

tulip days
The Magnificent Mile®

NORTH MICHIGAN AVENUE • CHICAGO USA

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Bank of America 

**Celebrating
Architecture in
the Windy City:**

A kinetic art installation
from Chicago's architects





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MICHIGAN AVENUE ASSOCIATION

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LETTER FROM THE CHAIR



Dear GNMAA Member:

Michigan Avenue's competitive edge as a world class shopping and dining district is under pressure from newly imposed public taxes.

For the past several years the Chicago Hotel Motel Tax has been the highest of any of the cities we compete with for tourism business. Come July, the sales tax in Chicago will be raised to 10.25%.

So how do Michigan Avenue retailers, restaurants, and hotels compete? First, we have to ensure that the experience of visiting The Magnificent Mile® continues to add value. The Planning and Advocacy division assures the quality of the environment—the gardens, trees, clean sidewalks, high quality signage, and security—attracting customers and adding value to the experience of shopping here. And, we have a spectacular lineup of events all year long including The Magnificent Mile Lights Festival presented by Harris. Also, we must redouble our efforts to improve the quality of everything that we do for the benefit of our customers; listen and respond. This is an ethic that GNMAA member businesses have strong respect for!

Finally, we must communicate to our elected officials that higher taxes on our member businesses and consumers is simply unacceptable. Every time you have the opportunity to speak with a local, county, state, or federal elected official, remind them that you represent a large constituency of business owners and managers who oppose taxes on those who live in, work in, and visit the City. We, as an organization, will continue to communicate with our constituents about this matter.

Sustaining awareness among our customers that they get high value for what they spend is critical to maintaining our region as a huge economic engine, one that creates jobs throughout the region and drives the local economy.

Sincerely,

Ralph M. Weber

GNMAA Chairman of the Board

Vice President, Northwestern Memorial Hospital

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Member Spotlight:

Angela Roman, The Signature Room at the 95th

GNMAA Individual of the Year

Angela Roman, wine director for The Signature Room at the 95th, grew up in the hospitality business, having the opportunity to spend time at Hyatt Regency Chicago and The Signature Room with her parents, Rick and Susan Roman. A defining moment in her life at age 10 convinced her that she'd pursue a similar career. On opening night of the new Signature Room at the 95th, she watched her father jump in to wash dishes, and from then on she was determined to be a hands-on employee and manager.



Angela has also become hands-on in almost every division of The Greater North Michigan Avenue Association. She has committed many hours in developing new event concepts, both in member programs and marketing (Meritage on The Magnificent Mile and TOAST, the champagne festival in February). Angela has taken on the role of mentor, recruits new members and has taken interest in developing emerging leaders within the association. Angela is a creative force, and her talents and passion for GNMAA/The Magnificent Mile are necessary for GNMAA to continue its successful growth into the association.

She now seeks to refine and diversify the selection of wine labels and achieve recognition for the Signature Room as one of the leading culinary forces of America. GNMAA has only begun to see what this talented individual can do. Angela says, "GNMAA is undoubtedly the most exciting organization that I have had the privilege to work with—and it is the caliber of volunteer and the enthusiastic staff that make it so!"



Consulate Helps Tulip Days Grow

The Consulate General of the Kingdom of the Netherlands has promoted a culture of friendship through Tulip Days on The Magnificent Mile presented by Bank of America. Herbert Wennink, Commercial Officer for the Consulate, is the co-vice chair of the committee and he says that the role of the Consulate is to identify and build relationships in the areas of international trade and culture and the tulips are a wonderful way to support this as they are considered to be one of the national symbols of the Netherlands.

In addition to the Consulate's enthusiasm and involvement on the Tulip Days Committee, GNMAA is grateful for their recruitment of Dutch partners such as KLM-NWA and Greenberg Traurig. Special thanks to the Dutch Consulate and DeVroomen Holland Garden Products for providing potted tulips for our architects and sponsors at the Tulip Days kick-off event held on April 23rd. Dank u wel!

Did You Know?

- 4.5 million Americans have Dutch roots.
- The Netherlands is about the size of Massachusetts and Connecticut combined.
- The Netherlands was the first country to recognize the U.S. flag in 1776.
- The Netherlands is the fourth largest investor in the U.S.
- 800 Dutch companies in the U.S. employ over 350,000 Americans.
- Five international Consulates are members of GNMAA.



Pioneers in international business



PHYSICAL CONDITION REPORTING IN 2008

The Area Condition Reporting Form, originally created by the Planning & Advocacy Division's Public Way Committee in 2007, has been very successful in identifying and reporting of physical condition problems in the GNMAA area.

GNMAA members have used this to inform staff of graffiti, broken sidewalks, trees needing trimming, potholes and many other problems on City streets, sidewalks and alleys.

In 2008, the P&A Division would like to continue the success of this reporting system. We are making the form available on www.gnmaa.com and sending the form to all GNMAA members via e-mail. We are requesting that you save the form on your computer for quick reference or have printed copies available in your briefcases, handbags, and offices for easy access when you come across an issue.

To report an issue, please contact the GNMAA P&A Division at (312) 642-3570 or call the Alderman's office directly at (312) 642-4242.

The image shows a sample of the 'GNMAA Area Conditions Reporting Form'. The form includes fields for 'Date Reported:', 'Location Address:', 'Problem/Issue Identified:', 'Cross street:', 'Name:', 'Phone:', 'Staff Initials:', and 'Date:'. There is a checkbox for 'Yes, I would like to be contacted regarding the resolution of this problem.' At the bottom, contact information for The Greater North Michigan Avenue Association is provided: 625 North Michigan Avenue • Suite 401 • Chicago, IL 60611. Phone: (312) 642-3570 • Fax: (312) 642-3626 • Email: gnmaa@gnmaa.com • Website: www.themagnificentmile.com • www.gnmaa.com

Emergency Awareness: Tornado Preparedness Plan

While we all welcome the change in seasons and warmer weather, spring months can bring volatile weather. The recent tornado in Atlanta teaches us the importance of being prepared for the unexpected. Although it may seem unlikely, a tornado can happen in the City of Chicago. The City of Chicago Office of Emergency Management and Communications (OEMC) developed a set of guidelines to aid in preparing for a tornado by creating a Tornado Preparedness Plan. These guidelines incorporate three steps for effective tornado preparedness:

1) Build A Kit

For your home or other permanent shelter locations, prepare an emergency kit.

- Flashlight
- Extra batteries
- A portable, battery-powered radio
- A first-aid kit
- Emergency food and water
- A non electric can opener
- Medicines
- Cash in small denominations
- Sturdy shoes
- Important documents placed in a sealed plastic bag
- Any other special items that you and your family might need, such as baby formula, mobility aids and pet food

2) Make A Plan

Your plan should include pre-identifying a "safe place" to take shelter should a tornado warning be issued.

- Learn the "protection position" and make sure that your family (especially children) know the position as well.
- You should establish a reunion location for your family, should you be separated before or during a tornado, and practice drills with your family frequently.
- Make sure to keep a list of important phone numbers with you at all times, including out-of-state contacts, doctors, pharmacists, insurance agent and work contacts.

3) Get Information

Be informed and aware about tornado preparedness. Know what the City Emergency Warning Sirens sound like, and the difference between the two alert siren tones: warning and all clear.

For more information and to hear a sample of the City Emergency Warning Sirens, visit OEMC's Alert Chicago website: www.AlertChicago.com.



Architecture Excellence

As part of Tulip Days on The Magnificent Mile presented by Bank of America, Lynn Osmond, President of the Chicago Architecture Foundation; Hennie Reynders, Chair of Architecture and Interior Architecture at The School of the Art Institute Chicago, and John Maxson, President & CEO of The Greater North Michigan Avenue Association, walked the Avenue to judge the kinetic art sculptures. Each form was critiqued on the use of wind, creative design, and the use of sustainable materials.

Eco-Excellence Award

"PropogatelGenerate" by Perkins + Will

This design creates an awareness of the wind energy in the world around us through the use of recyclable metals and stored power in capacitors to illuminate the sculpture.



Best Use of Kinetic Energy

"Wind Harp" by Hammond Beeby Ruppert Ainge

This sculpture consists of a stainless steel framework with titanium strings stretched across two bridges. The strings are positioned to allow the wind to blow across, creating a varying collaboration of sound. Mounted within a cedar resonator stand, the sound becomes amplified.



Uniquely Chicago Award

"Chicago Cubed," by Harley Ellis Devereaux

This piece is based on a grid system and represents the skyline in its design, the sculpture reflects Chicago's strive to be sustainable by combining reused and recycled materials.



The Most Magnificent Award

"Wind Folly" by Solomon Cordwell Buenz

This sculpture promotes the complex power of the wind. As the wind blows, the sculpture comes to life- adding sound and movement to the entire piece. Made of stainless steel and copper, each pinwheel was individually constructed by hand.



Go Online:

www.themagnificentmile.com

- Vote for your favorite kinetic sculpture.
- Watch videos of architects documenting the process of construction and installation of their kinetic art filmed on a Nokia N95 8GB.
- Download a sculpture guide for a complete list of kinetic sculptures.

Tulip Days is sponsored by:

Bank of America



Moore Landscapes, Inc.



GT GreenbergTraurig



CHICAGO ARCHITECTURE FOUNDATION

NOKIA
Connecting People

Earth Hour – Chicago

Thank you to all businesses and buildings that participated in Earth Hour, a global event in support for action on climate change that took place on March 29, 2008. The Magnificent Mile dimmed from the torch-like top of the Tribune Tower all the way down the Avenue to the famous landmark, the historic Water Tower. When the lights of the Wrigley building were darkened, a cool quiet hush came over the crowd on the street. It was a powerful message that resonated with everyone – we must conserve our energy.

The World Wildlife Fund announced that an estimated 36 million Americans took part in Earth Hour and more than 2.7 million took part in Chicago. Chicago proved to be a leader on environmental issues. ComEd reported a reduction in electricity use in the City of Chicago and throughout its Northern Illinois service territory by 7 percent which is equivalent to taking more than 1 million cars off the road for one hour.

What are you doing to conserve your energy at your place of business? We would like to hear from you. Email your green story to kjohnson@gnmaa.com.



Photo by Mitch Canoff



Couture Fashion Goes Green

Gardens of The Magnificent Mile® Garden Party

Thursday, June 26th

5:30–7:30 p.m.

The Terrace at Conrad

521 North Rush Street

\$30 per person

RSVP by Tuesday, June 24th

aschoenfeld@gnmaa.com or (312) 344-2329

or register online at www.gnmaa.com

Party Sponsor:

CONRAD
CHICAGO

Summer Trends on The Magnificent Mile®

From resort wear to an evening out.

From bold, bright colors to sheer neutrals.

From the chic handbag to the latest technology we can't live without.

We want to feature your summer fashion trends and products in one of our 8 trend categories on www.themagnificentmile.com.

Product Images:

JPEG format, 72 dpi, RGB, no larger than 250 pixels wide

Copy:

Brief description (limit 50 words) including location, price and which category you prefer each product to be listed under.

Dates:

Please list available dates if applicable

URL:

Product page/retail homepage.

Please send your images and product copy to:

Kelsi Johnson, kjohnson@gnmaa.com, (312) 344-2317.

SUMMER TREND 2008 REPORT

Resort Wear
Beauty Essentials
Evening Out
Sporty Chic
Accessories & Shoes
Summer Splurges
Home Makeover
Go Green

Featured in photo:
Nicole Miller
Blue Silk Chiffon Iridescent Dress
Available at Bloomingdale's
900 North Michigan Avenue
(312) 440-4460

From beach ready resort wear to glamorous evening attire, start summer in style with these must-have items presented to you by the fabulous retailers of

The Magnificent Mile
NORTH MICHIGAN AVENUE • CHICAGO, USA



The 9th Annual Golf Outing

Monday, June 16, 2008
Bolingbrook Golf Club

Sponsored By

where
CHICAGO



*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!*

Foursome with Contest Hole Sponsorship

Members
\$1,700

Benefits:

- A list of all attendees
- Must supply two gifts worth \$125 each for male and female contest hole winner to be presented at dinner.
- A presence on the course (food or drink samplings, collateral distribution)
- Lunch and Dinner provided for one Foursome
- Program Recognition
- Signage on the course

Foursome with Tee Sponsorship

Members
\$1,600

Benefits:

- A presence on the course (food or drink samplings, collateral distribution)
- Lunch and Dinner provided for one Foursome
- Program Recognition
- Signage on the course

Foursome with Hole Sponsorship

Members
\$1,500

Benefits:

- Lunch and Dinner provided for one Foursome
- Program Recognition
- Signage on the course

Individual Golfer

Members
\$450

Name: _____ Company: _____

Phone: _____ Email: _____

Charge my credit Card: Visa Mastercard AmEx Discover Check Enclosed

Card Number: _____ Exp. Date: _____ Card Zip Code: _____

Name on card: _____ Signature: _____

The Greater North Michigan Avenue Association presents
The June Membership Luncheon
 Thursday, June 19, 2008
 11:15 a.m. Reception • 12:00 p.m. Lunch and Program

Hyatt Regency Chicago • 151 E. Wacker Drive

- Mingle and Network with fellow GNMAA members!
- Get information on upcoming GNMAA events!
- Valet Parking is available

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

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

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



Check Enclosed

Please charge my credit card: Visa MasterCard AmEx Discover

Card Number: _____ Exp. Date: _____ Card Zip Code: _____

Printed Name as it appears on credit card: _____

Signature: _____

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: _____

Return before **Monday, June 16, 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 6/16/08 and no-shows will be billed.



Photo by All Events Photography
 Ellen Morse, Ellen Morse Travel; Ryan Leuier, Hotel Monaco; and Sylvia Rollins, Hotel Monaco; network at the March Luncheon held at The Drake.



Photo by All Events Photography
 John Carroll, Modern Luxury Inc., interviewed Ivanka Trump for the Luncheon presentation.



Members had fun at Stretch Run for a recent Membership Connection.

The May Membership Connection

A networking event to welcome new and prospective GNMAA members



WELCOME TO OUR NEW MEMBERS

Thursday, May 29, 2008

5:30p.m.—7:30p.m.

539 N. State Street



ABOUT:

Fifty years of grilling expertise goes into every meal at Weber Grill Restaurant. Sit next to the open kitchen and watch the chefs grill steaks, fresh fish, barbecue and more... all on authentic Weber charcoal kettles.

DID YOU KNOW?

- The Weber Grill Restaurant's Barbecue Celebration takes place June 5th – July 4th.
- Private dining rooms are available for breakfast, lunch and dinner events
- Spring Menu starts April 17th!

MAKE CONNECTIONS
with fellow business leaders
WHILE ENJOYING
gourmet appetizers and
cocktails
JOIN US
for food, fun and friends at
**THE WEBER GRILL
RESTAURANT**



Yes, I will attend The Membership Connection!

I am a:

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

CC: Visa MC AmEx Name: _____
 CC# _____ Date: _____

Name: _____ Title: _____

Company: _____ Phone: _____

Email: _____

Please RSVP by Monday, May 26 2008 via e-mail: klippert@gnmaa.com,
 phone: 312.642.3570, or fax: 312.642.3826. Or, sign-up on line at www.gnmaa.com.
 *Due to contract, cancellations after 5/27/08 and no-shows will be billed.

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Consulate

Renee Pea, Consul General Third
Class

737 N. Michigan Avenue, Suite 1030

(312) 482-9902

Karen Hickey celebrates 10 years at GNMAA

We are pleased to announce that Karen Hickey, Membership Director, celebrated her 10-year anniversary with GNMAA. Karen's knowledge, dedication, enthusiasm, and passion make her an extraordinary asset to the GNMAA Team. We honor her great commitment to the organization.

We thank Karen for her wonderful 10 years of service to The Greater North Michigan Avenue Association. We look forward to many more fantastic years to come!

If you would like to reach out to Karen directly, please contact her at khickey@gnmaa.com or 312-344-2314.



Grow your Business!

Gardens of The Magnificent Mile® Promotional Opportunity
June 26 – September 1, 2008



Gardens of The Magnificent Mile™ wants to partner with our hotel, restaurant, retail and cultural attraction members by highlighting your green initiatives, special offers, events and programs, or hotel packages throughout our summer campaign. We invite you to promote your own business and offerings to Chicago's residents and visitors this summer.

Your promotion may be listed/included in the following media:

- Event listings on www.themagnificentmile.com (available throughout the campaign)
- 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

**A minimum value of \$10 or 10% will be required in order for the offer to be considered and advertised.*

Magnificent Mile District Business Participation Form

Name of Business: _____

Name of Package/Event/Offer: _____

Address: _____ Valid Dates: _____

Phone (for public): _____ Website: _____

Please describe you organization's green efforts or details for your special package/event/offer:

Info will not be printed in promotional material. Contact Name: _____

Phone: _____ E-mail: _____

Please return via fax or e-mail to GNMAA at (312) 642-3826 or kjohnson@gnmaa.com by May 15, 2008.

THE MAGNIFICENT MILE CHARITABLE FOUNDATION RAFFLE 2008

"Experience London!"

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 certificate 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.

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(3)(c) organization.

Member 2 Member (M2M)

NEWS

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

The **Chicago Sightseeing Company, Inc.**, who 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. In the fall of 2008 Lavazza will be launching their first Espresso café concept in Chicago, which was awarded the Grand Award for Restaurant Design at the A.R.E. Design Awards.

The **Pritzker Military Library** broadcast its 100th episode on WYCC-TV/PBS Channel 20 on April 11, 2008. New programs air on Friday afternoons at 4:00 pm. Events have also been webcast on the internet since 2003. For more information visit www.pritzkermilitarylibrary.org.

EVENTS

Bloomington's Home & Furniture Store at Medinah Temple, 600 North Wabash Avenue, will host event styling guru Amanda Puck and wine expert Sarah Powers to share secrets about creating an easy entertaining summer party on Thursday, May 8th from 6-8 pm. RSVP at 312-440-4515.

The Shops at North Bridge, 520 North Michigan Avenue, in association with Gilda's Club Chicago is inviting women to create wellness bags for women cancer patients during the "Step Out Step Up" event on Wednesday, May 7 from 5:30-7:30 pm. *Level One, Michigan Avenue Entrance.*

Chicago Architecture Foundation's Magnificent Mile tour will open your eyes to the transformation of a street and will teach you something new about the Avenue where you work and play. The tour provides insight into Daniel Burnham's vision. Burnham studied the great avenues of the world with the goal of creating a gateway connecting Chicago's premier Gold Coast residential community with the central commercial district. Two hour walking tours run on Tuesdays and Saturdays at 10:00 am from Pioneer Court (the Northeast corner of Michigan Avenue and the River). Visit the Tulip Days page on www.themagnificentmile.com for more information or www.architecture.org.

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.

M2M EXCLUSIVE OFFERS

Chicago Shakespeare Theater will be offering half-price tickets for GNMAA members to The Comedy of Errors from Tuesday through Friday until May 30 by using the promo code 5112 with the Box Office at 312-595-5600 or www.chicagoshakes.com (Limit 2).

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 May. 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.



WELCOME TO OUR NEW MEMBERS

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www.demicooper.com

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Human Resources Search Company

Catherine Giambarberee, Office

Manager

20 N. Clark Street, Suite 2620

(312) 263-1710

www.icistaffing.com

Muscular Dystrophy Association

Non-Profit

Sarah Madden, Director

430 N. Michigan Avenue, Suite 603

(312) 254-0632

www.mda.org

The Regatta

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Tricia Van Horn, Vice President –

Marketing

303 E. Wacker Drive, Suite 2750

(312) 469-8054

www.lakeshoreeast.com/regatta

The Shoreham

Residential Property

Tricia Van Horn, Vice President –

Marketing

303 E. Wacker Drive, Suite 2750

(312) 469-8054

www.theshoreham.com

Zifkin Realty & Development, LLC

Real Estate Firm

Robert Melsher, Executive Vice

President

560 W. Washington Street, Suite 400

(312) 575-8650

www.zifkinrealty.com

MARK YOUR CALENDARS!

GNMAA GALA

May 9, 2008

Hilton Chicago

720 South Michigan Avenue

MAY MEMBERSHIP CONNECTION

May 29, 2008

Weber Grill

539 N. State Street

GNMAA GOLF OUTING

June 16, 2008

Bolingbrook Golf Club

Bolingbrook, IL

MEMBERSHIP LUNCHEON

June 19, 2008

Hyatt Regency Chicago

151 East Wacker Drive

GARDENS OF THE MAGNIFICENT MILE

GARDEN PARTY

June 26, 2008


Conrad Chicago

521 North Rush Street

To RSVP, visit www.gnmaa.com or call (312) 642-3570

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Advertise with us! To purchase an ad, contact Eric Stein at estein@gnmaa.com or (312) 344-2313.

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
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