



# Chicago Creative Coalition

WHERE YOU CREATE YOUR FUTURE

August 2004

## ANNUAL MEETING Putt-Putting A Year Behind Us

By Brent Brotine

Call it a stroke of genius on Leah Kadamian and Debbie Vyskocil's part, because they spearheaded our Annual Meeting at a perfect location—The Green at Grant Park. This hidden jewel of an outdoor restaurant and 18-hole putting course is located on Monroe between Lake Shore Drive and Columbus, and is an ideal place to spend a warm summer evening as C3 members and guests enjoyed on July 23rd.

The evening started with dinner, briefly interrupted by what was one of our quickest Annual Meetings in history. Suffice to say, the new 2004–5 Board of Directors was unanimously voted into office, and everyone is already working hard at making this a banner year for C3.

Of particular note was the

announcement of this year's Friend Of C3 award. The deserving recipient is Kathy Karpinski, who in her role with Domtar Papers has most generously made this newsletter a printed reality quarter after quarter. We appreciate Kathy's continued support, and as always, remind you to call 1.800.6 DOMTAR for samples of paper stock.

After dinner came the highlight of the evening, hitting the course as four-somes. While the course is a regulation Par 42, the difficulty of the multi-tiered greens brought many members' scores closer to triple digits. Yet there has to be a winner, and as it happens Leah and Debbie, along with Kevin Kadamian and Marilyn Markle, took top honors as the lowest-scoring foursome (with a combined score of 233). Probably the most honest player of the evening was Dave

Wagner, secretary Mary's better half, who took the psuedo-honor of high score.

All winners shared a veritable motherlode of valuable prizes (OK, trinkets) including golf-themed coasters and party favors, plus bottles of wine. After the award presentation, some members continued to party by walking through neighboring Millennium Park or dancing to the Chicago Grandstand Big Band at the Grant Park Spirit of Music Garden.

Thanks also go to Sue Witkowski, Jackie Gelb and Kathleen Kearns for creating a terrific invitation. For next year, tennis anyone? ■

*pictures cont'd inside*



Annual meeting photos: T. J. Hine, Claudia Hine, Deb Vyskocil and Kathleen Kearns



*"I'm happy to accept this award on Kathy's behalf, because if she were here her score would suck just like the rest of ours."*



*"Hey, I love this game! Of course, I have absolutely no ability to add numbers correctly."*



*"Can you believe they wouldn't call this a gimme putt? And it only took me eleven strokes to get here."*





# FROM THE PRESIDENT

## Marketing Redux

By T. J. Hine

Inspiration does not come easy sometimes. I am writing this letter already a week late because of my lack of inspiration. Even though I have drawn on the help of the creative minds of the C3 membership, I am in a creative slump. The question I have been asking myself is: Where, after celebrating 20 years in business, do I get my inspiration to come into work each day and create art?

First I subscribed to a couple of e-newsletters dealing with the food industry. (I am a commercial food photographer.) Reading the news blurbs got me thinking in some new directions. Coupled with the design information that I constantly collect, the possibilities of creating photos based on today's trends seem to be endless. Yet I still needed some insight on new methods of creating and designing my work.

Recently I joined a community group of artists assigned to design and paint a mural on the walls of a viaduct in my neighborhood. Watching and listening to the processes of many artists of different backgrounds, techniques, and styles opened my eyes to many more creative possibilities.

But what got me charged up is a client telling me they like my work, but did not think I could handle the size and complexity of their new projects. Nothing gets my blood boiling and my creative juices flowing then being told "I can't." So I have found my motivation and inspiration to come to work each day and create what I do best—to prove to myself and all my clients, new and old, that "I can." ■



Chicago Creative Coalition

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## ANNUAL MEETING *cont'd from page 1*



*"OK, slight arm bend, knees flexed, shoulder square to the target—ah, screw it."*



*"Let's see, I line the ball up with my left foot. Wait, is it my right foot? Heck, I'll just point both toes at the ball and close my eyes."*



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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*.

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# EDUCATION

## ROI and The Business Of Life

By Margot Wallace

In a month of “hello, world” commencement addresses, the C3 Education Committee met to ponder where in the world creative people were going.

As humorist Dave Barry said in his own commencement rant, no matter what your career dreams, you end up in a cubicle. He clearly understands the psychic constraints on creative people, whether caused by clients, the economy, or personal choices.

Though creatives fight dilution of standards, most do now and then veer from their vested path. This wobbliness of creative integrity makes us wonder if the years of investment if our talent may be in vain. They’re not. The ROI is not dead. The investment keeps on growing and that’s because, along the way, good creative people have learned marketing. To quote Francine Ziev, marketing is the best ROI tool there is.

Marketing helps creatives protect their investment in four ways:

**Market Awareness.** The Client market, like the consumer market, has many segments and needs. Understanding different clients—their diverse businesses, complex selling cycles, myriad behaviors, and burgeoning stakeholders—will always be challenging.

Creatives understand touchpoint marketing better than most people, says Mike Tanimura. It’s wide-vision thinking like this that adds value to every job we do, and probably adds new assignments, as well. Ever notice how often we have to ask: “who’s your target audience” and “what is your competition doing?” Marketing provides the discipline to ask the basic questions. It keeps our creative skills relevant and useful.

**Strategic Thinking.** Strategy, when you deconstruct it, is something every designer, photographer, illustrator, writer and graphics person learns in school. They learn to look, select, evaluate, follow through, and then assess the results.

Creatives are good strategists, and every creative endeavor reinforces that expertise. Clients need strategy partners, especially smaller organizations that aren’t structured for internal give and take discussions. Simply stated, many of our clients don’t have anyone to talk to except their suppliers. We are invaluable allies.

**Adaptability.** Stuff happens. Creative people are used to this and good at responding to change, especially when it concerns clients and jobs. While it’s tempting to decry, for example, how the barbarians have breached the walls, it’s better to dream of ways to sell to these new customers.

Of course, creatives are just as good at dreaming as criticizing. Adaptability, in marketing terms, means tweaking the

marketing mix: devising new or improved products, experimenting with pricing and methods of distribution, and then creating new advertising, websites, sales kits, or brochures. Our assignments usually come at the end of the adapting process, but more and more we’re brought in early enough to show how changes can work. We know how to make change look wonderful. We should welcome every opportunity to do so.

**Accountability.** Marketing is a business discipline, and it loves to take the measure of things. So do creatives. “On time, on budget, on brand” is the project manager’s rallying cry. The attentiveness that goes into bids and proofing press runs mimics the scrutiny that brand managers give to coupon redemption and same-store sales.

*cont'd on page 8*

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# ANNUAL MEETING *cont'd from page 1*



*"Now the Zen of putting is that before you can reach the cup you must first empty yours of negative thoughts."*



*"I always play in the low 80s. If it's any hotter than that, I won't play."*



*"Like I always say, my best golf shot is the practice swing."*



*"Cheer up, guys. We only have 17 holes to go."*



*"Don't you think forming a human chain behind the cup is going a bit too far?"*



# PROGRAMS

## Your Committee Never Rests

*By T. J. Hine*

The Programs Committee is already hard at work this summer. In addition to the ever-popular "Gallery Walk" scheduled for October, we are working on a C3 Gallery Show with Marketplace.com—an exclusive show of artwork from C3 members only. Watch for details.

We are looking into getting a speaker on "Intellectual Copyright." With the ever-changing Internet usage, we need to learn how to protect our designs and work on our web sites. With tighter budgets, work-for-hire and contracts are a real concern. These will also be explored at the copyright program.

Font management is always an issue. Even with the advent of OSX, we still hear of font problems. The Programs Committee is working on getting a speaker from one of the larger font management software companies to speak to C3 on these problems.

Look for another year of great FMOs. These "For Members Only" programs are growing in popularity. Being both informative and social, FMOs are an added benefit we plan to continue to bring to the membership. Look for a tour of a member's printing company and learn about the exciting workflow that they have created.

Something bothering you? Do you have a problem at work that might be shared among the membership? Let the Programs Committee know, and we will try to find a speaker to come and teach us what we need to know to continue creating our passions instead of worrying about our business. We are taking FMO suggestions also! Email [tj@hinephoto.com](mailto:tj@hinephoto.com).

**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. ■**

# PORTFOLIO PROFILE

## In The Spotlight: Dorothy Perry, Dorothy Perry Photography

Dorothy Perry shoots weddings—and couture dresses, shoes and many of the hip accessories that today's bride wears down the aisle.

Dorothy got her start as a photojournalist for the Chicago Reader and other trademark Chicago papers and began shooting black and white weddings in the 1990s on the encouragement of photographer Steven Gross. Black and white weddings are still a mainstay of her boutique studio, and over the years, her edgy, light-

oriented product imagery has garnered a loyal following from the artisans she met at these events.

Her current projects include couture wedding gowns for designer Elda De La Rosa, shoes for James Ciccotti and cakes for the hip Bucktown bakery Sweet Thang.

Dorothy's plans for the future are to create beautiful publicity photographs for this artisanal market and shoot a select number of weddings

and children's portraits that continue to push the creative envelope.

**Contact Dorothy at:  
Dorothy Perry Photography  
773.470.716**

**Email: [dorothyperryphoto@hotmail.com](mailto:dorothyperryphoto@hotmail.com)  
Web: [www.dorothyperryphotography.com](http://www.dorothyperryphotography.com)**



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*C3 members are invited to submit a portfolio profile. Please contact Cindy McEwen at 312.243.3244 or email to [Macindy@aol.com](mailto:Macindy@aol.com) for specifications.*



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## MEMBER NEWS

**Barbara Counterman** recently designed and produced an 18 ft. long mural as part of a permanent exhibit at Crow Island School in Winnetka. The installation honors the school building and its embodiment of the progressive education philosophy; Barbara worked with teachers and administrators to gather archival photos and historical facts. Visitors to the school are welcomed to view the installation to learn more about the vision of the architects and school superintendent, as well as tour the school building itself, a testimony to the idea of a child-focused education.



**Gary Adcock**, *Friend of C3* and husband of member **Cindy McEwen**, screened two of his short films at the Michigan Avenue Apple Store theatre in July, as part of Apple's "Made on a Mac" Film Week. One covered the history of the renowned Pilchuk Glass School through the thoughts and photography of local artist Jerry Catania, and the other showcased Catania's work at WaterStreet GlassWorks.

**Marilyn Jones** reports that **Consolidated Printing's** new environmentally-friendly offices are open—featuring recycled carpets and ceiling tiles, zero-VOC paint and formaldehyde-free insulation. (And yes, flush-twice toilets.) Update your address book to:  
5942 N. Northwest Hwy.  
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## PAPER CREDIT

Like what you see? This newsletter is printed on Genesis Moss 80 lb. text, vellum finish manufactured by Fraser

Papers. Genesis is a recycled 100% post-consumer waste, fiber-added paper. Contact your local Fraser Papers distributor for samples. Thanks to TKW Graphics for their donation.

## NEW MEMBERS

**Sara Friedman**, new graduate School of the Art Institute of Chicago (*furniture design major*)  
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## 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:

Membership Director  
Chicago Creative Coalition  
P.O. Box 578477  
Chicago, IL 60657-8477  
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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# CREATIVE'S CORNER

## C3 Talks With Tim Walsh

**Name:** Tim Walsh

**Company:** TKW Graphics, Inc.

**Current Project:** Keeping my head above water, considering the economic climate of today.

**Dream Client/Project:** Unlimited budget for jobs with multiple colors and enormous quantities.

**Family/Kids:** Very understanding wife Karen, teenage twin daughters Erin & Sarah age 13 (need I say more), son Jack age 8 loves baseball & fishing.

**Hobbies/Interests:** Fishing, skiing, snowmobiling, member of Naperville Rotary Sunrise, board member for kids'

swim team, Naperville Park District representative for Summer Swim Conference.

**Three Words That Best Describe Me:** Workaholic, honest, dependable.

**Gadget I Can't Live Without:** Bottle opener.

**Favorite Movie:** Any action-packed film

**Favorite Album/CD(s):** Many favorites. I like Johnnie Lang, Robert Cray, Sara McLachlan, Dave Matthews.

**Favorite Books:** Any Tom Clancy or John Grisham book.

**Favorite Website:** TKWGraphics.com

**My Fantasy Is:** A real vacation—no phone calls, faxes or emails.

**I'd Give Anything To Meet:** Susan Sarandon (this might be eligible for *Fantasy* also.)

**Prized Possession:** My log cabin that I built in Wisconsin (rarely get there, see *Fantasy* again.)

**My Inspiration Comes From:** My kids—they make me laugh every day. ■

## EDUCATION

*cont'd from page 3*

Creative people may think with abandon, but they execute with precision. It's part of the creative process and probably should be pointed out to clients who don't pick up on it.

Nate Marks, citing recent research, notes that a jobholder will have eight careers in his or her lifetime and creatives are no exception. Echoes of

Shakespeare's seven stages of man and marketers' nine stages in the consumer life cycle! Clearly, American workers segue relentlessly from high school to retirement meeting the challenges of different jobs. Our skill lies in identifying the new and conquering it. On the road of life, nothing handles the curves like marketing.

*Education Committee member Margot Wallace is Professor of Marketing, Department of Marketing Communication, Columbia College Chicago. ■*



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