

Liska + Associates

strategic +
creative +
solution-driven +
audience-focused +
efficient

brand programs +
identity +
package design +
web design +
print marketing +
brand positioning +
motion +

Northwestern Medicine™

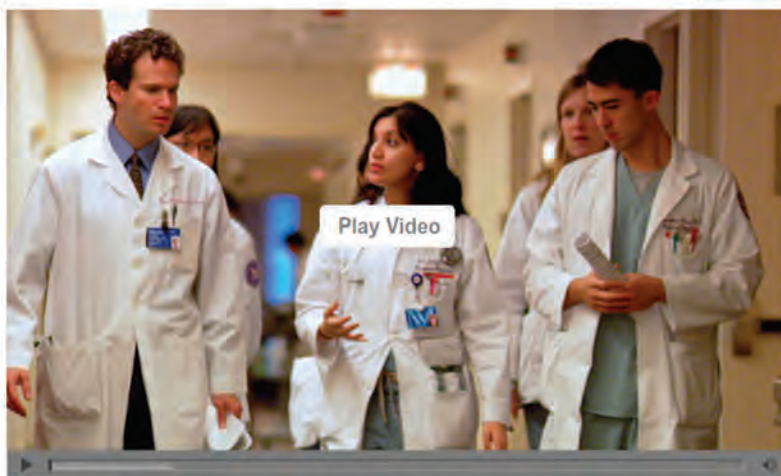
Annual Report 2009



> Read more



> Read more



We are Northwestern Medicine

With the publication of our first collaborative annual report, Northwestern University Feinberg School of Medicine and Northwestern Memorial HealthCare are proud to share our vision for Northwestern Medicine. Throughout the last two years, we have joined together in an unprecedented planning process to accelerate our work to become one of the country's great academic medical centers. By focusing our work on the shared goals featured in this report, we are aligning our strengths and resources to encourage innovation and discovery. Together, we strive to change medicine in a way that will make a great impact on people's lives.

[Read more](#) about Northwestern Medicine.

Our Shared Goals:

Deliver Exceptional Care



Become a pre-eminent healthcare destination where patients receive the highest quality, scientifically driven and personalized care. [Read more](#)

Advance Medical Science and Knowledge



Advance the boundaries of medical science and clinical practice through the discovery, translation and dissemination of knowledge. [Read more](#)

Develop People, Culture and Resources



Attract, develop and retain top talent in a culture that values innovation, excellence and the highest levels of scholarship and provides the resources to support continued growth and success. [Read more](#)

[Contact Us](#) [Disclaimer](#) [Privacy Policy](#)

© January 2010 by Northwestern University and Northwestern Memorial HealthCare.
Northwestern Medicine is a trademark of Northwestern Memorial HealthCare.



PORTFOLIO
FIRM
NEWS
CONTACT



THREE CONTEMPORARY TOWNHOMES.
OVER 6000 SF OF L

22

4 Bedrooms
3 Powder Rooms
34'5 1/4" x 32'7 1/4"
23'7 1/2" x 45' B
6047 SF Interior
1431 SF Garden
816 SF of Terrace

OBSERVATORY

North and South Terrace
Powder Room

THE MASTER SUITE

Master Bedroom Suite
with 13'9" x 21'7" Dressing
En suite Bathroom with

CHAMBERS

2nd Bedroom including en suite
3rd Bedroom
Bath with shower

THE PARLOR FLOOR

21' double height ceiling
Open floorplan for living and dining
Fireplace

GARDEN FLOOR

Entry Foyer
20' x 22'8" Great Room with open
45' x 9' landscaped Side Grounds
with secluded side entrance
29' x 33' landscaped Rear Garden
4th Bedroom including en suite Bath
Powder Room

ATELIER

33'6" X 23'4" living area with three skylights
glass wall and courtyard access
Powder Room
Courtyard
Laundry Room with washer/dryer
Control Room

All dimensions are approximate and subject to change



Each home features six floors of smoked and brushed Euro Oak flooring connected by a central staircase. Interior spaces are illuminated by northern and southern light, streaming through multiple windows and skylights on the Parlor and Atelier floors. Comfort is maximized through radiant heat and zoned central air conditioning. The floors are flush with ceilings or extend visually with a transom to create a seamless flow of light and space.



\$19 Billion Bank Acquisition

Chapman acted as U.S. counsel to a prominent global financial institution in its acquisition of a large European bank. The firm provided advice on the assumption of the sponsorship and related rights and duties of the target bank in connection with four asset-backed commercial paper conduits holding more than \$19 billion in total assets. Chapman attorneys worked with the client in its due diligence examination of conduit transactions and provided advice on the assignment of the target bank's related roles and responsibilities. Chapman's team assisted on each individual U.S.-based transaction, ultimately working on more than 75 successful transfer transactions.

Practices involved: Mergers and Acquisitions; Asset Securitization; Banking and Financial Institutions; Corporate Finance and Securities

Investing Portfolios Worth More Than \$12 Billion

Chapman advised several large insurance companies during negotiations with prominent money managers on the management of multi-billion dollar equity and fixed income portfolios, including one valued at approximately \$12 billion. In negotiating and documenting the numerous agreements, firm attorneys were able to persuade the managers to alter standard documentation and accept more evenhanded terms than the clients had expected. One particularly attractive feature of investment management agreements—especially in the post-Madoff era—is that the securities remain with the investor's custodian rather than in accounts controlled by the investment manager.

Practices involved: Corporate Finance and Securities; Taxation

Workout of \$500 Million in Credit Facilities

Chapman acted as counsel to one of the largest U.S. banks on the default of two separate \$250 million credit facilities to the same borrower, one facility backed by vehicle leases and one by equipment leases. Chapman attorneys advised the lender on negotiating a new agreement where the bank would forbear taking possession of the collateral in exchange for more favorable terms in the event a transfer of assets became necessary.

Practices involved: Asset Securitization; Banking and Financial Institutions; Bankruptcy, Restructuring and Workouts

\$30 Billion Credit Facility Restructured

Chapman attorneys advised a lender in a restructuring of a \$30 billion credit facility for a major U.S. auto company. The facility consisted of revolving and amortizing commitments backed by auto loans and leases. The lenders were given additional credit enhancement and other rights in exchange for extending their commitments.

Practices involved: Asset Securitization; Banking and Financial Institutions; Bankruptcy, Restructuring and Workouts

Professional Sports Transactions

Chapman's Sports Finance practice has represented numerous investors in transactions involving Major League Baseball (MLB), the NFL and the NBA. We have worked with clients on the financing of several stadiums in the professional major leagues, as well as the financing of facilities for minor league baseball, hockey and basketball and the 2002 Salt Lake City Olympics. Chapman has represented investors purchasing more than \$500 million of senior term notes issued by Major League Baseball Trust as part of a \$1.5 billion financing facility. Since 2004, Chapman attorneys have advised clients on more than \$3.2 billion in stadium or team financings for 15 NFL and 23 MLB teams.

Practices involved: Sports Finance; Public Finance; Taxation; Corporate Finance and Securities; Banking and Financial Institutions; Project Finance; Lease Finance; Real Estate; Environment, Energy and Resources

Gap Loan Program Helps Families Stay in Their Homes

To protect those in danger of losing their homes, the Northwest Side Housing Center created its Affordability Gap Loan Program. The program provides gap loans of up to \$50,000 to help homeowners finance out of loans with predatory characteristics into affordable, quality mortgages. The borrower makes no payments on the loan for its term, but must repay it—along with a percentage of the home's appreciation—upon sale, death of the borrower or refinancing, or at the end of 15 years. There are also incentives for early repayment. Attorneys at Chapman and Cutler were instrumental in making the program a reality. Working with Liberty Bank—one of several local banks offering the loans—Chapman attorneys provided many hours of pro bono legal counsel to get the program running, including creating from scratch the non-standard loan documents that were needed. The program not only will benefit individual borrowers, but also will help stabilize entire neighborhoods by preventing the boarded-up homes and community decay caused by foreclosure, a problem more common in the troubled housing market.

URBAN MUSE

CONTACT

STRATEGY

EXECUTION

PORTFOLIO

TEAM

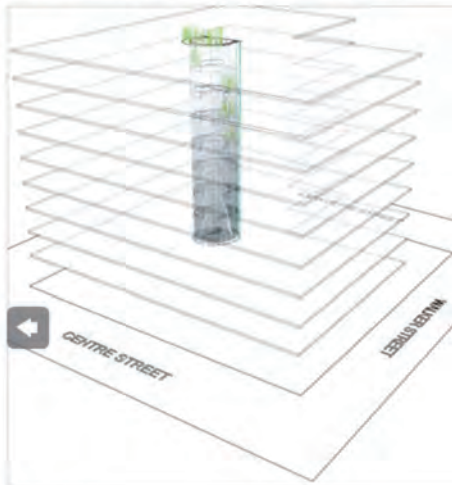
200 Eleventh Avenue

22-28 Downing Street

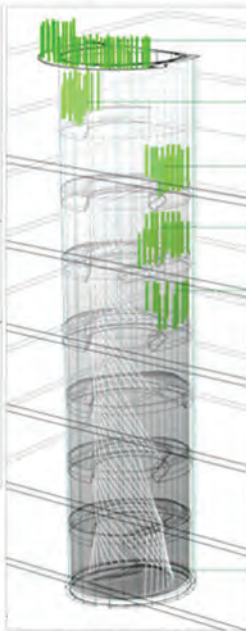
139 Centre Street

Southwest Corporate

OVERVIEW MARKET DIFFERENTIATION



garden core / building end



garden core close-up with planting / light gradient



grasses / perennials



bamboo plantings



hostas and shade tolerant grasses



ferns / hostas



hosta plants



gravel



gravel



red stones / gravel - second floor terrace

CREDITS



Vital Necessity

Chicago Board Options Exchange
2008 Annual Report



High Glitz

THE EXTRAVAGANT WORLD OF CHILD BEAUTY PAGEANTS

by **Susan Anderson**

Foreword by Simon Doonan
Introduction by Robert Greene

In Defense of Child Beauty Pageants

by Simon Doonan



I am totally green! When I look at Susan Anderson's luscious photographic portraits I feel a wave of chartreuse-colored envy. Call me narcissistic, but I cannot help contrasting the show-bizzy lives of these tarted-up tots with my own bleak post-War, scabby-kneed British childhood...and then I become horribly jealous. If only my mother had the presence of mind to teach ME how to bat my lashes and twirl a glittery baton. If only somebody in our house were to have figured out that all I ever wanted was to parade about – like a Madame Alexander doll come to life – in front of a cheering crowd, bathed in adoration and soft pink light.

I realize that my views are unpopular. Nobody today seems to be pro-child pageant. *Exploitive, tacky, sadistic!* The chorus of criticism, jump-started when the tragic story of JonBenét Ramsey brought this phenomenon to the cultural forefront, only gets louder. Child beauty pageants are an easy target. It's easy to watch footage of this strange, sequined ritual and act all disdainful and superior. But seriously folks, are child pageants any more pernicious or manipulative than Little League or cheerleading? The knee-jerk antipathy towards this all-American ritual is starting to bore me. The predictable tongue-lashing meted out to child beauty pageants is clearly coming from dreary, over-educated, middle-class people who have never been intoxicated by the spotlight. And what, pray, is life without a little spotlight intoxication?

850 LAKE SHORE DRIVE

Luxury and Comfort at Your Doorstep





domu

familybark <

GARY LEE PARTNERS

RIVER SPACE

Chapman and Cutler LLP
Attorneys at Law • Focused on Finance®



Biovec B.V.

High Glitz

Sister Skirt Clothing Designers
Family Bark Social Networking
Chapman and Cutler Law Firm
Park Ridge Municipality

Trace Furniture Design
Gary Lee Partners Interior Design
Astra Athletic Academy
Biovec B.V. Dutch Life Sciences Company

Domu Apartment Rental Resource
River Space Event Venue
Linda Stephens Architecture Consultant
High Glitz Hardcover Book



2008

Community Service Report



Northwestern Medicine

This year, Northwestern University Feinberg School of Medicine and Northwestern Memorial HealthCare joined together to introduce Northwestern Medicine. Liska designed the online annual report to combine their forward-thinking vision into one strategic message.



Gary Lee Partners

Gary Lee Partners is a highly acclaimed interior design firm. Liska designed and developed the firm's website as part of a new branding initiative to communicate its powerful, visionary approach while also showcasing the quality and detail in the firm's projects.



The Townhomes of Downing Street

Urban Muse collaborated with 1100: Architects to construct The Townhomes of Downing Street. Liska created all marketing materials including identity, web, advertising and these modular, handcrafted portfolios that introduce the property's distinctive features to brokers and buyers.



Chapman and Cutler

Focused on finance, Chapman and Cutler is a law firm with clients around the world. As part of an extensive rebrand we designed this annual report to illustrate the firm's proactive approach to complex financial transactions.



Urban Muse

Urban Muse is a New York real estate developer that specializes in innovative properties in densely populated cities. Liska designed the company's website to reflect its contemporary approach to urban development and its hands-on management technique.



Chicago Board Options Exchange

The Chicago Board Options Exchange is the largest options marketplace in the U.S. Liska designed the 2008 annual report to highlight the components that contribute to the exchange's overall success.



Susan Anderson

High Glitz captures the extravagant world of America's child beauty pageants. Liska worked with photographer and author Susan Anderson to design this hardcover book that takes a unique look at these young beauty contestants.



850 Lake Shore Drive

Integrated Development Group is currently renovating the historic 850 Lake Shore Drive building to be a luxury retirement community in downtown Chicago. As part of an extensive marketing campaign, we designed sales tools that introduce prospective residents to this architecturally significant building and to the 850 lifestyle.



Northwestern Memorial HealthCare

A prominent leader in their field, Northwestern Memorial HealthCare is dedicated to its community. Liska designed this Community Service Report to illustrate the patients' perspectives on how the institution supports them.

