE'S MOMENTS ON**

The Magnificent Mile.com





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

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Ralph M. Weber

Northwestern Memorial Hospital

Secretary

Howard W. Melton, PhD

Law Offices of Howard Melton and Assoc.

Treasurer

David M. Quinnert

Ad Compensation, Inc.

Legal Counsel

David B. Ritter

Neal, Gerber & Eisenberg, LLP

President and CEO

John S. Maxson

GNMAA

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312.344.2329

Bernadette F. Molina

Finance &
Foundation Manager
bmolina@gnmaa.com
312.344.2324



February 1, 2008

Dear GNMAA Member:

We are already well into 2008, with GNMAA volunteers and staff "up and running" in all areas of our operations.

- **The Planning & Advocacy Division** is working with developers and area businesses on several high profile projects and signage proposals. Our work with Alderman Reilly's Office, the Chicago Police Department, and other City agencies to strengthen the enforcement of ordinances regulating peddlers and street performers has continued, as has our work to investigate alternative ways to fund the median planters.

- **The Marketing Division** is well underway with the February champagne celebration, our new winter marketing campaign that is attracting customers to retailers, hotels, restaurants, and other member businesses. Additionally, we are planning for an even more spectacular branding initiative and seasonal marketing campaigns that attract customers and add distinction to The Magnificent Mile.

- **The Membership Division** has the goal to increase membership by another 10%! If they succeed, and their sense of determination seems to indicate they will, we will have increased membership by at least that amount for four years in a row! During 2008 the Membership Committee is focusing particularly hard on recruiting larger businesses and encouraging their top management to become involved.

- **The Program Division** is focused on making the Annual Meeting (February 11) and the Quarterly Membership Luncheon (March 20) the absolutely best that they can be. The Luncheon will feature Ivanka Trump speaking about the attributes of North Michigan Avenue that made her company decide to invest here, rare insight into a successful international real estate firm's research mechanism.

Of course the success of all these activities depends on the coordinated efforts of a large number of innovative, energetic volunteers. I can't thank you enough for your involvement. I appreciate the contributions you make and look forward to charging ahead with you into the New Year. Your ideas, energy and active participation assure GNMAA's continued growth and success.

Sincerely,

Ralph M. Weber

GNMAA Chairman of the Board

Vice President, Northwestern Memorial Hospital

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Empower PR and The Magnificent Mile Lights Festival

By: Michelle Mekky

The 2007 Magnificent Mile Lights Festival presented by Harris was one to remember. We had a record turnout, and more media coverage than ever before. It was the perfect start to a beautiful holiday season for Chicago families and the nation. My company, Empower Public Relations, was honored to be a part of it!



Sam Chapman, CEO, and Michelle Mekky, President, with the team from Empower PR.

As the President of Empower Public Relations, the Chicago PR firm which was selected to promote the Lights Festival, I was thrilled to be a part of such a special event. Making this event a success required the very best of our team. Even though we already considered ourselves experts at networking and relationship-building, participating in this special GNMAA event opened us up to even more talented people and landmark businesses in the Chicagoland area. It was a joy to work with all of the GNMAA staff and the wonderful volunteers on the public relations committee.

When it comes to seasonal PR needs, such as The Magnificent Mile Lights Festival, Empower PR is a natural first-choice. Since Empower offers a month-to-month contract (as opposed to most PR firms which require a 6-month or 12-month contract), short-term PR goals are easily accomplished at Empower. Additionally, Empower is the only PR firm in Chicago which delivers television appearances in the first month. We routinely get our clients 3-4 free media placements per month, which helps businesses and people increase their name recognition and their bottom line.

From appearances on the Today show, Oprah, Fox and Friends, The O'Reilly Factor, ABC News and more, Empower has earned millions of media impressions for our clients. Because of our service, we have many long-term clients and offer much more than seasonal PR. We are excited to continue growing, and we can't wait to further develop business contacts with GNMAA.

For more information on Empower PR, visit www.empowerpublicrelations.com.



Sponsor Spotlight

Moët & Chandon

Exclusive partner Moët & Chandon and GNMAA will bring champagne to The Magnificent Mile in February for a month of indulgence. There could not be a more fitting pairing of champagne and one of the great avenues of the world.

Moët & Chandon is the world's most beloved champagne. Founded in 1743, this is the first time Moët & Chandon has partnered with a famous avenue and a champagne-focused event for a multi-year commitment.

Moët & Chandon, part of the Moët Hennessy portfolio, conjures thoughts of luxury and indulgence at mere mention. The Moët Hennessy portfolio also includes prestigious champagne houses such as Dom Pérignon, Veuve Clicquot, Ruinart and Krug.

A tradition in luxury makes Moët & Chandon an ideal partner for the first quarter champagne event. They have recently launched their "Be Fabulous" campaign which parallels The Magnificent Mile's "Feel Magnificent" campaign. On September 28th, 2006, Moët & Chandon lit up the Statue of Liberty for its 120th anniversary with a dazzling illumination. They will bring light to Michigan Avenue in the form of fireworks every Saturday in February. The company embraces its eternal pursuit and high tradition of fabulous fêtes, splendor and universal pleasure—sharing with the world fabulous moments.

Each day in February is sure to be a celebration to remember. Whether our visitors are celebrating an anniversary, a birthday on Leap Day, romance on Valentine's Day or simply because they deserve it, we expect many glasses of champagne to be raised. This event will be an annual experience, so let's make it a vintage performance in its first year, and better as it ages!





FIREWORKS!

- Every Saturday at 6:30 p.m. over the Chicago River (401 N. Michigan Avenue, Pioneer Court)
- Special dazzling display on Leap Day, February 29, 2008 at 6:30 p.m.



Champagne inspired architecture



The historic Carbide and Carbon Building, now the Hard Rock Hotel, located at 230 N. Michigan Avenue, was inspired by a champagne bottle and is a brilliant example of Roaring '20s art deco.

The Hard Rock Hotel was built 1929 and designed by the sons of legendary architect Daniel Burnham



Celebrate Life's Moments

TOAST festivities have begun. Indulge, raise a glass and celebrate on The Magnificent Mile all month long. Visit www.themagnificentmile.com for more offers.

Amalfi Hotel Chicago
20 West Kinzie
(312) 395-9000
www.amalfihotelchicago.com

"Sweet Indulgence Package"
 February 1-29, 2008

Enjoy a toast on The Magnificent Mile and indulge your sweetheart with a romantic getaway at the Amalfi Hotel Chicago. This package includes an overnight stay in deluxe accommodation, continental breakfast, a bottle of Moët & Chandon White Star champagne and chocolate-covered strawberries delivered to your guest room. Packages start at \$209.00 plus tax.

The Hard Rock Hotel Chicago
230 North Michigan Avenue
(312)-345-1000
www.hardrockhotelchicago.com

"Cheers to an Architectural Legend"

The Hard Rock Hotel Chicago will offer champagne flights of Moët & Chandon in "The Sipping Room" throughout the month of February! Valid February 1- 29, 2008

Harry Caray's Italian Steakhouse
33 West Kinzie
(312) 828-0966
www.harrycarays.com

"Champagne Toast"
 February 1-29, 2008

Harry Caray's Italian Steakhouse will offer Moët by the glass in our dining room throughout the entire month of February!
 February 21, 2008

Here's to Harry Toast – which marks the 10th anniversary of Harry's passing and 100 years since the Cubs have won the World Series.

The Signature Room At the 95th
875 North Michigan Avenue
(312) 787-9596
www.signatureroom.com

The Signature Room At the 95th will be featuring 1999 Dom Pérignon by the glass for the entire month of February. Valid February 1 – 29, 2008.



History of Moët & Chandon:

- In 1743, Claude Moët founded his Champagne House, which rapidly became highly sought-after by the courts of Europe.
- In 1792, Jean-Rémy Moët established the world's first international luxury brand: He successfully united all the artisanal elements of the champagne method under one name, one ambition.
- Jean-Rémy Moët re-invented the rules in order to free champagne from its elitist roots, from its regional identity, and from its artisanal methods.
- Moët & Chandon is currently the leading House of Champagne in the world.

Origin of toast:

The actual term "toast" was not coined until the late seventeenth century, when it was the common custom to place a piece of toast or crouton in a drink. The toast would float on top and was used either to improve the flavor of the drink by way of spice, or it would act as a snack, a bit of token nourishment.

The Greater North Michigan Avenue Association
2008 Annual Gala

Adventure on the Avenues

Presenting Sponsor  **Charter One**
Not your typical bank.®



Rome



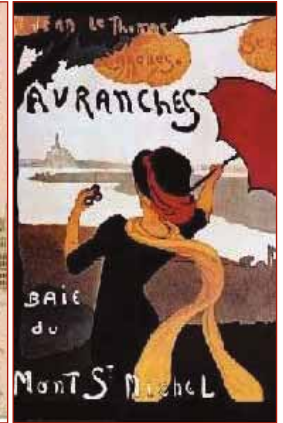
Tokyo



The Magnificent Mile



London



Paris

Friday, May 9, 2008 • Hilton Chicago

6:30 p.m. Cocktails
8:00 p.m. Dinner
9:00 p.m. Dancing and Dessert

Black Tie
Musical Entertainment by
Ken Arlen Orchestra

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

ADDRESS: _____ E-MAIL: _____

- \$6,000 The Magnificent Mile Table**
Table of ten in a premium location, corporate recognition in event program and ballroom, premium gift
- \$3,500 Champs Elysees Table**
Table of ten in a preferred location, corporate recognition in event program, event gift
- \$350 Ginza Tickets** # of tickets ____
One seat in the ballroom, corporate recognition in event program, event gift
- Check Enclosed** **Please Invoice**

Call Polly Olson, Program Director at (312) 344-2320 for more details. Fax this form to (312) 642-3826.
Due to contract, cancellations after 4/18/08 and no-shows will be billed.



Participate in the 2008 Tulip Days on The Magnificent Mile Promotion Today!

TO: **Magnificent Mile Businesses** (Hotels, Restaurants, Retailers, Personal Services and Cultural Attractions)
RE: Special Opportunity to **Build Business** during Tulip Days on The Magnificent Mile (April 16-May 31, 2008)

Tulip Days on The Magnificent Mile celebrates all that is fresh and new in spring 2008 including an installation of kinetic art, designed by our architecture firms. Celebrating architecture in the "Windy City," **Tulip Days would like to partner with our members by highlighting our district's "green" and sustainable initiatives. Submit your events and special offers, including organic menus, trunk shows, educational classes, natural products, etc.** We invite you to promote your own business and offerings to Chicago's residents and visitors this spring.

How can you participate?

- **Create a thematically appropriate special offer, existing event or promotion occurring between April 16 and May 31, 2008**
- **Submit your Springtime hotel package**
- **Provide a thematically appropriate special dining offer**

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.

DON'T MISS THIS PROMOTIONAL OPPORTUNITY!

In order to be considered for the Tulip Days collateral, please complete the bottom of this form and fax or e-mail to Kelsi Johnson at 312.642.3826 or kjohnson@gnmaa.com by **February 27, 2008!**

Tulip Days on The Magnificent Mile (April 16 – May 31, 2008) 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. Contact 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 Kelsi Johnson at GNMAA: (312) 642-3826 or kjohnson@gnmaa.com by Feb. 27, 2008.

For questions, please contact Kelsi via e-mail at kjohnson@gnmaa.com or phone at 312-344-2317.

Window Decorating Contest Winners

As one of the components of The Magnificent Mile Lights Festival® presented by Harris, many retailers along Michigan Avenue participated in The Greater North Michigan Avenue Association's Holiday Window Decorating Contest.

A panel of adults from the design community judged the window displays on The Magnificent Mile the evening of December 6th. The judges were as follows: Nicole Davis, Museum of Contemporary Art; Lisa Ghisolf, Gizmo Design; Nadine Horwitz, Fragrant Design, LLC; Deborah Reinhart, Design Odyssey Ltd; Stacy Sweat, Stacy Sweat Designs and Stephanie Leese, The Talbott Hotel.

Earlier in the day, a panel of 11 younger judges chose the Kid's Choice! award through a collaborative effort with John G. Shedd Aquarium, Jenner Elementary School, and William B. Ogden School. This group of kids visited the Shedd Aquarium prior to tending to their official judging duties to learn how to evaluate window displays. Selected by their teachers because of good grades or attendance, each student earned the opportunity to be a judge for this contest.



Above:
Tiffany & Co. Winner,
Best In Show

Left:
GNMAA members
judged the windows on
December 6

AWARD WINNING WINDOWS

Tiffany & Co.	Best of Show
American Girl Place	Kid's Choice!
Lester Lampert Inc.	Most Seasonal
Ralph Lauren	Most Original
Brooks Brothers	Most Traditional
American Girl Place	Best Use of Technology
Tiffany & Co.	Most Entertaining
Paul Stuart	Most Dramatic
Neiman Marcus	Best Use of Color



LIGHTS FESTIVAL HISTORY BOOK CALL FOR ENTRIES!

We are looking for photos and images documenting holiday traditions (November through December) of our district, including hotel and retail indoor, outdoor or window holiday décor; celebrity appearances, special holiday events and any other images past or present related to holiday season or The Magnificent Mile Lights Festival to be included in a book published by Arcadia as part of their Images of America series.

Submission deadline: Monday, February 18, 2008.

Photos for consideration should be sent by mail with a detailed caption to GNMAA. Or send a high resolution (300dpi) scan on a CD in the mail.

Ellen Farrar
Greater North Michigan Avenue Association
Lights Festival History
625 N. Michigan Ave., Suite 401
Chicago, IL 60611

(Note: photos will not be returned)

GREAT AVENUES OF THE WORLD

GNMAA member Megan Finkelman, Account Supervisor with Davis Harrison Dion, Inc, traveled to Barcelona, Spain, and walked down Las Ramblas.



Send us a picture of yourself on one of the great avenues to Eric Stein at estein@gnmaa.com (high resolution 300 dpi).

The Greater North Michigan Avenue Association presents The March Membership Luncheon

Thursday, March 20, 2008

11:15 a.m. Reception • 12:00 p.m. Lunch and Program

Drake Hotel
140 E. Walton Place
**Valet Parking is available*

• *Mingle and Network with fellow GNMAA members!*

• *Get information on upcoming GNMAA events!*

Special Presentation by Ivanka Trump

Ivanka M. Trump joined The Trump Organization in 2005 as a member of the development team. Ms. Trump is the Vice President of Real Estate Development and Acquisitions. She has expanded the Trump Organization's

interests internationally, bringing the highly acclaimed Trump International Hotel & Tower brand to the global market. Ms. Trump has worked extensively on the new Trump International Hotel & Towers in Chicago.

Premium Tables @ \$2,500 each, including: \$_____

- One ticket to private VIP reception prior to luncheon with Ivanka Trump
- One seat at VIP luncheon table with Ivanka Trump
- Nine additional seats at the luncheon in a premium location



Member Reservation/s @\$55 each (\$65 at the door) \$_____

Non-Member Reservation/s @\$70 each \$_____

Board member (pre-paid) Total Due: \$_____

Check Enclosed



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: _____

NAME: _____ TITLE: _____ COMPANY: _____

Return before **Monday, March 17, 2008** 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.

Questions? Call (312) 642-3570. Due to contract, cancellations after 3/17/08 and no-shows will be billed.



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

GNMAA Annual Meeting

Monday, February 11, 2008
5:00 p.m. Registration
5:30 p.m. Meeting
6:30 p.m. Cocktail Reception

Museum of Contemporary Art
220 East Chicago Avenue

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

- Election and installation of Officers and Directors
- Presentation of Member Recognition Awards
- Fabulous Cocktail Reception by Wolfgang Puck Catering

Special opportunity to view the exhibit: **Gordon Matta-Clark: You are the Measure**
MCA Exhibit will run February 2 – May 4, 2008

NAME: _____

TITLE: _____

COMPANY: _____

PHONE: _____

Member Reservation/s @\$60 each (\$65 at the door) \$ _____

Non-Member Reservation/s @\$70 each \$ _____

Total Due: \$ _____



Wolfgang Puck
catering

Please list your guest(s) names below:

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

Return by Wednesday, February 6, 2008
Fax: (312) 642-3826 E-mail: gnmaa@gnmaa.com Web: www.gnmaa.com
Mail: GNMAA, 625 N. Michigan Avenue Suite 401, Chicago, IL 60611
Questions? Call (312) 642-3570.
Due to contract, cancellations after 2/06/07 and no-shows will be billed.

The February Membership Connection

A networking event to welcome new and prospective GNMAA members



Graciously hosted by:



640 N. Wabash Street
Thursday, February 28, 2008 • 5:00 p.m.–7:00 p.m.



DID YOU KNOW...

- The Hotel Cass was named after Cass Street, which became Wabash in the early '30s.
- The hotel recently reopened after an extensive \$16 million renovation.
- The hotel offers complimentary wired and wireless internet access to all guests.

MAKE CONNECTIONS
with fellow business leaders
WHILE ENJOYING
gourmet appetizers and cocktails
JOIN US
for food, fun and friends at
HOTEL CASS
CHICAGO

Yes, I will attend The Membership Connection!

I am a:

- Member (\$20)
 New Member (Complimentary)
 Prospective Member (Complimentary) **Referred by:** _____

Name: _____ Title: _____

Company: _____ Phone: _____

Email: _____

Please RSVP by Friday, February 22, 2008 via e-mail: klippert@gnmaa.com,
phone: (312) 642-3570, or fax: (312) 642-3826

Due to contract, cancellations after 2/22/08 and no-shows will be billed.

Member 2 Member (M2M)

NEWS

The Pritzker Military Library is pleased to announce the donation of a rare Civil War photograph by Streeterville residents Steve and Lorraine Clark. Still in its original frame, the photograph preserves a pen & ink drawing entitled Lee's Surrender at Appomattox, and features the names of each participant handwritten on the border of the image.

It will be on display at the Pritzker Military Library, which is free and open to the public Monday through Friday, 8:30 a.m. to 4:30 p.m., and also open for scheduled evening events.

To learn more, please visit:
www.pritzkermilitarylibrary.org



Ryan Yantis, Executive Director, Pritzker Military Library; Steve Clark; Ed Tracy, Executive Director, Tawani Foundation; Teri Embrey, Senior Librarian, Pritzker Military Library.

EVENTS

The Architecture Foundation will hold Luncheon Lectures every Wednesday. No RSVP required, for more information call 312.922.3432 x252. Guests are welcome to bring a bag lunch. For program dates go online at www.architecture.org.

SEND US YOUR NEWS

Member to Member (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! **Send your press releases and photos to GNMAA** at gnmaa@gnmaa.com.

The following are examples of acceptable entries:

- *Benefits/Free Events*
- *Expansion/remodel*
- *Business Announcements/Appointments*
- *New location, new company name*
- *New employees or newly appointed*
- *Community Citation /Awards*
- *Member-2-Member Exclusive Offers*

GNMAA EVENTS



Marc S. Schulman, Eli's Cheesecake Company, Nicole Jachimiak, Swissôtel Chicago and Chair of the Lights Festival, and Lou Scalise, Chicago Department of Streets and Sanitation get ready for the procession.



Kelly Wisecarver, wkpr, LLC; Holly H. Agra, Chicago's First Lady; and Jennifer Woolford, Merchandise Mart Properties and Vice Chair of the Lights Festival walk the avenue.



Jill Valentine, LaSalle Bank, Sponsor of the Cultural Event with Susan Chernoff, Lettuce Entertain You Enterprises, Inc. and Contributor and Chair. The Cultural Event presented a night out with 'Jersey Boys' the Tony Award winning musical.

WELCOME TO OUR NEW MEMBERS

Global Energy, LLC

Energy Provider
Tiffany Bland, CMO
Partner
150 N. Michigan Avenue - Suite 2800
(312) 863-8578
www.globalenergy.net

Hilton Chicago

Hotel
Robert V. Allegrini
720 S. Michigan Avenue
(312) 922-4400
www1.hilton.com

Maxim's: The Nancy Goldberg International Center

Allen Nichols, Events Manager
1300 N. Astor
(312) 742-1748
www.maximschicago.org

Prudential Preferred Properties

Real Estate Firm
Eric M. Kromelow, Broker Associate
1205 W. Adams
(312) 733-444
www.propertyconsultants.com

The Disney Store, Inc./Disney Store North America

Retail
Mary Sadeghy, Senior Director, Marketing
717 N. Michigan Avenue
(312) 654-9208

The Silversmith Hotel & Suites

Hotel
Maria Rucci-Blazek
Director of Sales
10 S. Wabash Street
(312) 795-6500
www.silversmithchicagohotel.com

Thomas G. Besore

Law Firm
Thomas G. Besore
Attorney At Law
540 N. Lake Shore Drive #315
(312) 265-6272

MARK YOUR CALENDARS!

A TOAST ON THE MAGNIFICENT MILE

February, 2008

Fireworks every Saturday at the Michigan Avenue Bridge.

February 29, 2008

Leap Day Fireworks

Pioneer Court

401 North Michigan Avenue

ANNUAL MEETING

February 11, 2008

5:00 p.m. – 8:00 p.m.

Museum of Contemporary Art

Tickets: \$60.00

MEMBERSHIP CONNECTION

February 28, 2008

5:00 p.m. – 7:00 p.m.

Hotel Cass

640 N. Wabash Street

Tickets: \$20.00

MEMBERSHIP CONNECTION

March 5, 2008

5:30 p.m. – 7:30 p.m.

Martini Park

151 W. Erie Street

Tickets: \$20.00



GNMAA GALA

May 9, 2008

6:30 p.m. — Cocktails

8:00 p.m. — Dinner

9:00 p.m. — Dancing and Dessert

Hilton Chicago

720 South Michigan Avenue

Invitation on page five

To RSVP, visit www.gnmaa.com or call (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

www.GNMAA.com