



“You’re confident enough to have a street that’s named “The Magnificent Mile,” which... is a lot to live up to. But it does. This is a magnificent metropolis, is what it is. I love the entire city.”

Ellen Degeneres For more on Ellen’s visit to Chicago, visit page 3.

Contents & Events

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Upcoming Events:

Golf Outing

June 16; 10:00 a.m. registration
All day affair
Bolingbrook Golf Club

June Membership Luncheon

June 19; 11:15 – 1:30
Hyatt Regency Chicago

June Membership Connection

June 24; 5:30 – 7:30
Maxim's: The Nancy Goldberg
International Center

Gardens of the Magnificent Mile

The Garden Party

June 26; 5:30 – 7:30
The Terrace at Conrad

July Membership Connection

July 15; 5:30 – 7:30
Signature Room at the 95th

Boat Cruise

August 26; 5:30 – 7:30
Chicago's First Lady

www.themagnificentmile.com
www.gnmaa.com

The Magnificent Mile®

NORTH MICHIGAN AVENUE • CHICAGO USA

Scene on The Magnificent Mile®

Ellen visits The Magnificent Mile®

When Ellen DeGeneres arrived in Chicago, more specifically, on The Magnificent Mile, she jumped right into enjoying some Chicago favorites: architecture, **Garrett Popcorn**, **Giordano's** deep dish pizza, and of course, our weather. "I thought it was a joke when people said, "If you don't like the weather, stick around five minutes. But, it's no joke!" she exclaimed, to the liking of more than 3,000 people in both Pioneer Court and the "Riff Raff Room" at the **Embassy Suites Hotel**. Her segment, taped on May 2, and broadcast on May 6 to 3 million viewers, featured shots of The Magnificent Mile, including the Michigan



Photos courtesy of NBC



Avenue Bridge, the Wrigley Building, Pioneer Court, The Tribune building and our beautiful Chicago skyline. The guests sat in fold-out chairs outside of 401 N. Michigan Avenue, some wearing rain coats and holding umbrellas, but all with grins from ear to ear and ready to dance. Two famous Chicago natives were also part of Ellen's visit: **Robin Williams** and **Oprah Winfrey**. Robin Williams discussed the great diversity of the city, speaking in many different accents, including the local Chicago accent. Oprah sent along a video greeting to Ellen and the crowd, as well as **Pizano's** pizza for everyone! Ellen offered a testimonial for our street. "You're confident enough to have a street that's named "The Magnificent Mile," which... is a lot to live up to. But it does. This is a magnificent metropolis, is what it is. I love the entire city."



LETTER FROM THE CHAIRMAN

June 1, 2008

Dear GNMAA Member:

As we come to the mid-point of 2008 it is helpful to look back on our good fortune and ahead to our challenges and opportunities.

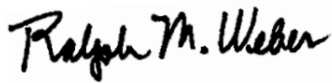
We have many things for which to be thankful. Chief among those are the many partners who have chosen to join GNMAA, establish themselves on one or more of our volunteer committees, and work hard to enhance The Magnificent Mile's® status as a world-class retail, hospitality, commercial office, and residential community. While I value the contributions of each and every member, I am particularly grateful to those hundreds of volunteers who have stepped up to join committees that protect and enhance the premier architecture and streetscape of the region, market The Magnificent Mile® as One of the Great Avenues of the World®, conduct high-value member programs, and build our membership and resources.

Each of you is a stakeholder in the success of North Michigan Avenue and the surrounding community, but you are to be saluted for your unselfish commitment to building business and the quality of life in our region.

I also want to salute our corporate partners, companies that have chosen to promote their own businesses by leveraging the reputation and relationships GNMAA has developed over our many years in existence. These include Harris, Bank of America, Charter One, ComEd, Moët & Chandon, Moore Landscapes, Southwest Airlines, Wrigley and the dozens of others that sponsor our events. Our media partners, including ABC7, NBC5, 101.9 FM THE MIX, WLS 890 AM, and the Chicago Tribune are also treasures.

Looking ahead, I see many opportunities to excel at what we do best. While the economy is not affecting our region as negatively as it has some others, our members are definitely feeling the effects of high energy costs, higher taxes, and tighter consumer spending. At GNMAA we have adjusted our own operations to be a leaner tool for our members, an organization capable of delivering valued services efficiently and effectively. These are the times when partnerships need to be improved and leveraged, operational efficiency needs to be strengthened, and developing new business becomes a priority.

As GNMAA has demonstrated for nearly one hundred years, we are well equipped to work with the City on our core mission to sustain a world-class business environment, attract customers with our marketing campaigns, and encourage profitable business partnerships by networking our members.



Ralph M. Weber
Chairman of the Board



Executive Officers

Chairman of the Board

Ralph M. Weber
Northwestern Memorial
Hospital

Secretary

Howard W. Melton, PhD
Law Offices of Howard
Melton and Associates

Treasurer

David M. Quinnett
Ad Compensation, Inc.

Legal Counsel

David B. Ritter
Neal, Gerber &
Eisenberg, LLP

President & CEO

John S. Maxson
GNMAA

DIVISION NEWS

An Introduction to GNMAA's Four Divisions + Foundation

Membership

Karen Hickey — Membership Director
khickey@gnmaa.com, 312.344.2314

The Membership Division works closely with all association leaders and the diverse membership base to create a beneficial membership experience. Retaining current members and recruiting new members are critical to the growth of the association. Recently, a membership survey was done in order to increase GNMAA's knowledge of its membership and their opinions of the association and the area it serves. Membership is also responsible for communicating to members.

CURRENT MEMBERSHIP NEWS:

According to our membership survey, the membership connections are the favorite events followed closely by the quarterly membership luncheons.



Jenna Prewitt and Jennifer Hesser from The Signature Room at the 95th enjoy appetizers at the Hotel Cass Membership Connection.

Marketing

Ellen Farrar — VP Marketing & Communications
efarrar@gnmaa.com, 312.344.2315

Kelsi Johnson — Marketing Associate
kjohnson@gnmaa.com, 312.344.2317

Katie Lippert — Communications Associate
klippert@gnmaa.com, 312.344.2319

The Marketing Division delivers unique experiences for leisure and business travelers from around the world, area employees, residents, and shopping day-trippers through seasonal consumer campaigns and other targeted marketing programs. Seasonal campaigns include:

- TOAST on The Magnificent Mile®
- Tulip Days on The Magnificent Mile® presented by Bank of America
- ComEd presents Gardens of The Magnificent Mile®
- The Magnificent Mile® Lights Festival presented by Harris.

CURRENT MARKETING NEWS:

ComEd has recently signed as title sponsor of Gardens of The Magnificent Mile, in partnership with ABC 7 Chicago, resulting in a summer-long campaign with green messaging, student-designed fashion forms, member offers and an advertising schedule on ABC 7.



Photo by Stacy Sweat, Copyright © Stacy Sweat Designs, Vice Chair of 2007 Tulip Days Committee

Planning & Advocacy

Phil Levin — Planning Director
plevin@gnmaa.com, 312.344.2318

The P&A Division creates value for businesses and institutions in The Magnificent Mile area by protecting and enhancing the physical, social and economic environments and advocating on behalf of GNMAA members. The division has committees focusing on transportation, security, the public way, signage, sustainable gardens, and advocacy. Overall, the division is responsible for the wellness of the physical aspect of the avenue.



This photo was taken of the Public Way Committee during the 2007 Fall Beautification Walk.

CURRENT P&A NEWS:

The Public Way Committee has completed its first of three beautification walks, with two following in summer and fall. Awards for the best gardens on The Magnificent Mile® will be handed out during the association's September luncheon. The next walk will be in July, so get your gardens ready!

Programs

Polly Olson — Program Director
polson@gnmaa.com, 312.344.2320

Amy Schoenfeld — Program Associate
aschoenfeld@gnmaa.com, 312.344.2329

Networking is the number one benefit enjoyed by GNMAA members. Over ten niche member events offer businesses the opportunity to create partnerships, renew acquaintances and form new alliances that have long lasting effects on their businesses. Some of these events include: The Annual Meeting, four Quarterly Luncheons, GNMAA Away, The Wine & Food Event, The Annual Gala, the Golf Outing, the Annual Boat Cruise, and the Annual Cultural Event.

CURRENT PROGRAM NEWS:

The Program Division is busy planning the Annual Golf Outing and the June Membership Luncheon. See page 9 for more information!



This photo was taken at the 2007 Annual Boat Cruise

The Magnificent Mile® Charitable Foundation

Bernadette Molina — Foundation Manager
bmolina@gnmaa.com, 312.344.2324

The foundation aims to emphasize educational programs and initiatives to provide food and shelter for those in need while enhancing the role and impact of the association.

CURRENT FOUNDATION NEWS:

The Foundation is holding a raffle for a 6 day trip to London! See page 11 for more details!



To kick off DIVISION NEWS, we knew an introduction was necessary.
Check back each month to catch up on what each division is doing!

ITEMS OF MAGNIFICENCE

Member Spotlights

Member Spotlight: Louis Fine

What is your name? Job?

Louis R. Fine, Attorney at Law. I concentrate in family law, real estate transactions, and business and professional licensing matters.

What was your first job?

I was a teacher at Chicago State Hospital educating mentally and emotionally challenged children. It was during the Vietnam War era, and our goal was to help them become socially adept in a world which to many of them was foreign. Probably the most rewarding job I've ever had.

How long have you been involved with GNMAA?

Over six years.

What makes you keep coming back for more?

I find it's an organization which allows networking for building relationships. There are significant opportunities to contribute to the maintenance and beautification of The Magnificent Mile® as well as contributions to charitable organizations which indirectly benefit its members. I continue to enjoy all of the events offered by GNMAA (as they keep me out of trouble!)

What's the most fun you've ever had (here, of course)?

Being on various committees (Wine Event, Foundation, Membership, and Gardens of the Magnificent Mile was fabulous to work on with **Carrie Lannon**). Also being able to sarcastically banter with other members is great fun.

What is your favorite event?

I don't know that I have a favorite event as they are all enjoyable, but I do especially enjoy the Gala and the kickoff parties for Gardens of The Magnificent Mile.

What would you like to say about yourself that is favorable?

I am one of the most attractive and competent attorneys I know! On a serious vein, given the appropriate circumstances, I interact very well with people, developing close relationships and try to provide guidance whenever possible.

When you were 18, could you have imagined being where you are right now?

I think so. I would have anticipated being an attorney or therapist and being involved in the community.

What would you be doing right now if it was sunny outside?

Working out and sun bathing at the East Bank Club.



Louis R. Fine, Attorney at Law
105 W. Madison Street, Ste. 1002
Chicago, IL 60602
(312) 236-2433
LRFLaw@yahoo.com

Background Information:

For almost four decades, Louis Fine as engaged in the practice of law. He has also co-authored a lecture series entitled "Power Over Your Divorce: Avoiding Financial Disaster and the Art of Divorce Mediation." He was the Founder and President of The Resolution Group and has been involved in such organizations as Individual Rights and Responsibilities Committee, Professional Ethics Committee of the Illinois Bar Association, The Legal Assistance Foundation of Chicago, the Homeless Advocacy Program and Prisoner's Project and many, many more!



Sponsor Spotlight: Tulip Days on The Magnificent Mile® presented by Bank of America

Bank of America, presenting sponsor of Tulip Days on The Magnificent Mile®, deserves much credit for the vibrancy of the 2008 campaign. Multi-year corporate support is something that creates many opportunities for an annual event. We are so grateful to Bank of America for continuing LaSalle Bank's tradition of presenting sponsorship support of Tulip Days and our community.



ITEMS OF MAGNIFICENCE

Member Spotlights



Davis Harrison Dion, Inc.
333 N. Michigan Avenue, Ste. 2300
Chicago, IL 60601
(312) 332-0808
www.dhdchicago.com

Background Information:

DHD was born in 1979 and has grown to 33 people in 2008. The advertising firm specializes in tourism marketing, professional services, retail and business to consumer companies. The company was named after its three founders: Doug Davis who specializes in account services/strategy, Sue Harrison who specializes media planning and buying, and Bob Dion who runs the creative department. Three partners with three different disciplines has made for a successful company. "That's why it works," says Dion.

Chairman's Choice Award Recipient: Davis Harrison Dion (DHD)

What's your name? Job?

Bob Dion, VP Creative Director of Davis Harrison Dion.

What makes you keep coming back for more?

I feel a duty to participate, having our business in the district. My grandfather worked for the Tribune for 30 years and got me into graphic design and marketing. Even as a little boy, I spent a lot of time on the avenue, so now working on the avenue, I feel an obligation to give back.

We all saw the surprise in your face when your company name was called for the Chairman's Choice Award. What were you thinking?

When we (Sue Harrison and I) sat down, we were next to Sadhu Johnston from the Chicago Department of the Environment. I remember thinking that we had such great seats, especially with Brendan Reilly right in front of us! Listening to the association's updates as well as the speakers' stories was great; a lot of good change, especially with Harris being The Magnificent Mile® Lights Festival sponsor. So when I looked up at the screen and saw DHD's logo, we thought it was a mistake! It was truly a surprise, because I believe that there are many deserving businesses that put a tremendous amount of effort into making the association so great.

Any future plans with the association you want to talk about?

I have found it very satisfying to be part of the association and would like to be as involved as the association would like me to be. I think it provides value to DHD.

What would you be doing right now if it was sunny and warm outside?

If it was 7:00 am, I would love to be waterskiing on the lakefront.

Anything else?

Yeah. I'm deeply humbled by the whole thing. Everybody that I have become friends with and associate with at GNMAA is an incredible boost to my personal career. There are a lot of talented people who are involved and bring great ideas to the table.

Committee Spotlight: Membership Committee

Last year, Membership grew 10% with 144 new members. Let's take a quick look in at the inner workings of the Membership Committee.

What is your name?

Donna Dugo, Co-chair of the Membership Committee

What is it exactly that you do?

I am an account manager at Key This Week in Chicago, and I sell advertising.

What does your committee do?

It recruits new members, and works on retention of existing members

How often do you meet? How large is your group?

We meet monthly, and there are about 40 members on the committee.

Why should your committee be worthy of time in the GNMAA conference room?

I think we do a great job energizing each other to be successful at recruiting new members and retaining existing members.

What distinguishes your committee from other committees?

We are full of energy, that is for sure! We work hard at what we do; we do a lot of work in between meetings, reaching out and making phone calls to fellow and prospective members. While we have a chance to build relationships for the association, we also get the opportunity to build relationships for our own business. I like to think that we contribute to the strong networking of the association.

If you could have any non-member join, right now, who would it be?

One of the big guys! Probably The Grand Luxe café. Their window seating has a wonderful view, with all of the flowers in bloom. We are the association that promotes the beautification of the avenue and maintains its pristine appearance and they reap the benefits of our efforts. It would be nice to see them involved in that process

Anything else?

We can always use more help! If you like working on relationships or selling membership, come and help us boost membership and networking within the association.



This photo of the Membership Committee was taken at the December 2007 Luncheon

ITEMS OF MAGNIFICENCE

Recent Events

The Wine & Food Event: Meritage on The Magnificent Mile® April 17, 2008

Meritage on The Magnificent Mile® sponsored by Wein-Bauer, Inc., was fantastic. The newly opened Trump International Hotel & Towers was the place to be, with over 35 wines from 10 countries. Wine makers from all over the world flew in to pour wine for 250 lucky attendees. And as always, there was no shortage of food



from 14 top member restaurants. As **Anni McNulty** of Palm Restaurant said, "Those yummy little treats **Erin (Sloan)** was frying up at China Grill were delicious."



GNMAA members are sampling one of the many delicious wines at the event at Trump.



John Maxson, Tom Thomas (General Manager, The Drake), Suzanne Malec-McKenna (Commissioner, City of Chicago Department of Environment), Julie Chavez (Chicago Market Development Manager, Bank of America), Ralph Weber (Northwestern Memorial Hospital), Jennifer Oglesby, (Tourism Manager, Bloomingdale's).

Tulip Days on The Magnificent Mile® presented by Bank of America APRIL 23, 2008

Remarkable architectural designs and blooming tulips brought spring to life in the Grand Ballroom at The Drake Hotel on April 23rd to celebrate the campaign kick-off. Guests enjoyed locally grown hors d'oeuvres and special cocktails, such as the 'Mint Tulip.' Congratulations to Perkins + Will, Hammond Beeby Rupert Ainge, Harley Ellis Devereaux, and Solomon Cordwell Buenz, for winning an award for the design and creation of their kinetic art piece!

Luxury Marketing Council June 17, 2008

A Luxury Marketing Council meeting co-chaired by Tessa Gillenwater of Louis Vuitton and Cathy Elward of Tiffany & Co. was held on April 29, 2008 at the Chicago Spire (Shelbourne Development). The discussion focused around the high-yield Asian consumer market; specifically on how it relates to United Airlines' and Louis Vuitton's business strategy.



This photo was taken of a lobby within the Chicago Spire.

ITEMS OF MAGNIFICENCE

Future Events

The 9th Annual GNMAA Golf Outing

Monday, June 16, 2008

All Day Affair

Registration 10:00 a.m.

Bolingbrook Golf Club
2001 Rodeo Dr.
Bolingbrook, IL 60490

Voted "Top Ten You Can Play" by
GOLF Magazine 2002!

Golf Course designed by acclaimed
course architect Arthur Hills.
Don't miss the third annual
Steak and Salmon bake!



All FOURSOMES include lunch and dinner, program recognition and signage on the course.

\$1,700 Foursome with Contest Hole Sponsorship — ONLY 2 LEFT!

Benefits:

List of all attendees

Must supply two prizes for winners

Presence on the course (collateral distribution, product sampling)

\$1,600 Foursome with Tee Sponsorship — ONLY 4 LEFT!

Benefits:

Presence on the course (collateral distribution, product sampling)

\$1,500 Foursome with Hole Sponsorship — ONLY 3 LEFT!

\$450 Individual Golfer

where
CHICAGO



Please RSVP by Monday, June 9, 2008

Registration form found on next page.

The June Membership Luncheon



Featured Speaker Gary C. Kelly
Chief Executive Officer and
Vice Chairman of the Board
Southwest Airlines
"Flying High in Turbulent Times"

Thursday, June 19, 2008

11:15 a.m. Reception

12:00 p.m. Lunch & Program

Grand Ballroom East Tower



151 E. Wacker Drive

\$55 Advance/\$65 At the door
\$1,000 Premium Tables

Please RSVP by June 16, 2008
Registration form found on next page.

ITEMS OF MAGNIFICENCE

Future Events

Where Fashion Blooms

Gardens of The Magnificent Mile® Garden Party

Thursday, June 26, 2008

5:30 p.m.—7:30 p.m.

The Terrace at Conrad
521 N. Rush Street

\$30 Member Reservation

Please RSVP by Tuesday, June 24, 2008.

Music. Flowers. Fashion. Edibles. Cocktails.
Enjoy it all at our garden party!

For questions, please contact Kelsi Johnson,
Marketing Associate, at 312.344.2317 or
kjohnson@gnmaa.com



Hello GNMAA, I'd like to attend the following events.

Golf	(____ at \$450 each, or 1 foursome for \$_____)	Total: _____
Luncheon	(____ at \$55 each [members], ____ at \$70 each [non-members])	Total: _____
	(____ Premium tables at \$1,000 each)	Total: _____
Gardens	(____ at \$30 each)	Total: _____
	<input type="checkbox"/> Check enclosed	Grand Total: _____

Name	Title	Company	Phone
------	-------	---------	-------

CC#	Exp.	Name on Card	Zip
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GUESTS			
Event	Name	Title	Company

Golf Outing cancellations after June 2, 2008 and no-shows will be billed.

TO RSVP: Fax this form: 312.642.3862 or email Amy at aschoenfeld@gnmaa.com or sign up Online at www.gnmaa.com
Cancellations received less than 48 hours in advance and no-shows will be billed due to contract.

MEMBER NEWS, EVENTS & OFFERS

Member News

Place:

The Avenue, a new hotel on The Magnificent Mile, opened in May 2008. Managed by Driftwood Hospitality, it is located at 160 E. Huron.

The *Chicago Sightseeing Company, Inc.*, that recently celebrated 100 years, was awarded “The 2007 Illinois Family Business of the Year Award” by Loyola University last December and in April, the “U.S. Chamber of Commerce Blue Ribbon Small Business Award”. Congratulations Don and Fran Ferrone!

Lavazza opened a new location at 162 E. Ohio Street near the Inn of Chicago.

People:

Congratulations to **Beth Truax** for her new job position as Senior Business Tourism Sales Manager and **Mae Jones**, the new Director of Sales & Marketing for the *Allerton Hotel Chicago*.

Raid Alshayeb is now General Manager of *McCormick & Schmick's Seafood Restaurant*.

Mara Devitt was appointed Partner of *McMillan Doolittle Retail Consultants*.

The Embassy Suites Hotel Chicago—Downtown has hired **Doug Hewitt** to be their new Director of Sales.

Gladys O'Mhony is the new Director of Sales & Marketing for *Sheraton Chicago Hotel & Towers*.

Tim Herman is the new General Manager of the *Swissôtel*.

The *Weber Grill Restaurant* has appointed **Meghan Parra** as their new Sales and Marketing Director.

Member Events

Kamp Gallery in the Drake Hotel Arcade (140 E. Walton Place) will exhibit 15 new acquisitions of historical Midwestern artists circa 1890–1940 obtained from private collections, most not shown publicly for nearly a century. “Chicago Artists We Love” begins a two-month run from May 2 through June 30.

Member Offers

Tomas G. Besore, Attorney at Law, is offering a free one-hour consultation and a 10% discount to GNMAA members on legal services for the month of June. Consultation can include personal or corporate legal work including estate planning, corporate counsel, real estate or other transactional services. Contact Tomas at 312-265-6272 or www.besore.com

The Magnificent Mile Charitable Foundation Raffle 2008

GRAND PRIZE – LONDON VACATION: Two round-trip, international business class tickets on American Airlines with luxury 6 night accommodations at a premiere **Hilton Hotel in London**.

CHICAGO LUXURY: Executive Suite overnight stay at **The Four Seasons Hotel** and a sumptuous dinner at **Aria**.

CHICAGO SPORTS: Tickets to selected baseball games of Chicago Cubs and White Sox courtesy of **System Parking**.

CHICAGO SHOPPING: 2 chances to win!

- \$500 gift card to **The 900 Shops**
- \$500 gift certificate to **Water Tower Place**

Raffle Drawing to be held at the June 19, 2008 GNMAA Membership Luncheon

Enter Today! Please make checks payable to Magnificent Mile Charitable Foundation

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

No. of tickets: _____ x \$25 = \$ _____

OR 5 tickets for \$100 = \$ _____

Thank you for supporting The Magnificent Mile Charitable Foundation. You will receive your ticket(s) in the mail following receipt of payment. Fax this form to (312)642-3826 or mail with check at 625 N. Michigan Avenue, Suite 401, Chicago, IL 60611
Questions? Contact Bernadette Molina @ bmolina@gnmaa.com or call (312)344-2324.

Welcome GNMAA New Members!

Action Marketing Group, Inc.

Mona Pearl
Founder & COO
(312) 642-4647
[http://www.actionmarketing.info/
Marketing](http://www.actionmarketing.info/Marketing)

Prevent Child Abuse America

Robert Allen
Director of Administration
(312) 663-3520
www.preventchildabuse.org
Non-Profit

Topografis

Peter Kindel
President
(312) 896-3388
www.topografis.com
Architecture Firm

David Yurman

Jodi Burack
Acting Store Manager
(312) 787-7779
www.davidyurman.com
Luxury Jewelry

Newmark Knight Frank

Gregory Kirsch
Principal
(312) 386-3138
www.newmarkkf.com
Real Estate

Chicagoland Transportation Solutions

Brian Whitaker
Vice President of Operations
(847) 854-9013
www.ChicagoTransportSolutions.com
Destination Marketing

Indian Garden Restaurant

Anu Sharma
Owner
(312) 280-4910
www.indiangardenchicago.com
Restaurant

Lamar Advertising

James Anthony
Chicago Regional Real Estate Rep
(312) 828-0281
www.lamar.com
Advertising

American Eagle Outfitters

Sarah Ramsey
Store Manager
(773) 425-3393
www.ae.com
Retail

At Last Marketing

Linda Monty
President
(312) 491-1900
www.atlastmarketing.com
Marketing

Stretch Run

Michael Ross
Director of Entertainment
(312) 644-4477
www.stretchrunchicago.com
Restaurant

Holabird & Root

Kevin Boyer
(312) 357-1771
www.holabird.com
Architecture Firm

THE GREATER NORTH MICHIGAN AVENUE ASSOCIATION
MEMBER MONTHLY

The Greater North Michigan Avenue Association
625 North Michigan Avenue
Suite 401
Chicago, IL 60611