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September, 2010



Dear GNMAA Members,

Mayor Richard M. Daley's recent announcement to not seek another term as Chicago's mayor has prompted a far ranging discussion on the leadership needs for the city. The subject of leadership is also critical for The Greater North Michigan Avenue Association. As a volunteer driven organization, we rely on volunteer leadership at many levels.

What is the process for growing leaders at GNMAA? Each year a nominating committee evaluates demonstrated strengths of individual members, identifying new candidates for future roles in the Association's Board of Directors, divisions and committees. This emphasis of fostering leaders is one of GNMAA's great strengths. The Association serves as a leadership incubator, whether for you or one of your employees. We provide opportunities for keen individuals to develop valuable skills, partake in outside of the box critical thinking, and execute both small and large scale events from start to finish.

In order to be successful, GNMAA needs its members to identify their interest in stepping into these roles. This includes current leaders seeking an outlet for their talents and those wanting to further develop their leadership skills. Our next large scale event is The Magnificent Mile Lights Festival® presented by Harris, an extravaganza which attracts more than one million people and requires a significant team of volunteers to organize and lead its various elements. In addition, all our divisions and committees are planning for 2011. Strong help is always welcomed and needed!

My own leadership role at GNMAA came about by taking an interest in being more involved in the Association, all the while observing current leaders. If you are ready to share and develop your talents within GNMAA, contact myself or John Chikow and we will happily point you in the right direction.

Peter Simoncelli
Chairman of the Board

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Weekly News Stories



Last Chance! Tomorrow's Breakfast Meeting with Tribune CEO

There are still a few seats available for tomorrow's [Quarterly Membership Meeting](#) with Presenting Sponsor [Charter One](#) featuring special guest speaker Tony W. Hunter, President, Publisher and CEO of the Chicago Tribune Company (click here to read his bio). Join GNMAA members and leaders for an invigorating morning of networking over a delicious breakfast – [RSVP now!](#) Thursday, September 16, 2010 from 7:30am - 9:30am (meeting starts promptly at 8:00am). Holiday Inn Chicago Mart Plaza, 350 W. Mart Center Drive.

GNMAA News



Deadline Extended: Submit Your Offers for Lights Festival!

Have you submitted your holiday offers and activities for The Magnificent Mile's biggest event of the year, [The Magnificent Mile Lights Festival presented by Harris](#)? Have you considered how you can drive traffic to your business on this festive day and throughout the holiday season?

[Download a participation form and submit your holiday activities today!](#)
Participation forms due no later than Friday, September 24, 2010.

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Gain PR Insight at October's Educational Seminar

Every business can benefit from learning tips and best practices to promote their business. At October's [Educational Seminar "Public Relations Tactics and How to Put them into Practice"](#), presented by Kelly Wisecarver of Wisecarver Public Relations, you will gain valuable insight into improving PR for your business, including:

- Learn how to employ the most effective public relations tactics
- Learn how PR influences awareness, image and sales of products, services and organizations
- Acquire a better understanding of PR and its role in integrated marketing campaigns

Bio: Prior to founding Wisecarver Public Relations, Kelly was founder and principal at two boutique public relations firms, wkpr, LLC and Sage Marketing & Public Relations, Inc. For more than 25 years, Kelly has focused on diverse elements of marketing, advertising and public relations for her employers and clients. Today, her firm serves clients in industries ranging from hotels, restaurants and food suppliers, to consumer products, association promotion and non-profit public relations. Read full bio.

[Download an invitation.](#)

[Click here to RSVP.](#)

Educational Seminar "Public Relations Tactics and How to Put them into Practice"

Tuesday, October 12, 2010
8:00am - 9:30am
Neal, Gerber & Eisenberg LLP
2 N. LaSalle Street, 17th Floor



Summer Campaign Enjoys 9.2 Million Media Impressions

The Gardens of The Magnificent Mile summer campaign concluded September 6, 2010. Campaign highlights included live outdoor concerts by top artists, stunning neighborhood gardens, the Windy City Rubber Ducky Derby and a "cool" art exhibit of Fine Art Fridges. PR and social media successes included a combined 9.2 million TV, radio and print impressions, 8,586 page views on The Magnificent Mile facebook fan page, 1,710 click throughs to member offers and campaign events, plus so much more. To view a recap of the summer campaign, [click here.](#)

Program Division Welcomes Mary Ann Rose as Co-Chair

GNMAA is pleased to announce that Mary Ann Rose of [Tamar Productions, Inc.](#) will be joining Susan Ellefson of The Peninsula Chicago as co-chair of the [Program Division](#). Mary Ann has been an active member of the Association for more than 18 years, serving on various committees for the Planning and Advocacy and Program Divisions, including the Public Way and Gala Committees. Mary Ann has been a long-standing member of the Board of Directors and

Executive Committee. Tamar Productions has also been a major contributor to the Annual Gala for the last two years. Her boutique store Mary Mary at 706 N. Dearborn Street is also a member of the Association.



Media Opportunity: Welcome of Maestro Muti to CSO

One of The Greater North Michigan Avenue Association's newest members, the [Chicago Symphony Orchestra](#), has a busy fall coming up as they welcome the organization's tenth music director, world renowned conductor, [Riccardo Muti](#). You may have noted the banners proclaiming "Muti Mile" on S. Michigan Avenue signaling the beginning of the CSO's celebration of "Festa Muti."

In celebration of Maestro Muti's arrival, the CSO has exciting activities planned throughout the month of September and October beginning with a free ["Concert for Chicago"](#) in Millennium Park on Sunday, September 19, 2010.

The Maestro will begin his first season with the CSO at Symphony Center on September 23 by pairing Berlioz's *Symphonie fantastique* with its companion piece, *Lélio*. The performance will feature Gérard Depardieu as narrator.

As you can imagine, media from around the world will be drawn to Chicago to cover Maestro Muti's premiere performances as CSO music director. To ensure one of their first impressions of the city reflect the warmth and generosity for which Chicago is known, the CSO is putting together a gift bag for the reporters and would be happy to add coupons, gift certificates or small commemorative items from GNMAA member businesses. If you are willing to contribute 75 of the same item, please call Rachelle Roe at (312) 294-3090 or email at roer@csso.org to make arrangements.

Another activity scheduled to get underway in September is "Muti Menus." Restaurants are urged to designate a pre fix menu or special items as part of their "Muti Menu." Logo and verbiage will be provided. If you wish to participate in this program, send an email to betsy.shepherd@gmail.com or call (312) 266-4880.

The CSO also has small signs welcoming Maestro Muti to Chicago which are available to display in windows. If you are interested in receiving a sign, please email Rachelle Roe at rroe@csso.org.

More Than 30 GNMAA Members to Participate in Chicago Gourmet



Chicago Gourmet is the ultimate foodie's delight celebrating Chicago's world-class restaurants, chefs and sommeliers during a three-day festival in Millennium Park, September 24 - 26, 2010. Guests will enjoy food, wine, spirits and beer tastings, celebrity chef demos, educational seminars, book signings and more. More than 30 GNMAA member businesses are participating in this event! Don't miss a decadent weekend of incredible food and wine. [Learn more](#), including how you can earn a ticket during the Chicago Gourmet Dine Around (through September 26).

GNMAA Member Participants

Frank Brunacci, Sixteen
 John Coletta, Quartino
 Federico Comacchio, Phil Stefani's 437 Rush
 Klaus Fritsch, Morton's The Steakhouse
 Meg Galus, Café des Architectes at Sofitel Chicago Water Tower
 Gale Gand, Tru
 Luigi Garcia, RIVA Restaurant
 John Gatsos, Tavern on Rush
 Eliva Granados, Francesca's Restaurants
 Kevin Hickey, Four Seasons Hotel
 Randal Jacobs, Elate
 Paul Katz, Harry Caray's Restaurant Group
 Ryan LaRoche, NoMI
 Bernie Laskowski, Park Grill
 Chan Le, Le Colonial
 Joshua Linton, Aja
 Tony Mantuano, Spiaggia
 Jason McLeod, Balsan at the Elysian Hotel
 Mario Navarro, Gene & Georgetti
 Martial Noguier, Café des Architectes at Sofitel Chicago Water Tower
 Chris Nugent, Les Nomades
 Mark Payne, deca RESTAURANT + BAR
 Toni Roberts, C-House
 Alain Roby, Hyatt Regency Chicago
 Nicole Pederson, C-House
 Patrick Sheerin, The Signature Room at the 95th
 Chad Starling, aria
 Carly Sullivan, The Gage
 Randy Waidner, Gibsons Restaurant Group
 Scott Walton, Markethouse Restaurant and Bar
 Alpana Singh, Lettuce Entertain You Enterprises

Visit the [official Chicago Gourmet website](#) to learn more and to purchase tickets.

Neighborhood News

From Alderman Reilly's 42nd Ward Update: *New Public Green Space in the Loop:* A new "pocket park" at 155 N. Wacker Drive contains 9,245 square feet of grassy area, low-rise plantings, 23 trees, bicycle parking and seating. [Learn More.](#)

Red Cross of Greater Chicago presents a Disaster Preparedness Summit: September 29, 2010: Learn from a panel of distinguished industry experts, participate in an interactive table top exercise and tour the City of Chicago's Office of Emergency Management and Communications Center. [Click through](#) for a detailed program of the day's events and to RSVP.

Upcoming Street Closures and Constructions Notices

Bus Pad Construction on Michigan Avenue

Monday, September 20 - Friday, October 1, 2010

The northbound Michigan Avenue bus stops at Ontario and at Huron will be closed for the construction of concrete bus pads. A temporary northbound bus stop will be placed in the middle of the two construction sites near Erie.

Monday, September 20 – Thursday, September 23, 9:30am - 3:30pm

Northbound Michigan Avenue will be reduced to one lane northbound between Ohio and Huron Streets.

Monday, September 20 – Friday, October 1, all other times

Other than the dates and times specified above, northbound Michigan Avenue will be reduced to two lanes between Ohio and Huron Streets.

For additional information, please contact CDOT at: <http://www.cityofchicago.org/city/en/depts/cdot.html>.


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New to The Mile

Recently Opened

Deca Restaurant + Bar, The Ritz-Carlton Chicago, 160 E. Pearson (Opened May, 2010)
LittleMissMatched, Water Tower Place on Level 5, 835 N. Michigan Avenue (Opened May 6, 2010)
Space 519, The 900 Shops on Level 5, 900 N. Michigan Avenue (Opened May 6, 2010)
Karen Millen London, The 900 Shops on Level 3, 900 N. Michigan Avenue (Opened May, 2010)
 Reopened as: **Wolfhome by Silk Trading** (formerly The Silk Trading Company), The 900 Shops at 900 N. Michigan
1969 Jeans, 939 N. Rush Street (Opened May, 2010)
Hearing Health Center, 142 E Ontario, Suite 1100 (Opened May 24, 2010)
FreshBerry, 211 E. Ontario Street (Opened May 26, 2010)
THE OPRAH STORE, Water Tower Place, 835 N. Michigan Avenue (Opened May 27, 2010)
Hermes, 25 E. Oak Street (Opened June 10, 2010)
Eatt, 6 W. Hubbard Street (Opened June, 2010)
AVA BLACK (replaced SKINSTINCT), Water Tower Place, 835 N. Michigan Avenue (Opened July 5, 2010)
Sprinkles, 50 E. Walton Street (Opened July, 2010)
Frankie's on The Park, Water Tower Place, 835 N. Michigan Avenue (Pop-up Open July 15 – August 31)
Qdoba Mexican Grill, 20 E. Chicago Avenue (Opened July 19, 2010)
Francesca's Collections, Water Tower Place, 835 N. Michigan Avenue (Opened July, 2010)
Three Dog Bakery, The Shops at North Bridge, Level 3, 520 N. Michigan Avenue (Opened July, 2010)
Café 676, Omni Chicago Hotel, 676 N. Michigan Avenue (Opened August 9, 2010)
Grami, formerly Reagle Beagle, 160 E. Grand (Opened August 11, 2010)
Henri, 18 S. Michigan Avenue (Opened August, 2010)
***Paradise Cantina**, 1212 N. State Parkway (Opened August, 2010)
Chicago Q, 1160 N. Dearborn Street (Opened September, 2010)
***Nakamol**, 342 N. Michigan Avenue (Opened September, 2010)
***Claire's** (Pop-up Store), Water Tower Place, 835 N. Michigan Avenue (Open through September 26, 2010)
***West Coast Leather**, Water Tower Place, 835 N. Michigan Avenue (Opened September 10, 2010)|
Balari Custom Clothiers, 55 W. Monroe Street (Second location opened September 15, 2010)

Coming Soon

Chicago Cut Steakhouse, 300 N. LaSalle Street (Opening Summer 2010)
Craftsman, 233 W. Huron Street (Opening September, 2010)
Nick's Fishmarket, The Merchandise Mart, north entrance on Franklin (Opening September, 2010)
Broadway Playhouse at Water Tower Place, 845 N. Michigan Avenue (Opening September 23, 2010)
Nordstrom Rack, 101 E. Chicago Avenue (Opening September 30, 2010)
***Hubbard Inn**, 110 W. Hubbard Street (Opening Fall, 2010)
Mastro's, 520 N. Dearborn Street (Opening Fall, 2010)
AllSaints, 700 N. Michigan Avenue (Opening Fall, 2010)
Gyu-Kaku Japanese BBQ, 210 E. Ohio Street, (Opening Fall 2010)
Vince, 106 E. Oak Street (Opening October, 2010)
Omega, 909 N. Michigan Avenue (Opening November, 2010)
***Roka Akor**, 111 W. Illinois Street (Opening 2011)
***Bombay Spice Grill & Wine**, 111 W. Illinois Street (Opening 2011)
Radisson Blu Hotel in Aqua, 225 N. Columbus (Opening Fall 2011)
Anthropologie, 111 E. Chicago Avenue (Opening TBA)
Fox and Obel, 402 N. Clark Street (Opening TBA)
***Monnalisa S.p.A.**, 49 E. Oak Street (Opening TBA)

*New listing

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Member News

[John Hancock Observatory](#) will soon be home to the [world's highest ice skating rink](#) come January, 2011!

"Our guests already feel like they're floating on air, so now they can literally glide around the sky," said Daniel Thomas, General Manager. In addition, John Hancock Observatory was named number one in a listing of the [top 40 buildings in Chicago](#) by *Chicago Magazine*.

Travel + Leisure has named Chicago's River Walk one of [America's coolest river walks](#), highlighting GNMAA members [O'Brien's Riverwalk Café](#) and [Mercury Chicago's Skyline Cruiseline](#). The mile long river walk features restaurants, gardens, and beautiful views of some of Chicago's most famous buildings.

Congratulations to Lynne Bredfeldt, Director of Public Relations at [Park Hyatt Chicago](#), for being featured in [Today's Chicago Woman](#) for her feminine, chic-unique and modern vintage style. Lynne's fashion tips include "The key to shopping vintage is to know a great tailor. Style comes from the inside out. And always opt for classy."

[Concierge Preferred](#) is pleased to welcome two new account executives, Tracy Colittle and RW Horton to their sales team. Tim O'Malley, president of Concierge Preferred shares, "They both are sales and marketing professionals who are dedicated to great customer service and are equally focused on making Chicago a better destination for our visitors!"

Special accolades or member news to share? Email Melanie Mapes a mmapes@gnmaa.com for inclusion in an upcoming Bi-Weekly News.

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GNMAA Calendar

Don't miss these upcoming events! Register now!

September Quarterly Membership Meeting (Breakfast) with Presenting Sponsor Charter One

Thursday, September 16, 2010 from 7:30am - 9:30am

Holiday Inn Chicago Mart Plaza, 350 W. Mart Center Drive

[Click here to RSVP.](#)

September Membership Connection

Tuesday, September 29, 2010 from 5:30pm – 7:30pm

foodlife at Water Tower Place, 835 N. Michigan Avenue

[Click here to RSVP.](#)

Educational Seminar “Public Relations Tactics and How to Put Them into Practice”

Tuesday, October 12, 2010 from 8:00am - 9:30am

Neal, Gerber & Eisenberg LLP, 2 N. LaSalle Street, 17th Floor

[Click here to RSVP.](#)

Ladies' Night Out sponsored by University of Chicago Medical Center

Tuesday, October 26, 2010 from 5:30pm - 8:30pm

Avenue Crowne Plaza Hotel Chicago

[Click here to RSVP.](#)

Save the Date!

The Magnificent Mile Charitable Foundation Traces: Friday, November 12, 2010

The Magnificent Mile Lights Festival® presented by Harris: Saturday, November 20, 2010

December Quarterly Membership Meeting (Luncheon): Thursday, December 16, 2010 at The Westin Michigan Avenue Hotel

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Member Special Offers

Make sure to take advantage of these special offers from fellow GNMAA members!

*Exhale Mind & Body Spa

945 N. State Street

Through December 31, 2010

For \$40, one can enjoy a week of unlimited core and yoga classes, \$20 gift towards select spa therapies, 10% off retail purchases and more! If you purchase a membership by the end of the week, you will get \$40 towards a monthly payment. If you purchase one 10-pack of classes by the end of the week you will receive one additional complimentary class. [Click here for restrictions.](#)

*China Grill at the Hard Rock Hotel

Lucky 7's

230 N. Michigan Avenue

August 28 – December 31, 2010

Globe Bar is offering \$7 specials all day, every day! Additionally, from 5:30 - 7:30pm enjoy complimentary passed hors d'oeuvres.

Café 676 at the Omni Chicago

15% Discount for GNMAA Members!

676 N. Michigan Avenue

Ongoing

Cafe 676 at the Omni Chicago is excited to be in the neighborhood, and on behalf of Area Managing Director & General Manager, Mike Magnelli, the cafe would like to extend 15% off their bill to GNMAA members! This offer is good for all future visits until further notice. Please inform your server you are from the neighborhood. Discount excludes alcohol. For more information about Cafe 676 and to see a menu, click here.

Le Colonial

Industry Discounts

937 N. Rush Street

Now - October, 2010; Sunday - Friday

Present this newsletter listing at the Le Colonial bar to receive Industry Discounts including \$6 bubbly and half-priced appetizers*. Valid Sunday – Friday. Expires October, 2010. *Must present newsletter listing upon arrival. Valid at bar only.

The 900 Shops

Special Hotel Packages

900 N. Michigan Avenue

Ongoing

Plan your weekend getaway in style by booking your stay with one of our exclusive hotel partners. The 900 Shops' shopping packages include a \$50 gift card to The 900 Shops, a bag full of goodies from several of our fabulous retailers and much more! [Click here for more information.](#)

*Seneca Hotel and Suites

200 E. Chestnut Street

\$129 GNMAA Members Rate

Through - November 30, 2010

The Seneca Hotel and Suites has expanded its special rate for GNMAA members only! Mention your membership to book a suite for \$99/night between NOW and August 31, 2010. OR, book a suite for \$129/night between September 1 - November 30, 2010! To make reservations, please call Dee Dee in the Sales Department directly at (312) 988-4408.

Member Events

Check out what is happening at member businesses this month!

*American Girl Place

Memories with Mom

835 N. Michigan Avenue

September 24; October 1, 15; November 11, 12, 19; December 9, 16

Enjoy a tasty meal between mother and daughter. Take home a picture and keepsakes to help remember your special day together! Reservations required. For girls ages 6 and up.

*Primitive

Primitive Warehouse Sale

1200 W. 35th Street

September 22 - 25, 10:00am - 6:00pm

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Discounted furniture, textiles and artifacts at the Warehouse Sale September 22 through September 25 from 10:00am - 6:00pm!

Chicago Architecture Foundation

Elevated Architecture Tour

224 S. Michigan Avenue

The Chicago Architecture Foundation presents Elevated Architecture: A new train tour which explores downtown Chicago from the unique perspective of its famous elevated train system. The trains and platforms are elevated 20 feet over the street, allowing for a view of the city from a unique vantage point. Tour includes a discussion of how the 'L' system developed and the opportunity to see some of the Loop neighborhoods it passes through. For more information, [click here](#).

Terrace at the Conrad

Movies on The Terrace

521 N. Rush Street

Sundays, May 30 - September 26

Blend amongst trend-setting urbanites nestled in the skyline Chicago during "Movies on the Terrace," presenting new and classic Chicago-centric features each Sunday evening at dusk. This season, the screening experience has been elevated with the installation of a new state-of-the-art, 110-inch Stewart Film Screen and surround-sound system.

[Click here](#) to view the complete movie line-up.

**Denotes new offer/event*

