



# Chicago Creative Coalition

WHERE YOU CREATE YOUR FUTURE

August 2003 Issue 4

## PROGRAMS

### Splendor In The Grass

By Brent Brotine

Or at least splatter — it's hard to eat hot dogs and play volleyball at the same time. Regardless, everyone had a great afternoon at the 2002 Annual Meeting and Family Picnic held Sunday, June 29 at Busse Woods Forest Preserve in Schaumburg.

Actually, it was less Meeting and more Picnic — perhaps our shortest Annual Meeting on record. The day's agenda was all fun and games, and neither the Picnic Committee nor the weather let members down. We enjoyed a great cookout of hot dogs, burgers, chips, veggies, watermelon and ice cream. And we worked off the calories with informal softball and volleyball games, plus frisbee tossing and the usual running after wandering kids and pets.



Cindy McEwen and T.J. Hine laugh as Claudia Hine kills that pesky gopher



Ryca Shih, Claudia Hine and Leah Kadamian posing for the cover of Forest Preserve Style

The most important (and only) piece of business transacted was to bestow a well-deserved award. Gary Adcock, our favorite Mac expert and software guru, received the Friend of C3 Award — recognizing the many times he's presented programs, sat on panels, contributed his wisdom and generally saved our a\*\*es at the last minute. We appreciate all that Gary has contributed over the past seasons, and we're glad to include him among this distinguished group of C3 honorees.

A special thank you goes to the Picnic Committee for obtaining the wonderful venue and tasty catering: T.J. Hine, Francine Ziev and Michael Tanimura, plus Sue Witowski for the invitation design. ■



A mildly disappointed Kevin Kadamian thought Bice, not Busse, was doing the catering



David Tanimura in deep contemplation over the zen of friend Mairin Hartt's bubbles



Kaitlyn Keely can't decide between Sardine Swirl, Chicken Fat Ripple or Chunky Garlic ice cream



Michael Tanimura has Gary Adcock believing his award also works a wireless router

photos: Andy McEwen

# FROM THE PRESIDENT

## Creativity Is A Business

By T. J. Hine



**A**s I was given the assignment to pen my first President's Letter, I sat with my wife to think about what I should write. I thought I should introduce myself: My name is T.(space)J. Hine. I am a commercial photographer specializing in food. I have been a member of C3 since its change from Women In Design. I have been a board member on the programs committee, and most recently served as vice president.

My wife agreed an introduction was a good idea and even suggested that I give my qualifications, starting as a donut maker when I was six. Yes, that was my first of many business opportunities. My father opened a donut shop and I helped. I learned to make change and to make donuts. But it has taken the next 40 years to realize the real lesson—you need to be a businessperson before you are a baker. My father made the best donuts in the area, yet his shop closed after just three years. He did not have the business skills.

Being a designer, a photographer, an illustrator, or a copywriter is the easy part; staying in business is the tough job. I have known many talented photographers in the past 20 years, but only a handful are around today. I was employed by the largest photo studio in the world, yet poor business management shut its doors years ago. We need organizations like C3 to keep us aware of trends in business so we can do what we love to do. This is why I have pushed

for business-related programs, especially in today's financial climate.

We will continue to build up our educational programming, yet at the same time factor in many social events. Some of the best lessons of life and work have been learned over a glass of beer. There is no education like networking among your peers.

As president I want to do three things:

- Help increase our membership. The more people, the more resources, the more information.
- Increase member involvement. Being a part of C3 has given me opportunities for work, established great help lines, and given me some new friends.
- Add member benefits. I believe we exist for the members, not to make money or be nationally recognized. The more we do for each other, the stronger we become.

After saying all that, I need to add one more important thing. The C3 board cannot accomplish these goals without your help. We are in need of additional committee people who are willing to devote some extra time to strengthen this organization. Can you volunteer to help with Education, Public Relations, or any other committee that currently has a chairperson? If so, contact me at [tj@hinephoto.com](mailto:tj@hinephoto.com).

There's work to do. Let's get it done. ■



Chicago Creative Coalition

### 2003–2004 BOARD OF DIRECTORS

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We welcome editorial submissions (including opinion pieces) that may be of interest to our readers. Send your articles or ideas to Brent Brotine at Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477 or email them to him at [brent@brotine.com](mailto:brent@brotine.com). Please note that we reserve the right to edit or reject any articles submitted to C3. Note that this newsletter does not return unsolicited materials. The views and opinions expressed in this newsletter are those of the author(s), not those of Chicago Creative Coalition.

#### Chicago Creative Coalition

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[www.ChicagoCreative.org](http://www.ChicagoCreative.org)

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# PROGRAM NEWS

**B**y the time you receive this newsletter, our July 30 For Members Only event, "I Hate It When You Do That: Printers vs. Designers" will have occurred. While RSVPs are still coming in at the time of this writing, it's a safe guess that we had a great turnout — with good reason. These free networking events are proving to be one of our most popular member offerings, giving C3ers the opportunity to learn, discuss and share ideas in an informal, no-holds-barred setting.

The Program Committee is already at work planning great events for 2003–4. Save the dates for the following:

<b>October 2</b>	<b>Program: Marketing</b>
<b>October 22</b>	<b>Program: Gallery Walk</b>
<b>December 5/6</b>	<b>Holiday Party</b>
<b>January</b>	<b>FMO: Member Showcase</b>
<b>February</b>	<b>Program: Marketing Creative Services On The Internet</b>
<b>March</b>	<b>FMO: TBD</b>
<b>April</b>	<b>Program: TBD</b>
<b>May</b>	<b>FMO: TBD</b>
<b>July</b>	<b>Annual Meeting</b>

For the latest information on any upcoming event, check the C3 website at [www.ChicagoCreative.org](http://www.ChicagoCreative.org) or call the C3 Hotline at 312.409.9945. Programs are subject to change. ■

## IT'S RENEWAL TIME

By Michael Tanimura

**M**embership renewal forms have been mailed for the Chicago Creative Coalition 2003–2004 year. This next year will feature increased opportunities for continuing education and networking with other industry professionals. Helping to hold the line during this still lean economy, annual membership dues remain at a very affordable \$75. C3 will continue to act as a catalyst for the professional and personal success of each of our members.

- For Members Only networking programs (open only to C3 members, and offered free of charge), introduced this past year, were a resounding success. We will continue offering exciting FMOs this year.
- Member Profile web pages, due to come online on our web site in the next few months, will offer a chance for members (free of charge) to present a brief professional bio and show a few samples of their work, as well as provide a free link to their own web site.
- We are currently negotiating with potential partners to reintroduce the C3 Calendar project, the chance for 13 to 20 of our members to work together on this much vaunted creative marketing project.

We hope that these and other member benefits are of continued value to you. We look forward to your continued participation in our vibrant organization. ■

## REFERRALS, ANYONE?

**T**he more members there are in C3, the higher the organization's value to each of its members. Increased networking opportunities and the larger pool of experience and knowledge are shared by all members.

If you know of someone who would benefit from membership in our organization, as we would benefit from their membership, please e-mail contact information to Michael Tanimura, C3 membership director, at [mike@sicreative.com](mailto:mike@sicreative.com).

Michael will send out a letter of invitation to join C3, noting the C3 member who proposed the person for membership. Along with the letter will go a membership brochure, application and past newsletters as a way of introducing prospects to our unique professional group.

Membership is open to all those working in the communication arts. ■

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# PORTFOLIO PROFILE

## In The Spotlight: Sheila Hentges, Hentges Design, Inc.

Sheila Hentges is one of the few C3 members to be located outside of the Chicago metro area. She moved to Loveland, Colorado in the fall of 2000, after spending five years in Chicago and Oak Park.

Her graphic design business, Hentges Design, Inc., experienced all of the changes and challenges expected with a long-distance

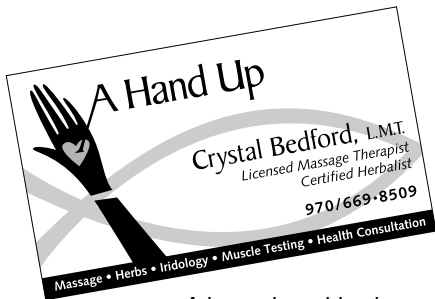
move. While developing new business relationships in the "wild west," C3 members continued to be a true life-line of support—sharing their wealth of information, providing technical assistance, and embracing the collaborative spirit. Sheila plans to continue the C3 tradition by establishing the Colorado Creative Coalition, a current work-in-progress.

Contact Sheila Hentges at:



**Hentges Design, Inc.**  
267 East 29th Street, #103  
Loveland, Colorado 80538  
**970.593.6333**  
970.593.6444 fax  
sjh@hentgesdesign.com

### Logos/ Corporate Identity



A home-based business.  
Located in Loveland, CO.

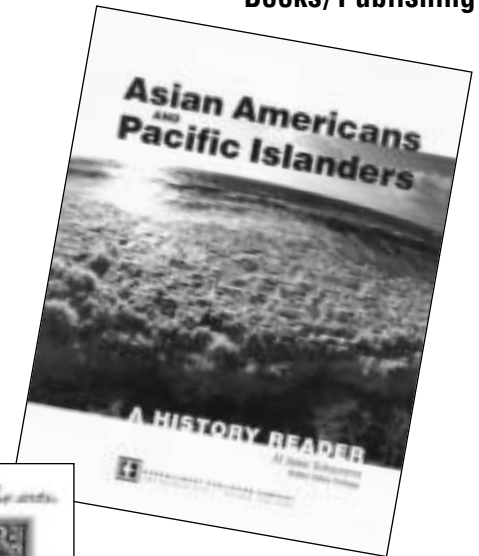


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Located in Loveland, CO.

### Books/Publishing



Title page for custom  
college text book.  
Kendall/Hunt Publishing Co.  
Located in Dubuque, IA.

### Brochures/ Event Promotion



Three 4-color season  
brochure and playbill  
covers for the annual  
Iowa Summer Rep.  
(2001, 2002 and 2003).  
The University of Iowa  
Located in Iowa City, IA.



### Advertisements/ Sales Collateral



4-color, full-page ad for  
a Coldwell Banker agent.  
Located in Iowa City, IA.

C3 members are invited to submit a portfolio profile. Please contact Cindy McEwen at 312.243.3244 or email to Macindy@aol.com for specifications.

## YOUR MESSAGE HERE

It doesn't have the widest circulation. It doesn't have the largest page size. But for reaching a select list of Chicago's best creative professionals, it's tough to beat. It's the C3 Newsletter, of course — and it can be a great medium for your own advertising messages.

First off, members can run FREE classified ads for such purposes as For Sale, Help Wanted, Space For Rent, Services Available and more. Your first 30 words are free, and additional words are just 10¢ each.

And don't overlook the affordability of our display advertising. Members receive a generous discount, and rates range from just \$38 for 1/6th page to \$88 for a full page. Remember, 91% of our membership reads the newsletter!

For advertising information, contact Cindy McEwen at 312.243.3244 or [macindy@aol.com](mailto:macindy@aol.com). ■

### TIPS AND TRICKS

**From Sue Witkowski:** I had a "permissions" problem with Font Reserve, and their techs suggested running a permissions fix before installing new software under OS X. Boot from your 10.2 Jaguar system CD; don't choose to reinstall Jaguar, but go to "Disk Utility" from the drop-down menu and select your hard drive and the "First Aid" tab where you can verify and/or repair disk permissions.

**From Cindy McEwen:** If you hold down the Shift key while pulling a guide from a ruler in QuarkXpress, the guide will be magnification-specific; functional only at a view percentage equal to or greater than the view percentage active when you created the guide.

Items on InDesign's master pages are not editable on document pages unless you hold down the Command and Shift keys while clicking on them.

**From Gary Adcock:** Can you boot your Mac from your iPod? Yes you can — in either OS 9 or OS X (although you'll be reducing the storage space for your tunes.) Here's how:

Plug the iPod into your computer, and when iTunes launches, click on the

Display Options For Player button at the bottom of the iTunes window. Then in the Preferences dialog box, activate the Enable FireWire Disk Use option.

Once the iPod is mounted (you may need to reboot before it appears on your desktop), load either installation CD for the system you wish, run the installer, and navigate to the iPod when you're asked where you want to install the system.

When you want to boot from your iPod, plug it into your Mac and, once mounted, set it up as the startup drive. In Mac OS 9, choose Apple > Control Panels > Startup Disk and choose the iPod. From Mac OS X, choose Apple > System Preferences, select the Startup Disk pane and choose your Mac.

It's important to note that you shouldn't really try to run your Mac off of the iPod for an extended period of time. Unlike standard Apple hard drives rated for 750,000 hours MTBF, the iPod's Toshiba drive is rated for a mere 20,000 hours. ■

### HOW TO JOIN C3

The easiest access to a C3 membership application is through our web site: [www.ChicagoCreative.org/app.htm](http://www.ChicagoCreative.org/app.htm). Fill out and print a membership application and mail with a check to:

Chicago Creative Coalition  
P.O. Box 578477

Chicago, IL 60657-8477  
Attn: Membership Director

E-mail questions to:  
[C3@ChicagoCreative.org](mailto:C3@ChicagoCreative.org)  
or e-mail the membership director at:  
[mike@sicreative.com](mailto:mike@sicreative.com)

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## MEMBER NEWS

**Jacki Gelb Davidoff**, writer/illustrator with Gelb Communications, moved her studio to Evanston in June. Bloomingdale's in New York commissioned her warm, spirited art for two projects. On the writing side, Gelb Communications interviewed the founder of Y-ME National Breast Cancer Organization for their national newsletter which Gelb writes quarterly. She can be reached at 847.475.1949 or through her art web site [www.gelbillustration.com](http://www.gelbillustration.com).

**Maret Thorpe** won a 2003 Chicago Women in Publishing Excellence Award in the Design/Print Newsletters category.

**Cindy McEwen** was selected by The International Society of Glass Beadmakers to exhibit her handmade glass buttons at a juried show entitled "All Buttoned Up." Glass meets textile in the show hosted by the New England Quilt Museum in Lowell, MA. The buttons will be on display August 8 – 10. Cindy will also be listed in a special Button Makers Directory distributed by the museum.



## NEW MEMBERS

**Judith Plecki**, Director of Marketing CAPS 57 — prepress & production services  
[jplecki@caps57.com](mailto:jplecki@caps57.com)

**Susanne Everson**, Sr. graphic designer  
[s\\_everson@comcast.net](mailto:s_everson@comcast.net)

**Justin O'Brien**, freelance designer  
[justinob4034@earthlink.com](mailto:justinob4034@earthlink.com)

**Dorothy Perry**, commercial photographer  
[dorothyperryphoto@hotmail.com](mailto:dorothyperryphoto@hotmail.com)

## PAPER CREDIT

Like what you see? This newsletter is printed on Sandpiper Mist 70-lb. Text with vellum finish, manufactured by Domtar Communications Papers, Rosemont, IL. Sandpiper contains 100% post-consumer waste fiber, and is processed chlorine-free, lignin-free and acid-free. Environmentally-sound dyes are used to create the color palette which reflects shades of earth, sea and sky. Sandpiper is a good value sheet recommended for annual reports, brochures and other collateral, and archival projects.

Call 1.800.6DOMTAR for samples, or contact Kathy Karpinski at [kathy.karpinski@domtar.com](mailto:kathy.karpinski@domtar.com).

# INTERNET

## GET READY FOR YOUR CLOSEUP

Thanks to the hard work of Jeff London and our Internet Committee, C3 members will soon be able to have a personal profile of their work and services on the C3 web site.

Our C3 profiler application will build a personal web page from your choice of four template formats. Each will include your contact information, a text description of your services and a link to your external web site. You will also be able to include either a single photo or a selection of photos.

Using your own web browser, you'll be able to update your information and graphics at any time. Watch our web site for the announcement of our personal profiles debut very shortly. ■



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# CREATIVE'S CORNER

## C3 Talks With Ania Dasonville

**Name:** Ania Dasonville

**Company:** aniadesigns

**Occupation:** Graphic designer also dabbling in interior design.

**Current Projects:** An identity system for a London based film and digital video production company and marketing materials for a condominium development in Bucktown.

**Dream Client/Project:** Client with a sense of aesthetics similar to mine and a good sense of humor. Favorite graphic design projects are identity systems and books. I had an opportunity to design a book of photography recently and it was the most rewarding project I've had in years. My client was a dream client: intelligent, inspiring. At a glance he understood my visual thinking.

**Family/Kids/Pets:** Mother living next door, husband Robert, one nephew in Italy and one niece in Poland.

**Hobbies/Interests:** There are so many. Interior design was a hobby that turned into real work assignments. Antique hunting is almost an addiction. Traveling is essential to my well being. It is an important vehicle for keeping in touch with my family and friends living in Europe and a mind/experience/creativity expanding activity. Cooking is an ongoing interest, a creative, hands-on activity, very similar to designing,

especially when it involves colorful, exotic spices such as used in Indian dishes. Photography by accident led me to graphic design and remains a dormant love waiting to be awakened and pursued further some day.

**Three Words that Best Describe Me:** Good design addict, honest, devoted.

**Gadget I Can't Live Without:** Lately, a digital camera to record finds for my interior design projects.

**Favorite Movie(s):** *Decalogue*, *The Double Life of Veronique* and *Three Colours* trilogy: *Blue*, *White* and *Red* all by a visionary Polish filmmaker Krzysztof Kieslowski.

**Favorite Album-CD(s):** All CDs of a Portuguese fado group Madredeus, especially *Ainda*. I am also partial to the music of two contemporary Polish composers: Henryk Gorecki and Zbigniew Preisner.

**Favorite Book(s):** *Girl in Hyacinth Blue* by Susan Vreeland and *Girl with a Pearl Earring* by Tracy Chevalier. Both are interesting attempts at demystifying the power of the paintings by my favorite painter, Vermeer.

**Favorite Web Site(s):** They keep changing depending on my needs; presently it's [www.dwr.com](http://www.dwr.com).

**My Fantasy Is:** To live in an old house in a picturesque Italian village. The house

would have an enchanted garden, in which I would grow tasty tomatoes and herbs. Together with my sister who lives in Italy already we would run a shop featuring products of our own design and making.

**I'd Give Anything To Meet:** Alexey Brodovitch, "a one man visual revolution", an absolute magazine layout master and a legendary design and photography teacher who used to say to his students: "astonish me!" I've dreamt of having him as my teacher in design school.

**Prized Possession:** An antique Norwegian secretary desk made by hand by Elliot Strømme.

**My Inspiration Comes From:** Nature. In Chicago, Lake Michigan, just outside my bedroom window, is awe-inspiring, a daily reminder of the beauty and strength of harmony of color and form in nature. It became the main inspiration for my web site design (under construction.) Reading books, listening to music, looking at good art and traveling are other sources of inspiration. A recent visit to a Shaker village called South Union in Kentucky was a real example of the importance of simplicity and function as the driving force behind every good design.

photo: Chris Troit



Chicago Creative Coalition

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