



Chicago Creative Coalition

WHERE YOU CREATE YOUR FUTURE

March 2004

PROGRAMS

Holiday On Ice

By Brent Brotine

The CBS-2 news crew was there, but alas, it wasn't to cover the C3 Holiday Party on Friday, December 5th at the Millennium Park ice rink. Which, considering the skating abilities of some of our attendees, was probably a good thing.

This year's holiday party took good advantage of the relatively mild December weather for an enjoyable evening spent going around in circles. We were delighted to have so many members show up with their families; our younger guests did their very best to show up the old folks. There was no special agenda to the party, just a no-business, all-pleasure evening that everyone — even our non-skating audience — thoroughly enjoyed. Afterwards, we all adjourned to Bennigan's on South Michigan Avenue for hot food and conversation.

Our thanks to Francine Ziev and Michael Tanimura for putting together such a different and entertaining party. ■



Photos: Cindy McEwen

Tim Sonder shows off his remarkably realistic ice sculpture of Maret, Emma and Carola



Mike, Mary and Brent wait their turns to drive the Zamboni



I see London, Laurie T, I see Greta and Kevin's glee



FROM THE PRESIDENT

Marketing Redux

By T. J. Hine

Yes, I am once again going to harp on marketing and business. I'm redundant if nothing else. I just returned from a week's vacation in sunny Mexico and picked up some "international" marketing tips. Not all of Mexico has the advantages we have in America for work and prosperity, but there is no lack of trying.

First case study: Take one cute child with large dark eyes and bare feet. Purchase a caseload of Chicklets. Send said child to the dinner tables of the American tourists and see what transpires. Without bothering to ask the price, my wife paid two dollars for one box. Is this simply a very poor family trying to make a living, or is it a brilliant marketing strategy beneficial to income growth? Hmm, food for thought.

Second case study: Take four American tourists, a fishing boat, and two cases of beer. Set afloat for a day of deep sea fishing. Circle a five-mile space of ocean for over four hours until tourists hook their first (and only) fish. I struggled with said fish for what seemed an eternity. Man against beast, will against might. Thirteen minutes

into the battle, I had the fish to the boat ready to hoist aboard when the creature lifted his head from the water and spit back the hook. The ship's mate heroically dropped cell phone, wallet and sunglasses and leapt into the angry sea to capture the fish, but the giant beast swam away. Captain swears it was at least a 10-foot swordfish weighing in at 100 pounds.

Hmmm. Let's look at the marketing strategy here. I was closest to the fish and could not determine the size, yet the captain gave his clients what they wanted to hear. Looking back on the heroics of the mate, what could he really have done with his bare hands? Wrestle it aboard? But it worked; we caught no fish and still tipped the captain and the mate 20 bucks apiece.

Marketing isn't just knowing what your clients need and want. It's also making sure their dealings with you leave them feeling satisfied. Your work may fill the bill, but clients need to feel you'd go the extra mile. Let them know you'd jump through hoops for them, and you won't have to jump through hoops to get them back. ■



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PROGRAMS

Ask A Geek Who Knows: Marketing On The Internet

By Brent Brotine

She's called "Her Geekness," and she's proud of it. She's nationally-known designer, certified Adobe and Quark trainer, and C3 member Anne-Marie Concepción, and we were delighted to have her talk about web site development and marketing at our February 3rd program.

Anne-Marie is principal of Seneca Design & Training, serving a blue-chip list of clients in a variety of industries. She trains, consults, writes and does "anything" Internet. She's the author of *Professional Web Site Design From Start To Finish*. And she's always been on the forefront; getting her first modem in the 80s, learning the lingo on the long-forgotten Genie, Compuserve, AppleLink and eWorld services, and remembering the 1.0 version of PageMaker.

Much of Anne-Marie's personal marketing is online, and she's a strong proponent of marketing your services on the Internet. If you're out there, prospective clients can find your first... income leads will be pre-qualified... and you're available 24/7 even when you're out of town. Being agile online lets you better service your current clients and vendors, and opens your business to a national clientele.

The first step to success to marketing on the Internet is to Get Ready. This means identifying and understanding where your target market hangs out online. Find out who's buying what you want to sell, and where to reach them: what associations do they belong to, do they go to trade shows, who gives them referrals? Often, you can find a "side door" to an Internet presence that will resonate with these prospects, such as posting on an association web site or participating in a relevant listserv.

The second step is to Aim. How do you want your presence on the Internet to look? The minimalist approach, Level 1, is to obtain your own domain name, have a single-page web site and include a signature on every e-mail that identifies who you are. Level 2 expands this to a

small site that has perhaps 4 or 5 images of your work, information prospects should know about your services, and accompanying listings of your site in online directories. A Level 3 site says "I'm the expert, you need me," and includes resources for clients and prospects and downloadable content.

Then take the final step, Anne-Marie says, and Fire. Get your domain name and web site. Leverage email, first one-to-one and then one to many. Get listed in online directories and contribute to communities. And pump up your web site.

Anne-Marie presented some valuable suggestions for inexpensive web hosting, for finding listservs and online communities worth joining, and which online directories she has personally found worthwhile. She finished the presentation by critiquing the web sites of some C3



Almost everyone was happy with C3's new video projector, but IWOC's George Becht insisted on watching in "real time" on Anne-Marie's Powerbook

members who were brave enough to put their efforts on display. (Anne-Marie will be reprising her presentation in May/June at the Chicago MacCreative Conference.)

For more information on Anne-Marie's services, and a wealth of tips, freebies and downloads, C3 members are invited to visit her own "Level 3" web site. You'll find copies of her DesignGeek e-letter, and her always-interesting Q&A column. Visit her at www.senecadesign.com. ■

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photos: Jeff London and Dan Vyskocil

PROGRAMS

Secret Lives Of Members

By Michael Tanimura

**FOR
MEMBERS
ONLY**

January's For Members Only program "Who Your Are, Not What You Do" showcased the avocations of five C3 members.

Mary Wagner, graphic designer and C3 secretary, led things off by showing her hand-made books. She combines skills from many arts and craft forms that culminate in intricate and breathtaking examples of the art.

"My bookbinding has evolved over the last 12 years," she said. "My current work is instilled with symbolism that is personal to the individual receiving the book, or has cultural, religious or historic references." Starting as an outlet for her creativity, it's now a full-fledged side business where she crafts books that commemorate life events.

When C3 president and FMO host T. J. Hine is not busy photographing food, he can be found plummeting between the heavens and earth. A veteran of 20 years and almost 3,000 parachute jumps, T. J. makes the experience even more complex by not just falling, but by making synchronized formations, with anywhere from three to 300 other people.

"I like the excitement of creating skydiving formations," T. J. said. "And each change in formation or personnel brings with it a new challenge." T. J. has medaled at the skydiving national championships, and was part of a record-setting 246-person skydiving formation in 1998.

Baby-boomer multimedia and graphic designer Deborah Roach treated attendees to a project she created for her college-age daughter. Deborah wanted to show her daughter that historical and cultural touch-points like "The 60s", the Vietnam War, and the Free Speech, Civil Rights and Women's Movements were not just iconic moments, but as Deborah put it, "a part of all our lives."

Using Adobe Director, she combined text, graphics, music and family photos to create "6 Moments of the Baby Boom



"Adams, Liebovitz, Eisenstadt... hey, let's look at this one, Mapplethorpe."



"A snip here, a cut there, and won't that show-off jumper be surprised!"

Generation." "My daughter loved it," Deborah said. "She plays it for her friends. I think a record like this makes the past more personal and immediate."

It's hard to imagine that sitting with your face inches away from an oxygenated propane flame well over 1,000° F could be a relaxing mind/body state. However, Cindy McEwen told us that when she makes her glass beads "I get in a kind of zen-like state where my mind sits about three feet above my head. It's pure creativity."

Cindy's beads include miniature floral landscapes under crystal, abstract shapes, and formations that could never have been created by nature. She exhibits at bead fairs, where her creations are purchased by people interested in using them in jewelry.

Michael Tanimura and his son started raising corn snakes eight years ago. They hatch about 50 baby snakes each year, and keep no more than five for breeding, selling the rest to pet stores. Through selective breeding and naturally occurring mutations, they create snakes of intense color with special pattern markings.

"Hatching time is the most exciting," Michael said. "It's then that you see how your understanding of the snake's genetics has interacted with the randomness of nature. When a 'keeper' comes out of its egg, you feel awed, and yet know you had a hand in creating something unique and beautiful." ■



"Here's an old clip of a Jane Fonda wardrobe malfunction."



"OK, I can sell you Lipitor, Celebrex or Xanax — but I'm out of Viagra."



"\$6 a pound sounds good, but are you sure it tastes like chicken?"

photos: Cindy McEwen and T. J. Hine

PORTFOLIO PROFILE

In The Spotlight: Steve Starr, Stephen B. Starr Design, Inc.

Steve Starr began his business in 1991 with a loyal following in the healthcare industry. After five years of servicing Baxter Healthcare Corporation, Abbott Laboratories and Searle, Inc., Steve did a marketing blitz in the not-for-profit arena. Intended as a way to expand business, this became a core strength and something of a passion.

"I am interested in getting at the 'meat' of a client's communications needs. This means a

lot of careful listening and thought about how to present a product, an issue or an idea to an audience. If I can get at the spirit of an organization, designs flow out from there. Not-for-profit clients tend to be heady people with lots of vision. I like working with them."

With a staff of two people, SBS Design expands to meet heavier workloads conducted out of a home office based in Evanston. Clients come from all over the country via e-mail. "The best

promotion is a satisfied customer," says Steve.

Recent jobs include identities for three dental professionals, three annual reports, an alumni magazine, a website portal and the graphics for Steve's father's airplane, a Lancair 235!

Contact Steve or Sherri at:

Stephen B. Starr Design, Inc.

847.491.9339

Email: steve@stephenbstarrdesign.com

Web Site: www.stephenbstarrdesign.com



Great Lakes Protection Fund,
2002 Annual Report



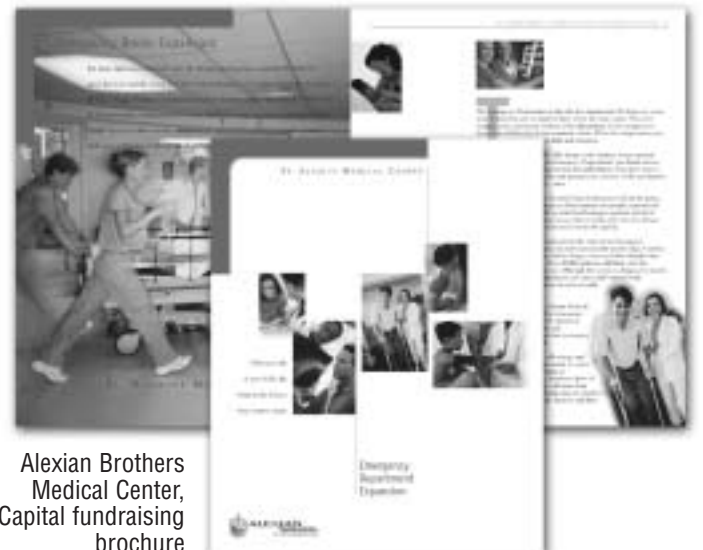
Community Renewal
Society,
2003 Annual Report



Identities (from left), Meister Brilliant Orthodontists, Phoenix Resources, Inc., National African American Men's Mentoring Program



National Center
on Poverty Law,
Program brochure



Alexian Brothers
Medical Center,
Capital fundraising
brochure

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.



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MEMBER NEWS

Paint A Chair For Charity

Chicago Artist Representatives' recent charity auction featured the show-stopping work of many C3 members. Doing their part for this worthy event were:

Mary Badinger

Modern Fairytales

This painted black chair "speaks" for itself with absurd headlines and articles decoupage'd from *Weekly World News*. Did you know Osama has recruited a Hitler clone?



Jacki Gelb Davidoff

I'm Dreaming Of

All children love candy, and this vivid blue chair includes hand-painted lollipops, jelly beans, candy canes and Life Savers. It was snapped up by a rep from out of state—sweet!



Sundee Koffarnus

Jaguar

Stains were chosen to play up the grain and warmth of the wood. An animal print fits the natural theme, with a variety of jaguar spots.



Lisa Syverson

What Would You Do If You Were Lost

The illustration comes from a story created to teach children personal safety. It features Keiki Koala, Eleka Elephant and Paka Panther, along with a storybook.



Cathie Van Wert

Untitled

Part of this chair was designed with chalkboard paint so a child can customize its look. It features copper and blue paints, with decoupage'd animals.



NEW MEMBERS

Sandy Gartler, senior designer

Carr Futures
w 312.441.4345
h 773.327.4653
sgartler@ameritech.net

Charlie Hutchinson, graphic designer

LaSalle Design
w 312.552.4626
h 630.455.1143
charlie.hutchinson@publicis-usa.com

James DiMambro, designer and

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JimmyVision
773.878.2300
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Robin B. Katz, graphic designer,

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RBH Design
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Call 1.800.6DOMTAR for samples, or contact Kathy Karpinski at kathy.karpinski@domtar.com.

UPCOMING PROGRAMS

March 25 For Members Only

T. J. Hine Studio, 6:00 pm
Gary Adcock will talk about the new Adobe CS (Creative Suite) software versions.

April 21 Program

Portage Park Center for the Arts
Ben Greiner, President of Forget Computers, presents "Stop The Color Madness: How To Control Digital Color"

May For Members Only

Date and location to be announced
Font Management discussion

For the latest information on any upcoming event, check the C3 website at www.ChicagoCreative.org or call the C3 Hotline at 312.409.9945. Programs are subject to change.

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CREATIVE'S CORNER

C3 Talks With Mary Wagner

Name: Mary Wagner

Company: Mary Wagner Designs

Occupation: Graphic Designer specializing in direct response marketing.

Current Projects: Corporate identity for an upstart marketing company. Sales presentation for a direct response marketing agency.

Dream Client/Project: My dream project came along once. Unfortunately it did not coincide with a dream client.

Family/Kids/Pets: Twelve siblings. Five sisters. Seven brothers. One insane mother. David Pickert, my husband, is an architect. Number Nine, my imaginary pet, is an I-Cybie robo-dog.

Hobbies/Interests: Learning new stuff. Bookbinding. Reading. Collage. Drawing mazes and labyrinths. Crossword puzzles,

especially the Sunday New York Times. Keeping track of my siblings. Art. Organizing stuff. Biking and walking along the lakefront.

Three Words that Best Describe Me: Intuitive. Organized. Resourceful.

Gadget I Can't Live Without: Telephone. None of my siblings live in Chicago. Hearing a voice I've been familiar with my entire life at a moment's notice is irreplaceable.

Favorite Movie(s): All things sci-fi, surreal and action packed. *Blade Runner* was the first DVD I ever purchased.

Favorite Album/CD(s): Whatever is currently playing on my iPod.

Favorite Book(s): Too many to list. Currently reading *They Marched Into Sunlight* by David Maraniss, *Labyrinths* by Jorge Luis Borges, Philip K. Dick short

stories and *Benjamin Franklin: An American Life* by Walter Isaacson.

Favorite Web Site(s): The Internet turned a once dreaded chore, shopping, into an enjoyable pursuit. I buy everything on-line. Including my groceries.

I'd Give Anything To Meet: The Italian Renaissance artists who created the pietre dure mosaic pictures and micromosaics in the Gilbert Collection in London.

Prized Possession: A collection of letters written by my father during World War II. I was in my early twenties when he died, to me these letters are priceless. I knew him as a father, reading them gives me a glimpse into his heart and soul as a person.

My Inspiration Comes From: All things real and imagined. Life.

Toyo Talk TOYO INK

In our last newsletter, a participant comment we quoted in our FMO meeting report may have left the wrong impression. While there are indeed some U.S. printers who do not yet support the Toyo color system, with its different hues and shades, designers can specify Toyo colors in confidence when working with leading-edge printers (such as program host Consolidated.)

That's because when it comes to printing inks, Toyo is certainly no newcomer. Toyo Ink was founded in Japan

nearly a century ago, and is now the world's premier manufacturer of high performance printing inks. While Toyo has its own Color Finder 1050 for designers, their wide range of sheet-fed and web inks includes base inks that allow mixing and matching with the Pantone system.

In particular, Toyo has a well-deserved reputation for providing environmentally-friendly printing inks that promote the health and safety of consumers. Their product line includes soy

oil inks for offset printing, plus gravure ink and water-based gravure inks that contain no organic solvents. Many Toyo inks are cured and dried by UV light or electron beam, that improves the printing environment while reducing the residual organic solvents contained in printed materials. ■

For swatch books, check with your printer or contact Jack Davenport at the U.S. Headquarters of Toyo Ink right here in Addison: 630.930.5100.



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