

JANUARY 2007



**CELEBRATE LIGHT NIGHTS ON
THE MAGNIFICENT MILE!**

JANUARY 13 – MARCH 3, 2007





THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION

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The Signature Room at the 95th

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January 1, 2007



Dear GNMAA Member:

What is it about GNMAA that impresses people the most?

GNMAA is frequently called by other business development and community advocacy organizations requesting information on how we operate. Most frequently they are impressed by the commitment of GNMAA's volunteer leadership and the magnitude of our volunteer-driven organization. Our committee chairs and those leading key projects are extremely generous with

their time, energy, and other resources. "Outsiders" are surprised when they learn that our effectiveness is attributable to over 350 volunteers serving on over 40 committees and task forces. In fact, over 750 volunteers played a role in the 2006 Magnificent Mile Lights Festival presented by Harris. And many of these are very busy marketing professionals, attorneys, bankers, real estate professionals, small business owners, and corporate leaders!

Last June representatives of Baltimore's business improvement district came to discuss our operations and appeared stunned to learn about the magnitude of volunteer-driven projects like the Lights Festival, the Gala, and the work we do with City Hall to preserve and enhance the Michigan Avenue streetscape. During December a similar group from The Woodlands Town Center near Houston, Texas, visited the GNMAA offices and were also impressed.

The December, 2006, edition of "Forum," the journal of the Association Forum of Chicagoland, an association management trade group, featured GNMAA as the cover story, focusing on the Lights Festival and presenting GNMAA as a model for other associations seeking to involve their membership. If you haven't seen the "Forum" story and would like to, e-mail Amy Schoenfeld at aschoenfeld@gnmaa.com and we will send you a copy.

As we embark on a new year it is time to take stock of our strongest assets: GNMAA's committed volunteers. Thank you to all those who helped with the very successful year we just concluded. Knowing that we have the ranks of volunteers in place for 2007 makes GNMAA the envy of every similar organization I know of.

Sincerely,

John S. Maxson

President & CEO

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A Glimpse of 2006

Another year has ended and looking back at each GNMAA division's successes prompts a big reason to celebrate. The dedication and vision of the Association's many talented volunteers and leaders were an instrumental part of the following accomplishments.

Marketing Division:

- In February, the Feel Magnificent campaign was launched. It is the first ever branding campaign for the district, promoting North Michigan Avenue as one of the great avenues of the world.
- Tulip Days of The Magnificent Mile kicked off with the christening of a vibrant pink tulip named after the City's first Lady, Maggie Daley. A beautiful christening ceremony for the *Tulipa Maggie Daley* was held at The Drake Hotel with GNMAA members, the Mayor, the first lady and their family.
- Gardens of The Magnificent Mile supported the Mayor's beautification and fashion initiatives during summer as part of Fashion Focus. Students from the Illinois Institute of Art created one of a kind Magnificent Mile gardens-inspired fashion which made great broadcast coverage during a fashion show at the Water Tower Park.
- Corporate support is fundamental for the success of consumer marketing programs and GNMAA is pleased to secure three long term presenting sponsorship agreements with LaSalle Bank, Nokia and Harris.



Membership Division:



More than 110 new businesses were recruited in 2006 and membership numbers have increased by 12%.

Congratulations to the 2006 Top Recruiters for the Member-Get-A-Member campaign:

Donna Hagemann, LaSalle Flower Shop

Jean Lieber Tondelli, Concierge Preferred Magazine

Ellen Morse, Ellen Morse Travel Agency

Program Division:

- The blockbuster Annual Meeting boasted a Late Night theme featuring Rick Roman as host and John Maxson as his sidekick.
- The Quarterly Membership Luncheons were all well-attended and featured keynote speakers, including Terry Lundgren of Federated Department Stores, Gordon Segal of Crate & Barrel, and Senator Dick Durbin.
- The fantastic Annual Gala traveled "From the Ancient Nile to The Magnificent Mile", in conjunction with the sold-out Cultural Event, "Tut at Twilight", where GNMAA members were among the first people to see the world-class King Tut exhibit at the Field Museum.
- As always, the Annual Golf Outing was a huge sold-out success at Bolingbrook Golf Club and the Annual Boat Cruise aboard the Chicago's First Lady enjoyed a festive atmosphere of Turkish theme that included a raffle prize drawing for a trip to Turkey.



Planning & Advocacy Division:

This division worked hard in 2006 and continues to work hard. Thanks to the more than 125 volunteers who are members of the 6 Committees and 4 Task Forces that comprise the Planning and Advocacy Division. Collectively, these committees and task forces watched over the physical environment of North Michigan Avenue – traffic, building development, proposed signs, and activity in the Public Way. This very active division constantly met with most of its committee members every month to help keep the Avenue a special place.

Magnificent Mile Charitable Foundation:

The Magnificent Mile Charitable Foundation, the charitable subsidiary of The Greater North Michigan Avenue Association (GNMAA), has granted more than \$50,000 to twelve in-need Chicago organizations in 2006. The mission of the foundation is to improve the quality of life within the geographic boundaries of GNMAA through financial gifts and grants to service organizations that anchor and serve GNMAA's community.

Building on these successes in 2006, the GNMAA team is excited to continuously work with all of its member volunteers and leaders and looks forward to the windows that would open more opportunities this 2007.



MAGNIFICENT FEEL

Celebrate Light Nights on the Magnificent Mile

Join Us as We Kick-off a Season of 'Hot' Activities!

Fireworks!

Pioneer Court
401 N. Michigan Avenue

Saturday, January 13, 2007
6:30 p.m.

Reception!

McCormick Freedom Museum
445 N. Michigan Avenue

After the fireworks until 8:30 p.m.



- ★ Spectacular Fireworks
- ★ Hot Drinks & Cool Cocktails
- ★ Tasty Treats
- ★ Magnificent Music
- ★ Fun Friends



LUMINA, INC.



Please RSVP to attend the Reception by Tuesday, January 9, 2007

___ Adults at \$20 each \$___

___ Children at \$10 each \$___

(Ages 3 and under, free)

Name _____

Company _____

Phone _____

Guest Names _____

Please fax to GNMAA at 312.642.3826 or call 312.642.3570

Light Nights
On
The Magnificent Mile
January 13 –
March 3, 2007

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: _____

Museum of 
Contemporary
Art



Wolfgang Puck
catering



The Magnificent Mile Travels To...

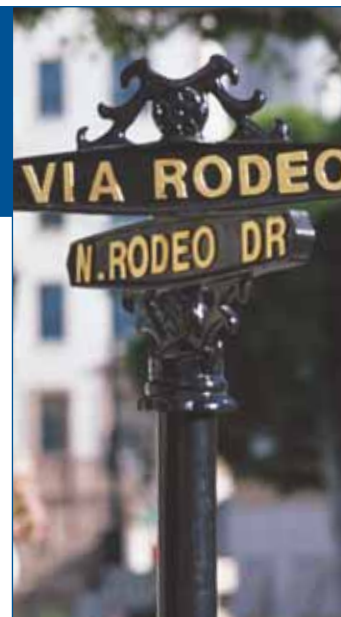
BEVERLY HILLS

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

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.

TULIP DAYS ON THE MAGNIFICENT MILE

April 16 – May 31, 2007



Event Overview

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 showcases the creativity and hospitable spirit of our restaurants, retailers, hotels and partners through events and programs and communicates a feeling of joy and renewal with special offers from businesses in The Magnificent Mile district.

The 2006 event featured the naming of "Tulipa Maggie Daley," a new variety of tulip grown in honor of the City's first lady. 2007 will build on 2006 success with a public installation of artistically-rendered salvaged bicycles, decorated by Gallery 37 (a division of After School Matters) artists.



Public Art Component: Bicycles

May is Bike Chicago month and an important initiative for the Mayor. We also partner with the Consulate General of the Netherlands for our Tulips campaign and biking is a popular means of transportation for the Dutch. Artists from a Maggie Daley charity group, Gallery 37 (a division of After School Matters) will design the bicycles which will be displayed in our garden beds along North Michigan Avenue. The bicycles can be commissioned to your specifications or specific garden bed. You are not required to have a garden bed to sponsor a bicycle.

Cost: Bicycles/Materials (\$250), Artists (\$360), Instructors (\$334) = \$944 per bike

*Sponsor Signage: Each bicycle will include a plaque with the sponsoring company name.

Commitment Form

Name: _____ Company: _____

Property: _____ Address: _____

Phone: _____ Fax: _____

E-mail: _____

YES, I would like to participate in the 2007 Tulip Days Public Art Campaign.

Bicycle- Bicycles/Materials (\$250), Artists (\$360), Instructors (\$334) = **\$944 per bike**

Are you interested in purchasing more than one bicycle? Yes / No (Please circle one)

Would you like to be invoiced in 2006 or 2007? (Please circle one)

No, I would not like to participate in the 2007 Tulip Days Public Art Campaign, but please keep me informed of other marketing initiatives on The Magnificent Mile.

Please complete this form and return by **Wednesday, January 17th** via fax: (312) 642-3826 or e-mail: lcooling@gnmaa.com.

Questions? Contact Lisa Cooling at (312) 642-3570 or lcooling@gnmaa.com.

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 Apr. 16 and May 31
- Submit your Springtime hotel package
- Provide a special dining offer
- Participate in other opportunities for Tulips 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 Light Nights 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.

A Magnificent Charitable Evening

The evening was perfect. The Skies were clear. The kids started converging at the spot where a glimpse of the spectacular Magnificent Mile Lights Festival's fireworks can be seen. 401 N. Michigan Avenue's lower level hallway was buzzing with anticipating GNMAA families and guests. The smell of Food for Thought's array of delectable dishes started filling the crisp air.

For a moment, there was silence. Then...Boom! The first display of colorful fireworks zoomed through the air. Its reflection spread throughout the venue's glass windows and doors. It was such a beautiful sight.

In no time the grand finale of fireworks ended. In several more minutes, participants of the Lights Festival procession started streaming down the escalator, flowing steadily through the entrance doors.

Fun and festive music started playing. People were jolly. Food and drinks were served. The fabulous silent auction items that lined through the side walls of the main area started getting attention from eager bidders.

The kids' area was also getting a lot of attention. Radio Disney rocked the kids with its music. Holiday necklaces, face painting, mini manicures, Santa and surprise characters like Rudolph, Frosty and the Elf entertained those twinkling little eyes.

Louis A. Weiss, Foundation President and John Maxson, Foundation Board Secretary, welcomed everyone and cheered for all the volunteers at the Lights Festival and Foundation Benefit. Barbara Dirks, Senior Vice President of Harris, echoed the same sentiments and encouraged everyone's participation at the silent auction.

In the end, the Foundation raised over \$20,000 from the event, traditionally dubbed, The Magnificent Mile Lights Festival Charitable Foundation Benefit. This is what it is about, the true spirit of giving. The Foundation is grateful to all those who made generous contributions that benefit in-need organizations around the GNMAA community.

Special thanks to sponsors, contributors, and all those who donated their services in-kind which include Harris, Eli's Cheesecake Company, The Chicago Collection, Tamar Productions, and Pivot Point and CHI. Thanks to all GNMAA members who also donated to the Silent Auction. All contributors are recognized at the Magnificent Mile Charitable Foundation's page at www.gnmaa.com.



Louis A Weiss, Foundation President, Barbara Dirks, Sr. VP of Harris and Foundation's Major Benefit Sponsor, and John Maxson, GNMAA President



Member 2 Member (M2M)

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

Welcome to the following new contacts:

Russell Menkes, *General Manager* - Conrad Chicago
Anita Charlassier, *Senior Project Manager* - River East Art Center
Steve Georgas, *Commander* - Chicago Police Department, 18th District
Larry Passo, *Bank Manager* - Harris (Oak Street Branch)
Tricia Rodge, *Property Manager* - Chicago Place
Stephen Schlickman, *Executive Director* - Regional Transportation Authority

NEWS

The Chicago Association of Realtors Commercial Forum named Allen Joffe, of **Baum Realty Group, Inc.**, the 2006 Broker of the Year for Tenant Representation.

Commander Bob Evans of the 18th District will now head- up the Traffic Division. His successor as commander of the 18th district is Commander Steve Georgas, who formerly headed up the Marine and Mounted Units.

Congratulations to **Lucien Lagrange Architects, Ltd.** for their work with the **Hard Rock Hotel**. The American Institute of Architects of Illinois awarded its highest honor, the Louis Sullivan Award, to Lucien Lagrange and the Hard Rock Hotel for excellence in the development of the vintage building.

LR Development Company, whose President is Tom Weeks, changed its company name to **Related Midwest**.

OWP/P and **Metropolitan Capital Bank** received the Crombie Taylor Honor Award from The American Institute of Architects of Illinois for enhancing the natural and built environments by preserving or restoring a building.

For the second year in a row, **Peninsula Chicago** is rated the best individual hotel in North America for business travel in the 18th annual reader survey by Business Traveler magazine.

EVENTS

January 11, 2007

Join **The Signature Room at the 95th** as they host the 2nd Annual Table of Twelve Reception to benefit their Charity of the Month Organizations. To learn more visit www.signatureroom.com.

January, 19, 2007

Enjoy a complimentary Laura Mercier facial at 900 N. Michigan Avenue's **Bloomingdale's**. Limited space available and reservations required. Please call (312) 440-4518 for more information.

January 20, 2007

Preview 2007 Bridal Gown Collections presented by Saks Fifth Avenue during **The Ritz-Carlton Chicago** 2007 Bridal Lunch. Advanced reservations required, please call (312) 573-5180.

January 25, 2007

Join the **McCormick Tribune Freedom Museum** located at 445 N. Michigan Avenue, the Chicago Artists Coalition, and Lawyers for the Creative Arts for a discussion about artists and copyright from 6-7:30 p.m. at the museum. This event is FREE. Please call (312) 222-3026 for more information.

January 26, 2007

The Ritz-Carlton Chicago welcomes interior designer and contemporary philosopher Alexandra Stoddard to unveil her 25th book, "You Are Your Choices: 50 Ways to Live the Good Life". For more information please call (312) 573-5231.

EXCLUSIVE M2M OFFERS

The Four Points by Sheraton Chicago Downtown/Magnificent Mile is offering GNMAA members \$99 rates, \$1 overnight parking and free dessert! Call (888) 627-7088 to make your reservation. Offer is based upon availability. When making your reservation please mention rate plan ADHOCPRK.

For the March Issue consideration, submit your article or press release to Bernadette at bmolina@gnmaa.com or fax to (312) 642-3826 by **January 25, 2007**.

WELCOME TO OUR NEW MEMBERS

B Jeweled

Designer Jewelry Collection
Shari Johnson, Owner
64 E. Walton Street
P: (312) 944-5263
www.bjeweledchicago.com

Corporate Concierge Services Concierge Services & Web Design

Thomas S. Larance, President
135 S. La Salle Street,
Concierge Centre
P: (312) 516-0638
www.corporateconcierge.com

Downtown Parking

Khalid Ouariti, Executive Vice
President
300 E. Illinois St
P: (312) 296-3430

Eckenhoff Saunders Architects

Walt Eckenhoff, Principal
700 S. Clinton Street, Suite
2000
P: (312) 786-1204
www.esadesign.com

Marshall Pierce & Co. Fine Jewelry & Watches

Jerry Bern, Store Manager
335 N. Michigan Avenue
P: (312) 782-4403
www.MarshallPierce.com

Stitely Entertainment Music - Orchestra, Quartet

Jeff Stitely, President
910 Sherman Avenue,
Evanston
P: (847) 866-8002
www.stitely.com

Time Inc./Time Warner Target Market Advertising

Mary Jo Mlady, Account
Manager
180 N. Stetson Avenue,
Suite 3030
P: (312) 729-5534
www.MNI.com

MARK YOUR CALENDARS!

LIGHT NIGHTS KICK-OFF PARTY

January 13, 2007

6:30 p.m. – 8:30 p.m.

McCormick Tribune Freedom Museum

445 N. Michigan Avenue

Tickets: \$20.00

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

Museum of Contemporary Art

220 E. Chicago Avenue

Tickets: \$45.00

GNMAA AWAY

March 1–4, 2007

Beverly Hills, Los Angeles

Call For Details

MARCH 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

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

