



THE GREATER NORTH MICHIGAN AVENUE ASSOCIATION MEMBER MONTHLY



MAY 2007

The Greater North Michigan Avenue Association's

Feel Magnificent Gala

Friday, May 11, 2007





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Ensure Your Signage Sustains The Magnificent Mile as One of the Great Avenues of the World

Dear GNMAA Member:

Every business on North Michigan Avenue has a responsibility to protect and enhance the area's world class streetscape. This starts with an appreciation of signage and the perils of *unplanned incrementalism*, the principle that one random thing leads to another and the end is usually much worse than the beginning.

Michigan Avenue businesses have, at their own expense, done a terrific job of maintaining the gardens in front of their buildings. This includes sweeping and power-washing sidewalks, attending to the orderliness of alleys, and all of the other housekeeping measures that distinguish our region as a premier shopping and hospitality destination.

However, it seems that signage is always an issue. How does a business attract customers and yet not detract from the architecture, gardens, trees, and other prominent features of North Michigan Avenue?

GNMAA's Sign and Urban Design Committee (SUD) co-chaired by Dan Antolak, president of FASTSIGNS on Ohio Street, and Mary Lowe, a property manager, considers proposals from two perspectives.

First, the City's Sign Ordinance, which includes special provisions for Michigan Avenue, provides a legal framework. The Sign Ordinance includes such strict prohibitions as no neon, no moving signs, no flashing signs, no video monitors, no roof signs, no projecting banners or blade signs, and no signs extending more than 12" over the sidewalk or alley. The Sign Ordinance also limits signage in show windows and on awnings and construction canopies. There is a separate ordinance that prohibits "sandwich board" signs on the sidewalk. Obviously, the law is complex and requires study prior to designing a new sign.

Second, the SUD Committee must consider the unwritten code of signage for Michigan Avenue conceived many years ago, never clearly defined, and never codified. Magnificent Mile businesses are asked to create truly remarkable signage. This means, for example, back-lit brushed stainless steel similar to the newer Walgreen's, bold black lettering like Niketown and Crate & Barrel, and classic, understated markers like Tiffany, Brooks Brothers, Louis Vuitton, and Burberry, just to name a few.

Some would say, "What's wrong with one little video monitor?" *Incrementalism*. We live in a highly competitive region where one moving sign begets another and another and, before you know it, we have Ontario Street. The flashing and scrolling along Ontario and Ohio outside the Michigan Avenue corridor create an environment counter to the signature of Michigan Avenue's high-end retail and hospitality community.

I urge everyone to respect the contribution signage makes to our premier streetscape. Use GNMAA as a resource and contact us before you start a new sign project. Call us for a copy of the Sign Ordinance. Strive to go beyond what is just legal and ensure your signage sustains The Magnificent Mile as One of the Great Avenues of the World.

Sincerely,

John S. Maxson
President & CEO

Sponsor Spotlight:

LaSalle Bank, Giving Back to the Community



For more than 80 years, LaSalle Bank, the largest bank headquartered in Chicago, has remained a supporter of Chicago and its suburbs. As the bank has grown, it never lost its focus on the community. Today, LaSalle shows its support through a number of signature cul-

tural sponsorships that add to the richness of the communities we serve: the LaSalle Bank Theatre, the weekly LaSalle Bank Dame Myra Hess Memorial Concerts showcasing local artists, and the LaSalle Bank Mural (adjacent to the Kennedy Expressway in Chicago's Bucktown neighborhood).

LaSalle Bank is proud to continue its relationship with The Greater North Michigan Avenue Association by serving as presenting sponsor of Tulip Days on the Magnificent Mile. From April 16 through May 31, Michigan Avenue will be abloom with hundreds of thousands of tulips as Chicago-area residents and visitors enjoy special events and programming showcasing the culinary, cultural and recreational delights of the city.

Davis Harrison Dion Chosen as Agency of Record

The Greater North Michigan Avenue Association is pleased to welcome Davis Harrison Dion as the association's advertising agency of record. DHD will utilize its expertise in branding to further develop and expand the positioning of The Magnificent Mile as one of the great avenues of the world. They will also handle all of the marketing and advertising for GNMAA programs and events including Tulip Days, Gardens of The Magnificent Mile, Light Nights and the Lights Festival.



Their work began this year with The Magnificent Mile Lights Festival presented by Harris for which Bob Dion, principal and creative director at Davis Harrison Dion, is the marketing chairman. "This year we wanted to come up with creative and per-

suasive messaging that grew attendance and also drove visitors to The Magnificent Mile web site," he said



With headlines such as, "The 15th Year of Phenomenal Family Fun," "The Fun, The Fireworks, The Festival," "A Million Lights. A Million Memories," and "An Exciting Day. A Magnificent Night," DHD played up the atmosphere of the festival and The Magnificent Mile as a place where families can come together and create cherished memories.

This is an approach the agency plans to carry over into branding for Magnificent Mile programming and events to evolve the "Feel Magnificent" brand positioning. It will illustrate to visitors why they will feel magnificent, because of all the shopping, dining, hotels, events and exciting programming available on the avenue.

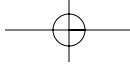
Davis Harrison Dion has a unique perspective on The Magnificent Mile with offices at Michigan and Wacker overlooking the Avenue. The DHD team is comprised of Bob Dion, Creative Director; Sue Harrison, Media Director; Nicole Campbell, Art Director; Ryan Bahrke, Art Director; Jenna Schauer, Copywriter; and Megan Finkleman, Account Supervisor.

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Designed by Treacy Marketing Group

Printed by N & M Communications, Inc.



Bikes & Tulips

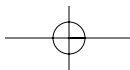
In addition to the explosion of color during Tulip Days on The Magnificent Mile and in honor of our partnership with LaSalle Bank, a subsidiary of Netherlands-based ABN AMRO Bank N.V., the Consulate General of the Kingdom of the Netherlands and Bike Chicago month, whimsical bicycle sculptures created by teens from Chicago's After School Matters now adorn the tulip beds.

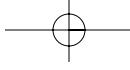


Forty local businesses sponsored the bicycle sculptures that have been created by students ages 14 to 19 who participate in the After School Matters art program. Art Instructor Bob Klunk remarked, "Using salvaged bicycles the students were asked to create sculptures. Some chose to paint and embellish existing bicycles while others deconstructed the bicycles and created whimsical sculptures from the parts."

After School Matters is a non-profit organization that partners with the City of Chicago and other community-based organizations to expand out-of-school opportunities for teens. Our partnership with the program has given Chicago teens a unique opportunity to display their artistic talents along North Michigan Avenue. The teens have been working in collaboration with their sponsors to create the bicycle structures that are now 'planted' in the garden beds. Stroll along one of the great avenues of the world during Tulip Days on The Magnificent Mile and admire the teens' creative bicycle creations!

For more information about the bicycle sculptures and Tulip Days on The Magnificent Mile, please contact Lisa Cooling at lcooling@gnmaa.com.





The May Membership Connection

A networking event to welcome new and prospective GNMAA members



Graciously hosted by:

Water Tower Place

Michigan Avenue • Chicago

Defining Style. Defining Change. Defining You.

At the pinnacle of The Magnificent Mile, Water Tower Place is the definition of Chicago shopping. Its stunning eight-level atrium features more than 100 stores, restaurants and spas and is home to Drury Lane Theatre Water Tower Place. The Chicago icon offers a unique, high-energy urban shopping experience with dozens of stores found no where else in the city.



MAKE CONNECTIONS
with fellow business leaders
WHILE ENJOYING
delicious appetizers and cocktails
JOIN US
for food, fun and friends at
WATER TOWER PLACE

DID YOU KNOW...

- Nearly 20 new stores have opened at Water Tower Place in the last 24 months?
- Water Tower Place is the only place in the city you'll find great destinations like Paiva, White House I Black Market, Custo Barcelona, French Connection, Georgette Klinger, Lindt Chocolates, Wow Bao and more?
- Water Tower Place offers convenient mall wide gift cards – great gifts for employee rewards, client appreciate, birthdays and more?

Yes, I will attend The Membership Connection!

I am a:

- Member (\$20)
- New Member (Complimentary)
- Prospective Member (Complimentary)
- Non-Member (\$35)

Name: _____

Title: _____

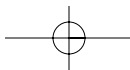
Company: _____

Phone: _____

**Thursday,
May 17, 2007
5:30 p.m.–7:30 p.m.
845 N. Michigan Avenue
Level 3**

Please RSVP by Monday, May 14, 2007 via e-mail: klippert@gnmaa.com,
phone: (312) 642-3570, or fax: (312) 642-3826

Due to contract, cancellations after 5/15/07 and no-shows will be billed.



The Greater North Michigan Avenue Association presents The June Membership Luncheon

Thursday, June 21, 2007
11:15 a.m. Reception
12:00 p.m. Luncheon Meeting

The Westin Michigan Avenue Hotel
909 North Michigan Avenue
**Valet Parking is available*

- Mingle and Network with fellow GNMAA members!
- Receive information on upcoming GNMAA events!
- Last chance to buy tickets for The Magnificent Mile Charitable Foundation Raffle Drawing!

Member Reservation/s @\$50 each (\$60 at the door) \$ _____
 Non-Member Reservation/s @\$65 each \$ _____
 Board member (pre-paid) Total Due: \$ _____
 Check Enclosed Please Invoice



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 by Monday, June 18, 2007 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 6/18/07 and no-shows will be billed.

We ask that you submit payment prior to the event.

March Membership Connection Photos



(L-R) Melissa Duff Brown, Hotel Indigo with Membership Co-Chairs Carolyn Edward, Bloomingdale's and Patti Koehn, Amalfi Hotel.



(L-R) Elsa Barin, Kabloom at Merchandise Mart, Lawrie Boyd, Ameriprise Financial Services, Andrew Ettenhofer, fig media inc. and Nicole Jachimiak, Swissotel Chicago

GNMAA TIDBITS

GNMAA Renews Lease

After considering many options, GNMAA has renewed its lease with Golub & Co. to stay in its offices at 625 North Michigan Avenue. Thanks to Camille Julmy, U.S. Equities Realty, LLC and Stan Nitzberg, Mid-America Real Estate Corporation, who formed the Space Task Force of the Administration Committee. GNMAA has come to an agreement on favorable terms for the next ten years. Thank you also to the GNMAA member real estate owners who responded to our inquiry for space that would best serve the association.



Alderman-elect Brendan Reilly (2nd from right) discusses issues at the GNMAA Executive Meeting.

GNMAA Welcomes Alderman-elect Brendan Reilly

The GNMAA Executive Committee and members of the GNMAA Cornerstone Group met with Alderman-elect Brendan Reilly for a broad discussion of challenges facing our region. Thanks to Mr. Reilly, who will take on the responsibilities of the 42nd Ward Alderman on May 22, for accepting our invitation to get acquainted and informally discussing several important issues.

Look for Magnificent Mile Merchandise

Through a licensing agreement with JRL Group and several high quality clothing wholesalers, merchandise with The Magnificent Mile printed on it is being offered at The Chicago Cultural Center, City of Chicago Store: Water Tower Pumping Station, Chicago Sports & Novelties, and Accent Chicago at the lower level of the Hancock building. Additional retailers, including hotel and restaurant gift shops, are joining to take advantage of the demand for merchandise bearing the logo.

The Magnificent Mile®
NORTH MICHIGAN AVENUE • CHICAGO USA

In Case You Are Asked About...

The Loss of Independent Stores on Michigan Avenue

The "Chicago Tribune" did a front page story during mid-March about the demise of small shops on The Magnificent Mile that create "local character," citing Hanig's Footwear as the last of a half dozen stores that have closed over the past decade or so. This inspired follow-up coverage in the Sun-Times and on Fox News.

Mark Twain said, "The rumors of my demise have been greatly exaggerated." Such is the case with independent businesses in our area.

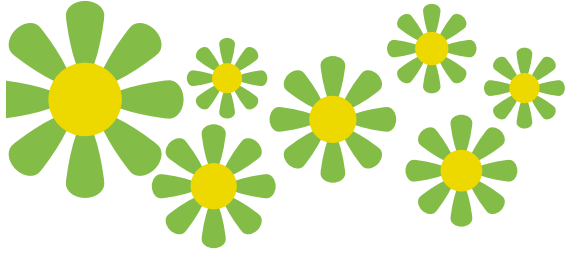
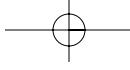
While the overwhelming popularity of The Magnificent Mile has attracted major brands from around the world and they are outbidding smaller independent businesses for spaces with their doors on Michigan Avenue, colorful independent retailers still have a strong presence here.

Don't forget that Atelier's Fine Swiss Timing, Atlas Galleries, and Joel Oppenheimer's gallery are three top quality boutiques that are on the Avenue.

But take a few steps down the 14 streets that intersect The Magnificent Mile and you find Lester Lampert, Marilyn Miglin, Sidney Garber, B Jeweled, Manny B, Galt Toys, Vosges Haut Chocolat, and Home Element, just to name a few premier independent retailers. A short escalator ride at Water Tower Place, The 900 Shops, Westfield North Bridge and Chicago Place leads to Chiaroscuro, Campus Colors, Water Tower Clock Shop, Nuts on Clark, Cubs Clubhouse, Custo Barcelona and Teavana, more small businesses, each one sustaining our "local character."

The Magnificent Mile's large number of unique independent restaurants, hotels and other businesses also create local character. Independent attractions like the Talbott Hotel, The Signature Room at the 95th, Gibsons, Lux Bar, Harry Caray's Restaurants, Garrett Popcorn, Wendella Sightseeing, Chicago's First Lady Cruises, Marshall Pierce, Tiffani Kim Institute, Marianne Strokirk Salon, and a long list of others help define the region.

North Michigan Avenue competes vigorously in the regional market with large suburban malls. We compete nationally as a shopping and leisure travel destination with Fifth Avenue, Rodeo Drive, and the Las Vegas malls. But one thing that we have that can't be matched anywhere is "local character," due in part to the many independent businesses here.



Participate in the 2007 Gardens of The Magnificent Mile Promotion Today!

TO: Magnificent Mile Businesses (Hotels, Retailers, Restaurants, Cultural Attractions)
RE: Special Opportunity to Build Business during Gardens of The Magnificent Mile
June 27-October 15, 2007)

The goal of Gardens of The Magnificent Mile is to build business in The Magnificent Mile district and promote the district as a fashion forward shopping destination. Gardens of The Magnificent Mile partners with members by highlighting events and programs in connection 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 summer.



How can you participate?

- Create a special fashion offer or submit an existing event/promotion occurring between June 27 and Oct. 15
- Submit your Summertime hotel package
- Provide a special dining offer
- Participate in other opportunities for Gardens of the Magnificent Mile including a public art installation of dressing forms. 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!

These are a few suggestions, but we encourage you to develop your own **ideas in accordance with your business needs** during the season.

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 Gardens of The Magnificent Mile collateral, please complete the bottom of this form and fax or e-mail to GNMAA at 312. 642.3826 or lcooling@gnmaa.com by May 15, 2007!

Name of Business: _____

Official Name of Offer/Event: _____

Address (location of Event): _____

Phone (for Public): _____ Website: _____

Valid Dates: _____ Time: _____

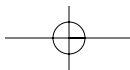
Please provide complete information for additional guests so that we can provide complete and accurate name badges:

Contact Name: _____ Title: _____

Phone: _____ Email: _____

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 **MAY 15, 2007**.
Questions, please contact Lisa Cooling via e-mail at lcooling@gnmaa.com or phone at 312-642-3570.



The Magnificent Mile Charitable Foundation LADIES' NIGHT OUT!

- Pamper yourself
- Learn something new
- Mingle with friends
- Shop 'til you drop - exclusive silent auction items
- Enjoy food & drinks
- Fun goodie bags

Featured Presentations:

- **Dr. Steven H. Dayan, Cosmetic Surgeon** — Dr. Dayan is a nationally recognized and award winning Chicago plastic surgeon specializing in plastic surgery of the face including rhinoplasty, revision rhinoplasty, facelifts, eyelid lifts (blepharoplasty), chin implants, lip augmentation, and fat transfers.
- **Annette Findling, CFP, Stonebridge Advisors** — Annette specializes in providing wealth management services with emphasis on helping clients grow, protect and preserve their wealth. Her team will present the "Family Love Letter" – Creating your family legacy.
- **Jim Karas, Personal Trainer** — Jim is one of the nation's top weight-loss experts and author of the #1 New York Times bestseller, "The Business Plan for the Body". He works with ABC's Diane Sawyer, among other celebrity and CEO clients, using the concepts of a classic business plan to help individuals lose weight.
- **Bonnie Vicari, Owner, Tanga Fine Italian & French Lingerie** — Tanga Lingerie carries the most exclusive lines from top European designers such as Aubade, Chantelle, Ravage, Simone Perele and many more!

June 7, 2007, 6:00 – 9:00 p.m.

Elizabeth Arden Red Door Salon & Spa
919 N. Michigan Avenue
Tickets: \$50.00

Space is limited, sign-up now! Proceeds benefit The Magnificent Mile Charitable Foundation
Due to contract, cancellations after 6/5/07 and no-shows will be billed.

Contact Name: _____ Title: _____

Phone: _____ Company: _____

Visa MasterCard American Express Discover Credit Card No: _____

Expiration: _____ Security Code: _____ Card's Zip Code: _____

**THE MAGNIFICENT MILE
CHARITABLE FOUNDATION
RAFFLE 2007 PRESENTS
6 FABULOUS PRIZES!**

GRAND PRIZE: "Viva Madrid!"

Two round-trip, international business class tickets on **American Airlines** to Madrid, Spain and a four-night hotel stay at **InterContinental Madrid**.

CHICAGO LUXURY: Five Diamond Weekend Package at The **Ritz-Carlton Chicago** which includes two-night weekend stay with breakfast, dinner for two in **The Café**, overnight parking and more!

CHICAGO SPORTS: Tickets to selected games for Chicago Cubs & White Sox.

CHICAGO SHOPPING: 3 chances to win!

- \$500 gift certificate to **The 900 Shops**
- \$500 gift certificate to **Water Tower Place**
- \$500 gift certificate to **Westfield North Bridge**

Raffle Drawing to be held at the June 21, 2007 GNMAA Membership Luncheon

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

Name: _____

Company: _____

Address: _____

City: _____ State, _____ Zip: _____

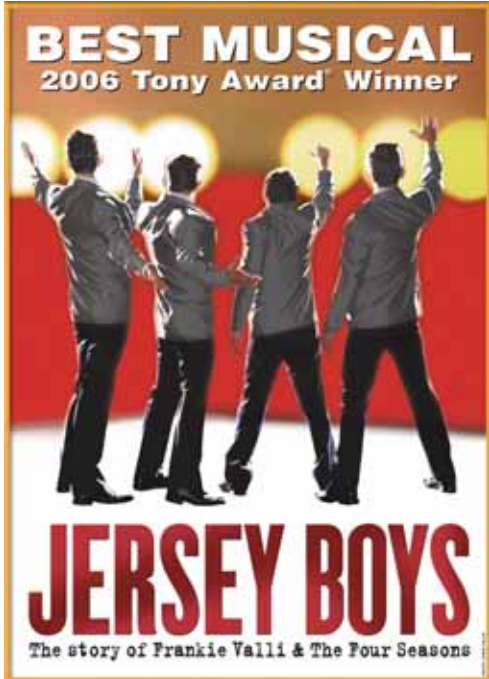
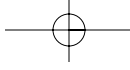
Phone: _____

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) 642-3570.

The Magnificent Mile Charitable Foundation reserves the right to cancel the raffle at any time by notification and full refund. Winner is responsible for all applicable state and federal taxes. Prize is non-transferable and no substitutes or refunds are permissible and is subject to availability. The foundation is a 501(c)(3) organization.



The Greater North Michigan Avenue Association Presents

Jersey Boys

The Story of Frankie Valli & The Four Seasons

Thursday, November 8, 2007

Sponsored by



Reception at Petterino's
Show at the LaSalle Bank Theatre

"Too good to be true!" raves the New York Post for JERSEY BOYS, the 2006 Tony® Award-winning Best Musical about Rock and Roll Hall of Famers The Four Seasons: Frankie Valli, Bob Gaudio, Tommy DeVito and Nick Massi. This is the story of how four blue-collar kids became one of the greatest successes in pop music history.

Opens in Chicago in Mid-October 2007.

5:30 – 7:00 p.m. — Fabulous Cocktail Reception
with Heavy Hors d'oeuvres
Petterino's – 150 N. Dearborn Street

7:30 p.m. —SHOW TIME!
LaSalle Bank Theatre – 18 W. Monroe Street

Special Contributions From



Please reserve _____ ticket(s) at \$200.00 each (Seats in first 10 rows, center) \$ SOLD OUT

Please reserve _____ ticket(s) at \$160.00 each (Seats on main floor) \$ _____

***Reception included in price**

_____ Check Enclosed _____ Please Invoice Total Due: \$ _____

Be one of the FIRST to see this highly acclaimed musical!

****Limited Tickets Available****

NAME: _____ TITLE: _____

COMPANY: _____ PHONE: _____

Please provide complete information for additional guests so that we can provide complete and accurate name tags:

NAME: _____ TITLE: _____ COMPANY: _____

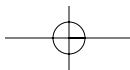
NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

NAME: _____ TITLE: _____ COMPANY: _____

**Please RSVP to GNMAA by fax: (312) 642-3826 or phone: (312) 642-3570 or email: gnmaa@gnmaa.com
Please make your reservation by Friday, June 8, 2007. Thank you!**

****Due to contract, cancellations after 10/18/07 and no-shows will be billed.**



Member 2 Member (M2M)

WHO'S NEW...

- **Alfredo Acves**, *General Manager*—Johnny Rockets
- **Amy Allen**, *Publisher*—CS Brides
- **Emily Dahl**, *Group Sales & Marketing Manager*—The Melting Pot
- **Dody Hickey**, *Business Travel Sales Manager*—The Westin Michigan Avenue
- **Elise Hofer**, *Editor-in-Chief*—CS Brides
- **Steve Kmetz**, *General Manager*—Equinox Fitness Clubs
- **Dawn Montejano**, *Branch Manager*—Banco Popular, 415 N. LaSalle
- **Jeff Riney**, *Regional Manager*—Equinox Fitness Clubs
- **Renata Stec**, *General Manager*—REALTOR Building, BW Phillips Management Group, Inc.
- **Gianna Tetrick**, *Executive Director of Advertising*—Lettuce Entertain You Enterprises

WHAT'S NEW?

Chicago Marriott Downtown Magnificent Mile is the proud winner of the following awards: General Manager of the Year, Property Sales Team of the Year, Revenue Management Team of the Year and eCommerce Marriott.com Hotel Web Site of the Year at the annual Marriott International Global Conference.

Donna Pugh, of Foley & Lardner, Elected to National ABA Leadership Position. Donna was appointed as the new secretary of the Selection of State and Local Government Law for the American Bar Association (ABA).

EVENTS

May 7, 5:30-7:30 p.m.

Il Mulino at 1150 North Dearborn, will host a Patio Kick Off Party. Complimentary hors d'oeuvres and cocktails. Please RSVP by Wednesday, May 2nd to amcnulty@ilmulino.com.

May 12, 12-1:30 p.m.

A children's etiquette lunch will be held at **The Ritz-Carlton Chicago**. Children ages 5-8 will learn the basic principals behind good manners. For more information please call (312) 573-5083.

May 13

Wendella Boats will have its 4th annual Mother's Day Brunch Cruise. For more information and to purchase tickets, visit wendellaboats.com or call (312)337-1446.

May 24

Medal of Honor Series with Ed Tracy at the **Pritzker Military Library**, 610 N. Fairbanks Ct., 2nd Floor. Presentation and live web cast 6:00 p.m. Reservations suggested, call (312) 587-0234. Member reception precedes at 5:00 p.m. No charge.

May 28

Memorial Day Activities at the **McCormick Tribune Freedom Museum**. Free Admission. Plus, fold a flag to send to a soldier on the front lines, and send a card to a soldier. For more information, call (312) 222- 3620.

EXCLUSIVE M2M OFFERS

Chicago Shakespeare Theatre offers GNMAA members **two tickets for the price of one** to *Troilus and Cressida* (Tuesday-Friday nights in May). Use promotion code 4214 when you call the box office. Limit 4 discounted tickets. Subject to availability and cannot be used in combination with any other offers or on previously purchased tickets. Call (312) 595-5600.

For the July issue consideration, please submit your article or press release to Bernadette at bmolina@gnmaa.com or fax to (312) 642-3826 by Monday, April 23, 2007.

WELCOME TO OUR NEW MEMBERS

Bryce Consulting

Marisa Bryce
415 W. Aldine, Unit 12 C
P: (773) 549-1348

East Bank Storage

Storage, Packing & Shipping Needs
Michelle Paluch, Marketing Manager
333 N. Michigan Avenue, Ste 1700
P: (312) 644-2000

Haute Living

Furniture Retail
Jeffrey Smith, Managing Member
222 W. Kinzie
P: (312) 329-9000
www.hauteliving.com

Il Mulino

Italian Restaurant
Teri Dasse, Private Dining Manager
1150 N. Dearborn Street
P: (312) 440-8888
www.ilmulino.com

Oak Street Design

Visual Design Resource
Amanda Wolfson, Production Manager
700 N. Michigan Avenue
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Op2mize, LLC

Advisory Service to Property Owners
Geoff Kasselmann, President
2315 Peachtree Lane, Northbrook
P: (847) 441-4270
www.op2mize.com

Stay On Track, Inc.

Professional & Personal Development Company
Lillie Dulaney, Principal
55 E. Washington, Ste 2700
P: (312) 343-0038
www.stayontrack.info

Titan Commercial

Acquisition, Leasing & Disposition
Ben Rosenfield, Principal
303 E. Wacker Drive, Ste 2750
P: (312) 373-7100
www.titancommercialrealestate.com

Weber Shandwick Worldwide

P.R. & Communications Management
Pam Munoz, Director
676 North St. Clair Ste 1000
P: (312) 988-2400
www.webershandwick.com

MARK YOUR CALENDARS!

ANNUAL GALA

May 11, 2007

6:30 p.m. Cocktails

8:00 p.m. Dinner

9:00 p.m. Dancing & Dessert

Chicago Marriott Downtown Magnificent Mile

540 N. Michigan Avenue

Tables and Individual Tickets Available

MAY MEMBERSHIP CONNECTION

May 17, 2007

5:30 p.m. — 7:30 p.m.

Water Tower Place

835 N. Michigan Avenue

Tickets: \$20.00

The Magnificent Mile Charitable Foundation's

LADIES' NIGHT OUT

June 7, 2007

6:00 p.m. — 9:00 p.m.

Elizabeth Arden Red Door Salon & Spa

919 N. Michigan Avenue

Tickets: \$50.00

GOLF OUTING

June 18, 2007

All Day

Bolingbrook Golf Club

2001 Rodeo Drive, Bolingbrook

Foursomes and Individual Golfers welcome!

MEMBERSHIP LUNCHEON

June 21, 2007

11:15 a.m. — 12:00 p.m. — Cocktails & Reception

12:00 p.m. — 1:30 p.m. — Luncheon

The Westin Michigan Avenue Hotel

909 N. Michigan Avenue

Tickets: \$50.00

GARDENS KICK-OFF PARTY

June 27, 2007

5:30 — 7:30 p.m.

Conrad Chicago

521 N. Rush Street at Michigan Avenue

Tickets: \$20.00

ANNUAL BOAT CRUISE

August 21, 2007

5:30 — 7:30 p.m.

Chicago's First Lady

Michigan Avenue & Wacker Drive

Tickets: \$50.00

ANNUAL CULTURAL EVENT

November 8, 2007

5:30 — 7:00 p.m. — Reception at Petterino's

150 N. Dearborn Street

7:30 p.m. — Show at LaSalle Bank Theater

18 W. Montoe Street

Tickets: \$160.00

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
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