

Networking on the net

Find 730 members online
New GNMAA web site goes live



THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION

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LETTER FROM THE CHAIR

Keeping Our Region a World Class Destination is Everyone's Job



The Magnificent Mile has been recognized as one of the great avenues of the world. That's not only due to its dramatic scale, architecture, and economic strength, but to the special experience people feel on the Avenue. Maintaining that special experience requires continued care and attention. The GNMAA committees oversee that, but it requires eyes and ears on the street on a daily basis.

GNMAA has established a new process for communicating problems that affect the pedestrian experience in our region. Issues will be identified, logged, referred to the proper person, and tracked until we have resolution.

But the process starts with you! Hazardous cracks in the sidewalk, curb, or street, damaged street lighting or traffic signaling equipment, and graffiti on private property should be reported to GNMAA. Signage that does not conform to the City's signage ordinance (i.e., neon, moving and flashing signs, and video monitors are not permitted) should also be reported. Finally, illegal encumbrances on the sidewalk like street businesses, aggressive panhandlers, and street performers (when they block the public way) should be reported.

The reporting process is easy. GNMAA has cards that have been distributed at recent events that can be completed with the pertinent information and dropped off. Or you can call Sarah Fleming (312-344-2316) and she will log your concern.

Security is also an issue. Although our region is a safe place and police do a good job of enforcement, do not hesitate to report suspicious activity by dialing 911. Recall that the 911 Center prioritizes calls so yours doesn't have to be an emergency, just one that needs prompt attention. Dial 311 to report issues that can be dealt with in several days. A follow-up call to GNMAA would be helpful.

It is astounding that any individual would deliberately block the public way, offend visitors, place signage on the sidewalk, neglect building facades, and do anything else that intentionally detracts from the pedestrian experience. But we all know that it happens! It is our job as members of what I believe is Chicago's best community advocacy group to ensure that these problems are reported and dealt with.

GNMAA's mission as a business development and community advocate requires all members to work together as a collective force for enhancing the streetscape. Being world-class means having a clean pedestrian environment and sidewalks that afford open access for the public.

Do your part by working to develop an awareness of your surroundings and report problems promptly. It's the least we can do and a critically important part of maintaining our status as one of the great avenues of the world.

Sincerely,

Ralph M. Weber

GNMAA Chairman of the Board

Vice President, Northwestern Memorial Hospital

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Sponsor Spotlight

Centric Web, Inc.

Centric Web, Inc. has been a sponsor for six years of GNMAA, providing web and hosting services for www.themagnificentmile.com and for www.gnmaa.com. Centric Web is a website programming company run by Barbara O'Neal, President and CTO, and Melvin Renowden, CEO & CFO.

"The Magnificent Mile is one of the most unique places in the world and we like to focus on unique performers," says Melvin Renowden, "We have met a lot of people through GNMAA and it has really given a boost to our image. An image is hard to measure but when people start positively talking about you, then you know. We have received positive feedback about The Magnificent Mile web site from around the world." Through the recession and internet bust their involvement in GNMAA had an impact on Centric Web's business in an uncertain time. They won high-profile accounts such as The Signature Room on the 95th, Marilyn Miglin, and the Holiday Inn. Barbara O'Neal was nominated to the GNMAA board of directors in 2005. Melvin says, "It is a benefit to be a long-term sponsor, because you have more time to develop new relationships."

Centric Web, Inc. provides web creation, web hosting, shopping cart, credit card processing and security, internet marketing, solutions for B2B or B2C, domain name registration, search engine placements, and regular maintenance. Visit their site at www.centricweb.com or call Melvin at (630) 734-0741.

For a sponsorship customized for your business please contact Ellen Farrar, VP Marketing & Communications, at efarrar@gnmaa.com.

Networking on the Net

New GNMAA web site goes live September 17!

Whether you are looking for a committee meeting date or a new place to lunch, the new GNMAA.com is your guide for The Greater North Michigan Avenue Association and its members.



Search members by name, company or category.

The site combines both information and e-commerce in one and offers many unique features such as a fully interactive calendar that allows users to add a specific date to your personal "Microsoft Outlook".

Finding membership information will be a breeze. Click on the "search member directory" button and in a few clicks the search is done. The membership page includes search by company, first name, or last name. A category filter is built in to fine-tune the search. Please bookmark the website www.gnmaa.com.

WWW.GNMAA.COM

Maxson's Magnificent Musings:

A John Maxson Blog
Read about John's weekly experiences around the Michigan Avenue area and beyond!

Learn About the 10 Newest Members

Committee Descriptions

Read About Current Events

RSVP for an Event

Membership Search

Search by name, company or category.

730 member businesses or 1,800 active members within those businesses.

Photo Gallery

See photos of yourself and your friends at the latest GNMAA events!

Interactive Calendar:

Check the date of your next committee meeting or GNMAA event.

Add an event to your Outlook calendar with ease.

Publisher to Print Lights Festival Past

Arcadia Publishing will publish a book on the pictorial history of our district's holiday celebrations over the past century, culminating with our Magnificent Mile Lights Festival in their Images of America series.

With a working title, The Magnificent Mile Lights Festival, the book will contain a broad history of the event with 240 vintage photographs and is set to be published in time for the holidays in 2008. GNMAA's own Ellen Farrar is the author. Arcadia Publishing will be involved in publishing, marketing, distributing, and selling the books.

We are currently taking photo submissions documenting holiday traditions of our district, including hotel and retail indoor, outdoor or window holiday décor; celebrity appearances, special holiday events and any other images past or present related to the holiday season or The Magnificent Mile Lights Festival.

Submission deadline: Friday October 12, 2008.

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

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

(Note: photos will not be returned)



A Holiday Package for Members

GNMAA is offering a complimentary listing in our Magnificent Mile Lights Festival® presented by Harris Guide and an unbeatable advertising package.

GNMAA has partnered with *Midwest Living* magazine for advertising, advertorials or listings in a special "Out & About Chicago" section in the November/December issue. A reprint of the section will include complimentary 50 word listings from our members highlighting holiday events or special offers. The Guide's reprints will be printed in a quantity of 50,000 and distributed to event attendees, hotels, shopping centers, City of Chicago Visitor Centers and our consumer database.

The *Chicago Tribune* will print a Lights Festival special section on Thursday, November 8 which will include event information, ads and advertorials. All proceeds from Tribune special section ad sales go directly towards The Magnificent Mile Lights Festival presented by Harris. To take advantage of these offers please contact Eric Stein at (312) 344-2313 or estein@gnmaa.com.

Due Dates

- | | |
|-----------------------|--|
| Tuesday, September 4 | Midwest Living Special Section (303,000 circulation) Final Ads |
| Tuesday, September 11 | Magnificent Mile Lights Festival Guide (COMPLIMENTARY LISTING) <i>Submit online at www.gnmaa.com</i> |
| Friday, September 28 | Chicago Tribune Special Section (566,827 circulation) Order and Advertorial |

Volunteers Needed!

Volunteers are needed for The Magnificent Mile Lights Festival on Saturday, November 17, 2007. Join us for a few hours, or the entire day, and start a new tradition this holiday season. Sign up today at www.gnmaa.com. If you have questions please contact Amy Schoenfeld at (312) 344-2329 or aschoenfeld@gnmaa.com.

GREAT AVENUES OF THE WORLD

Send us a picture of yourself on one of the great avenues to Eric Stein at estein@gnmaa.com (high resolution 300 dpi). You could be featured in the next newsletter.



GNMAA Staff member, Phil Levin, recently traveled to another great avenue of the world. Pictured here is the Champs-Élysées in Paris.

Fall Trend 2007 Report

www.TheMagnificentMile.com

The Gardens of The Magnificent Mile Committee has launched a special section on The Magnificent Mile web site showcasing the latest fall trends in fashion, beauty and technology.

This section of the site includes product shots, editorials and a link to GNMAA members' web sites in eight fall trend categories such as "Dress to Impress" and "Chic Coats". Click on "Fashion and Trends" at www.themagnificentmile.com.

Fashion Guide

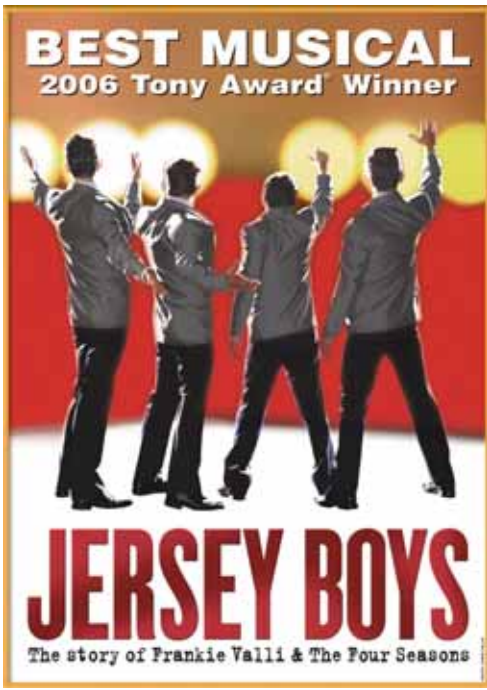
- 43,968 page views in 2007
- 5,495 page views per month

**FALL
TREND
2007
REPORT**

From chic coats to home essentials,
start the fall in style with these
must-have items presented to you
by the fabulous retailers of
The Magnificent Mile
NORTH MICHIGAN AVENUE • CHICAGO, ILL.

Dress To Impress
Fall Essentials
Chic Coats
Get Sporty
Accessories & Shoes
Sexy Skin
Home Sweet Home
The Splurge

Photo provided by
Saks Fifth Avenue
700 North Michigan Avenue
(312) 944-8500
www.saksfifthavenue.com



The Greater North Michigan Avenue Association Presents
The Annual Cultural Event



Jersey Boys

The Story of Frankie Valli & The Four Seasons

Reserve Your Seats Now!

Thursday, November 8, 2007

Reception at Petterino's
Show at the LaSalle Bank Theatre

Sponsored by



"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.

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)

\$ _____ ***only a few left!**

***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, September 28, 2007. Thank you!

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

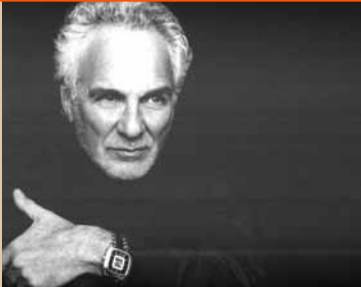
The Greater North Michigan Avenue Association presents
The September Membership Luncheon
Thursday, September 27, 2007

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

Sheraton Chicago Hotel & Towers
301 E. North Water Street
**Valet Parking is available*

- Mingle and Network with fellow GNMAA members!
- Get information on upcoming GNMAA events!
- Be present for the Beautification Awards!

Special Presentation by David Yurman



Established in 1979, **David Yurman** is internationally recognized as one of America's leading fine jewelers and luxury watch designers. His ability to fuse art, fashion and fine jewelry into a signature design concept was a breakthrough for the jewelry industry. Yurman jewelry can be found at Bloomingdale's, Nordstrom, Saks Fifth Avenue, Neiman Marcus, and other retailers. He will attend the ribbon cutting at his new store located at 40 East Oak Street on September 28. **Be the first** to gain insight into David Yurman's new store and his perspective on retailing premier fashion accessories.

_____ Premium Tables @\$1,000 each, including: \$_____

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

Hosted by:



Sponsored by:



_____ 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, **September 24, 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 9/24/07 and no-shows will be billed.



MEMBER EVENTS

The July Membership Connection was hosted by Lucky Strike Lanes. Over 100 people attended the lively event and some bowled a few frames.



Above: Mitchell Moore, Cooney, LLC and Carolyn Edward, Bloomingdales and GNMAA Membership Co-chair
Left: Kathy Veleska (left) and Andrea Bonds (right) from Lucky Strike Lanes, with Matt Gold, Fave Media, Inc.
Below: Erin Albert and Valerie Beck from Chicago Chocolate Tours, Catherine Witt and Jon Wool from Finesse Cuisine enjoy the evening.



GNMAA September Membership Connection
 at China Grill
 230 N. Michigan Avenue
 Wednesday, September 5
 5:30p.m – 7:30p.m.



RSVP by Monday, September 3
 Email: klippert@gnmaa.com
 Phone: (312) 642-3570

Check out more event photos online at www.GNMAA.com

The Magnificent Mile Charitable Foundation Silent Auction

“Charity in the Neighborhood of Our Success”



Give Us A Gift...Give Someone Else A Chance!

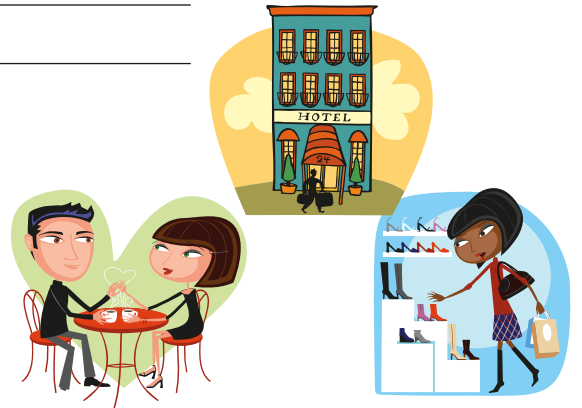
The Magnificent Mile Charitable Foundation (MMCF) is holding its annual silent auction at this year’s Magnificent Mile Lights Festival™ Charitable Foundation Benefit on Saturday, November 17, 2007. The Benefit is a major part of the foundation’s annual effort to raise funds for the institutions it supports. These proceeds **make a lasting and lifelong difference** in the lives of children and adults in The Magnificent Mile neighborhood!

Please donate an item to the silent auction!

Packages might include items in the categories of: *travel, accommodations, dining, shopping, sports tickets or other—be creative!* We request that items have a value of \$100-\$1000 or more. Donors and their donations will be recognized at the event.

Please call Polly Olson, GNMAA Program Director, at 312-344-2320 if you have any questions.

- Gift Description: _____
- Value\$ _____ Expiration Date: _____
- Gift Enclosed
- We will deliver item by Friday, November 9, 2007
- We will donate \$_____ to the silent auction this year
- No, we cannot donate to the silent auction this year



Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Please send item and completed form to:
 The Magnificent Mile Charitable Foundation
 625 N. Michigan Avenue, Suite 401
 Chicago, IL 60611
 or fax to 312.642.3826

The Magnificent Mile Charitable Foundation, the charitable arm of The Greater North Michigan Avenue Association, grants financial awards to educational programs and/or institutions in The Magnificent Mile neighborhood. The Foundation is an Illinois Non-Profit corporation with a 501(c)(3) tax designation, therefore you may be eligible to receive a charitable tax deduction for your donation.

On behalf of The Magnificent Mile Charitable Foundation, thank you for your generous donation.

Save the Date!

The Magnificent Mile Light Festival presented by Harris® Charitable Foundation Benefit

Saturday, November 17, 2007 • 7:00 p.m. - 10:00 p.m.
 Hyatt Regency Chicago • 151 E. Wacker Drive

Member 2 Member (M2M)

WHO'S NEW...NEWLY APPOINTED

Patrick Sheerin was promoted to *Executive Chef* at the **Signature Room at the 95th**. After four years in The Signature Room kitchen, Chef Patrick will now lead the culinary team.

Robert A. Wislow was elected *board chairman* at **North Central College in Naperville**. He is chairman and CEO of U.S. Equities Realty LLC.

Correction from July: **Nichole Benolken** is the Hotel Manager of the Inn of Chicago Magnificent Mile at 162 E. Ohio Street.

News

Cymbeline, Shakespeare's fairy tale about love, fidelity and deception graces the stage at the **Chicago Shakespeare Theatre** on September 1. It plays at the Chicago Shakespeare's Courtyard Theater on Navy Pier until November 11, 2007.



The Midwest premiere of Nilaja Sun's one-woman tour de force *No Child*, directed by Hal Brooks, runs from October 3 to November 18 at **Lookingglass Theatre Company**, located inside Chicago's historic Water Tower Water Works, 821 N. Michigan Ave. at Pearson.

Stop in the **Millennium Knickerbocker Hotel's** Martini Bar on Friday or Saturday evenings to enjoy the classic jazz performance by The Chad Willetts Trio. Chad Willetts plays solo Tuesdays-Saturdays from 5pm-8pm and The Chad Willetts Trio plays Fridays and Saturday 9pm-12pm. Please call (312) 867-7500 for more information.

National GraphX & Imaging, LLC was recently awarded the contract to wrap the Navy Pier Free Trolleys.

The **Chicago Sister Cities International Program** (CSCIP) was honored with the "Best Overall Program Award" for cities with a population greater than 500,000, at the Sister Cities International Conference in Fort Lauderdale, Fla. This award recognizes sister city programs demonstrating outstanding accomplishments in advancing the goals and mission of the citizen diplomacy movement.

Starbucks Coffee at 670 North Michigan Avenue is closing on August 30 due to the tear down of the building.



Chiaroscuro, located at 700 North Michigan Avenue, will be moving to Water Tower Place, 835 North Michigan, on the second level in October.

Events

The Exhibition *Me, Myself and Infrastructure: Private Lives and Public Works in America*, opens August 8 and will run through November 16, 2007 at the **Chicago Architecture Foundation (CAF)**. It is free and open daily at CAF, 224 S. Michigan Avenue, across from the Art Institute.

Get to know the Constitution at little better with fun activities, and enjoy free admission to the **McCormick Tribune Freedom Museum** all day on Monday, Sept. 17, in honor of Constitution Day! Thursday, September 20 from 6:00-7:30 p.m. there is a free debate on the second amendment featuring Mark V. Tushnet, professor of Law at Harvard Law School and Steven Levitt, co-author of *Freakonomics*. www.FreedomMuseum.US.

M2M Exclusive Offers

September 1-November 11

Chicago Shakespeare Theater

Box Office: 312.595.5600

2 tickets for the price of 1 to *Cymbeline*

Use promotion code "4698" when you call the Box Office or when ordering online.

Valid Wednesdays-Friday evenings in September

Limit 2 free tickets. Offer subject to availability, and cannot be used in combination with other promotions, or on previously purchased tickets.

Chiaroscuro is celebrating its move this month and will offer GNMAA members a 15% discount in the month of October. They will be located in Water Tower Place on the second floor.

tmg

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treacy marketing group

162 west huron chicago illinois 60610
p: 312.482.8900 www.treacymarketing.com

WELCOME TO OUR NEW MEMBERS

Chicago Hotel Concierge Association

Jon Winke
160 E. Pearson Street
P: (312) 573-5111

Christopher Charles Spa

Skincare Spa
Chris Lauer, Owner
980 N. Michigan Avenue, Second Level
P: (312) 644-6404
www.ccespa.com

Dale Carnegie Chicago

Corporate Training
Jennifer Champer, Senior Consultant
1333 Butterfield Road, Ste 140
Downers Grove
P: (630) 390-6029
www.dalecarnegiechicago.com

Dennis Basso

Specialty Fur Boutique
Gail Holman, Store Manager
980 N. Michigan Avenue
P: (312) 640-9500
dennisbasso.com

DeStefano & Partners

Architecture, Urban Planning, Interior
Design
Kathleen Fanning, Chief Financial
Officer
445 E. Illinois Street
P: (312) 836-4321
www.destefanoandpartners.com

First American Bank

Banking Services
John B. Ward, President
1650 Louis Avenue, Elk Grove Village
P: (847) 586-2121
www.firstambank.com

Khyber Pass

Indian Restaurant
Malik Jawid, Owner
233 E. Wacker Drive
P: (312) 856-1810
www.khyberpassrestaurant.com

Men's Suits New York

Men's Apparel
Chris Franchey, President
535 N. Michigan Avenue
P: (312) 670-4430

St. Croix Shop

Men's Apparel
Mike Piccolo, Manager
900 N. Michigan Avenue
P: (312) 787-2888
www.stcroixshop.com

Ta-Ze Chicago

Olive Oil Products
Didem Tapban, Owner
520 N. Michigan
P: (312) 527-2576
ta-ze.com

XO Communications

Telecommunications
Peter Goldsmith, Senior Account
Executive
233 S. Wacker Drive, Ste 3510
P: (312) 337-1068
www.xo.com

The Goodman Theatre

Kim Furganson, Marketing Associate
170 N. Dearborn Street
P: (312) 443-3820
www.goodman-theatre.org

Waterview Tower & Shangri-La Hotel

Dorrie Freiman, Director of Sales &
Marketing
121 W. Wacker Drive
P: (312) 558-9100
www.waterviewtower.com

MARK YOUR CALENDARS!

MEMBERSHIP CONNECTION

September 5, 2007

5:30 p.m. – 7:30 p.m.

China Grill

230 N. Michigan Avenue

Tickets: \$20.00 Member, \$35.00 Non-member

MEMBERSHIP LUNCHEON—DAVID YURMAN

September 27, 2007

11:15 a.m. – 12:00 p.m. — Reception

12:00 p.m. – 1:30 p.m. — Luncheon

Sheraton Chicago Hotel & Towers

301 E. North Water Street

Tickets: \$50.00 Member, \$65.00 Non-member

MEMBERSHIP CONNECTION

November 1, 2007

5:30 p.m. – 7:30 p.m.

Aveda Experience Center

875 N. Michigan Avenue - Concourse Level

Tickets: \$20.00 Member, \$35.00 Non-member

ANNUAL CULTURAL EVENT

JERSEY BOYS

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. Monroe Street

Tickets: \$160.00

MAGNIFICENT MILE LIGHTS FESTIVAL®

Presented by Harris

November 17, 2007

11:00 a.m. – 5:00 p.m. — Pioneer Court Activities

5:00 p.m.–6:00 p.m. — Pre-procession Entertainment

6:00 p.m. — Procession

6:55 p.m. — Fireworks

The Magnificent Mile

N. Michigan Avenue

MAGNIFICENT MILE LIGHTS FESTIVAL®

Presented by Harris CHARITABLE FOUNDATION

BENEFIT

November 17, 2007

7:00 p.m. – 10:00 p.m.

Hyatt Regency Chicago

151 E. Wacker Drive

MEMBERSHIP LUNCHEON

December 13, 2007

11:15 a.m. – 12:00 p.m. — Reception

12:00 p.m. – 1:30 p.m. — Luncheon

Millennium Knickerbocker Hotel

163 E. Walton Place

Tickets: \$50.00

To RSVP, visit www.gnmaa.com or call Amy Schoenfeld at (312) 344-2329

THE GREATER NORTH MICHIGAN AVENUE ASSOCIATION

MEMBER MONTHLY

The Greater North Michigan Avenue Association

625 North Michigan Avenue

Suite 401

Chicago, IL 60611



THE GREATER NORTH
MICHIGAN AVENUE ASSOCIATION