



annual meeting

It's Not Easy Seeing Green

By Brent Brotine

At least not at dusk when you know there's a hole to aim for but you just can't spot it. And consuming large quantities of liquid refreshment out of the hand not holding the putter certainly doesn't help your eyesight. But that's the fun of after-dinner golf at The Green at Grant Park, which is why C3 held a reput performance of its Annual Meeting on June 24th.

Dinner was preceded by a quick Annual Meeting (24 minutes start to stop!) where the proposed slate of Board Members was unanimously voted into office for 2005-6. The big moment was the announcement of this year's Friend Of C3 Award — for which past president T. J. Hine was a shoo-in for his outstanding dedication and commitment to C3 over the years. We were all able to toast T. J. with the Dove Bars that organizers Debbie Vyskocil and Leah Kadamian added to this year's menu for dessert.

Of course, the main attraction was the fortune in valuable prizes ready for the putting winners. This year, the foursome with the lowest score was Mary Wagner, Cindy McEwen, Nate Marks and Missy Kunze, who (IRS take note) took home a showcase of golf tsochkes. The most honest foursome — read highest score — was Sue and Ed Witkowski, Francine Ziev and Brent Brotine, who took home cellar-worthy bottles of Two-Buck Chuck.

Throughout the evening, members and guests were serenaded by the soft, soothing sounds of L. L. Cool J. who was performing right across Monroe Drive at the Taste of Chicago. However, some chose to stay for the Grant Park Orchestra accompanying dance sequences

from classic music musicals. (To our knowledge, L. L. didn't.)

Thanks go to Debbie and Leah, plus Sue Witkowski for designing a great invitation that brought out the crowd. ●



While the jokesters keep quiet, Blanca Robledo has no idea she's about to hit an exploding golf ball.



(l.) Carol Backe, Steve Starr and Carolyn Aronson may find it funny, but Michael Tanimura takes Iron Chef very seriously.



(r.) Cindy McEwen is all smiles as T. J. Hine passes on the closely-guarded secret C3 Presidential Back Rub.



Debbie Vyskocil has everyone in stitches as she uses props to tell her version of The Aristocrats joke.

photos: Cindy McEwen



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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. 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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president's letter

President? Me?

By *Cindy McEwen*

As I sit to write my first president's letter, I think — how the heck did I get here?

Well, I suppose the answer is similar to one I use when asked how long it takes me to make a glass bead — about 48 years. This, of course, refers to the cumulative knowledge gained from a lifetime of education and experience — not the literal time it might take.

I have been an artist as long as I remember. One of my earliest memories has to do with how important it was to get the “good” shared crayons in kindergarten (good colors, sharp points). And I didn't realize until 2nd grade that everyone did not think art time was better than recess.

As far as being president of C3 goes, I joined many years ago, when the group was still Women in Design. I became more active when I quit my “day job” and the group had become the Chicago Creative Coalition. I thought as a freelance designer, I might benefit from the interaction with other people in the business and learn something from the programs. Boy, have I!

I soon became a board member working as coordinator of the newsletter. By attending board meetings and programs, I met many of the members, many of which are now friends. Due to the variety of professions among members, there is a unique mix of talents and knowledge not found in other groups. The programs offer a great balance of education, information and fun. All of which are the best reasons I know of to renew your membership and get involved (hint, hint).

I have a tough act to follow. Former president T. J. Hine was awarded the Friend of C3 Award at the annual meeting for good reason. He's done a wonderful job leading the group for the past two years as well as heading up the programs committee and doing PR. I hope to do half as well as he.

So how did I get here? My mamma's belly, of course. ●

upcoming programs

Programs Committee Working for You

C3 will kick off the new year with a tour of a half dozen or so art galleries.

River North Gallery Walk Tuesday, October 18

Watch your e-mail for full details.

This event, led by Natalie van Straaten, publisher/editor of Chicago Gallery News, has become an perennial favorite for members.

Joining the Programs Committee this season are graphic designers Kathy Quintanar and Beth Ruark. They join returning members Steve Starr and committee chairs T. J. Hine and Francine Ziev.

As the Programs Committee gets down to work, make sure topics of interest to you get on the docket. E-mail any board or Programs Committee member with your ideas to ensure the upcoming season is a big success.

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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What Inspires You?

FiberMark has a question for the package design community: What Inspires You?

The company, which develops packaging materials for leading brands in the entertainment, wine and spirits, and health and beauty markets, is launching an initiative to learn where designers find inspiration for creating effective, award-winning packaging.

Package designers from around the world are invited to share their stories. The most inspiring stories will be published each month in a package design magazine and will be featured on Fibermark's website.

In addition, the winner for most inspirational story will win an Apple ipod or catered breakfast for his or her design team or firm.

Package designers interested in sharing their stories can log on to packaging.fibermark.com/inspiration.



something to think about

Small Business and Advertising

By Nate Marks

Advertising is something that all business owners know that they have to do, but most don't understand what constitutes effective, long-term advertising. Because of this they will either do nothing or try one form of advertising after another — usually on a short-time basis: "I'm going to run an ad in The Booster to see if it works!"

I've been in marketing and advertising for a very long time; I can tell you that a one-time ad — or even a few ads — will not achieve their objective. Usually a small company will waste money because they don't understand (and have no way of evaluating) effective long-term advertising.

It is difficult enough for small business owners to run their own operations — let alone to learn how to evaluate their markets; become their own marketing and advertising consultants; develop their own ad message(s); create and executive good advertising (print and/or electronic) — and then to correctly evaluate the results.

There is an obvious need for small business owners to know what benefit(s) they are selling via their products and services; who and where their niche markets are; and how to develop and evaluate their advertising to meet these opportunities.

All business owners want to succeed, but if they can't handle all of the necessary promotional tasks (while still effectively running their businesses) then they need to find outside sources that can help them present their message to their niche audiences. Yes, it will cost money, but if done well, it will both return a profit and present new opportunities.

C3 member Nate Marks is president of DesignMarks Corporation, which specializes in marketing the emerging corporation. Please check the website at DesignMarks.com

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FOR MEMBERS ONLY

Ready for Our Screen Test

By Brent Brotine

C3 members enjoyed a close-up look at some of the very latest printing technologies on May 11th at our For Members Only (FMO) program hosted by Jeff Taylor of Quality Color Graphics. After a stellar wine and cheese reception, followed by an informative tour of Quality's facilities, we assembled in the prepress area to hear all about advanced screening and advanced workflow.

Quality's prepress manager Joe Urback, and AGFA representative Don Wagner, teamed with Jeff to present an impressive demonstration of AGFA's :Sublima screening technology. :Sublima is a hybrid technology that combines traditional "AM" and "FM" screening; in fact, it's naturally referred to as "XM". This cross-modulation process seamlessly switches between the fixed dot patterns of AM and the fixed dot size of FM, offering the best of both worlds — finest details, smooth flat tints, reduced moiré, and increased responsiveness on press.

:Sublima also integrates directly into :Apogee, the AGFA digital prepress system that is making a huge difference in speed and accuracy at Quality Color. This environment is designed specifically for PDFs, and eliminates all the hassles of disappearing fonts, random reflows and missing images. Joe led the audience step by step on how to create press-ready PDFs using Quark and InDesign, and distributed a superb handout on making a good PDF.

Our thanks to everyone at Quality Color for their hospitality, and to Francine Ziev and T. J. Hine for making the extra effort to make this program happen. If you missed the tour, you can see all Quality Color has to offer at www.qualitycolor.net ●



"I'll start the bidding for this large patterned rug at \$1,000."



"Now the secret code for unlimited lives is XCGLVM."



"I'm not sure if I'm seeing dot gain or iron deficiency anemia."



"Let me explain again, it's not sarcastic, it's stochastic."

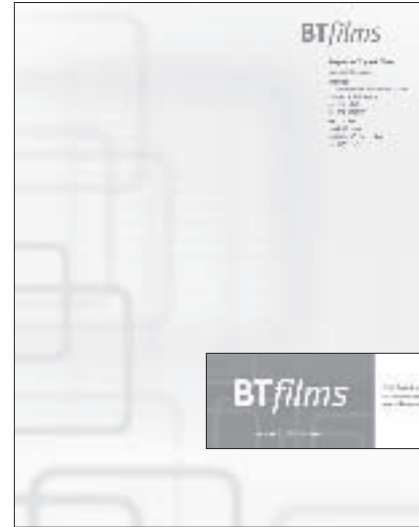


"Yes, we do have duck with mango sauce on our menu tonight."

portfolio profile **In The Spotlight: Sorensen London Design**



Alumni magazine,
Northwestern
University



Identity/stationery system, BTfilms



Recruiting Guide, University of Chicago Graduate School of Business



Newsletter,
Erikson
Institute



Web site
design, River
West Meeting
Associates

Sorensen London Design is a graphic design and communications consultancy specializing in design for print and web.

Founded by Gerta Sorensen in 1995, the studio collaborates with small businesses and not-for-profit organizations to realize their communications projects. Gerta often collaborates with her husband, Jeffrey London, of London Net Studio. LNS specializes in interactive projects including web sites and custom database solutions.

For more information, contact:

Gerta Sorensen • Sorensen London Design • 773.202.9922 • gerta@sorensenlondon.com

member news

This still life painting is one of several produced by **Cindy McEwen** during a week at Oxbow, Summer School of Art. The class, taught by world-renowned artist, Ellen Lanyon, concentrated on using the ancient egg tempera medium. This technique mixes dry pigment with egg yolk on gessoed wood panels to achieve a transparency and richness rarely found with other media. This was Cindy's first experience with egg tempera and found it to be a challenging medium. She also heard an entertaining talk by Jerry Saltz, senior art critic with the Village Voice. This was the 7th year Cindy attended Oxbow with her husband, Gary Adcock, who continued to perfect his glassblowing technique.



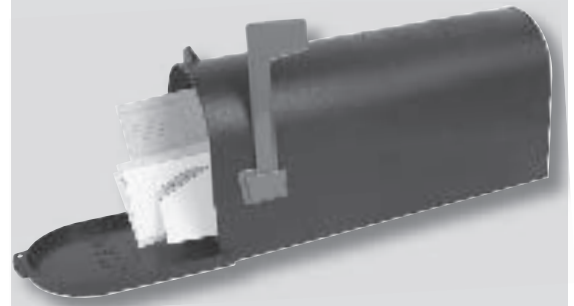
On April 5, **T. J. Hine** received the US Parachute Association's Double Diamond Wings award for completing 3,000 freefall skydives. He also was awarded the USPA's Triple Diamond Freefall Badge for accumulating 48 hours of freefall time.

Peachpit Press has just published a new book by **Anne-Marie Concepción** and co-author David Blatner, *InDesign CS/CS2 Breakthroughs*. Available in most major bookstores as well as online, the 223-page book is "stuffed to the gills" with screen shots and step-by-step solutions to common problems reported by InDesign users. The first reviews, from PC Graphics Report to Design Tools Monthly have all been glowing. Anne-Marie also reminds C3'ers that her free tips and tricks e-zine, DesignGeek, is available at <http://www.senecadesign.com/designgeek>. ●

How to Join C3

The easiest access to a C3 membership application is through our web site: 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
or e-mail the membership director at:
mike@sicreative.com



You've Got Mail

Need help with a software glitch? In the middle of a tricky design problem? Want to bounce an idea off your fellow members? That's what the C3 e-mail list is here for, and it should be the first place you turn when you have a question on virtually anything creative.

Some recent discussions have included:

- How do I collect from a deadbeat client?
- Who has a good health insurance solution?
- Any other good networking meetings taking place?
- Who's available to work on a project? (Yep, it happens!)

Remember, this is a free benefit of your C3 membership, and there can be times it's worth its weight in gold. If for some reason you aren't on the C3 e-mail list, it's an easy situation to fix — just send an e-mail to c3list-subscribe@chicagocreative.org. ●



creative's corner

C3 Talks with Sundeé Koffarnus

Name: Sundeé Maria Martinez Koffarnus

Company: Self-employed

Occupation: Art Director/Designer

Current Project: Currently juggling an eight-page ad for a machinery parts manufacturer, a menu design for a casual Mexican restaurant, plus several charts for a national educational institution.

Dream Client: National Geographic

Family/Kids/Pets: Single, no children ... (oops. wrong audience.) I live on one floor of a two-flat that I own, and my sister lives on the other floor with her bull terrier/ yellow lab and cat.

Hobbies/Interests: The culinary arts are another of my creative outlets. I enjoy following recipes, but eventually modify them. Not only can I make a great salsa, but I can dance one! I also know other Latin dances such as the merengue, bachata, and cha-cha-cha. I am also a PADI certified SCUBA diver.

Three Words that Best Describe Me: Smiling, kind, intelligent

Gadget I Can't Live Without: My Handspring PDA

Favorite Movies: One of the very few movies I have ever purchased is *Chicken Run*. Mel Gibson is the voice of a rooster who leads the chickens in an escape from impending death. Besides having an entertaining story line, the movie looks great because it is claymation from the Wallace & Gromit creators.

Favorite CDs / Recording Artists: U2, especially Joshua Tree

Book I'm Reading Right Now: *Natural Cures "They" Don't Want You To Know About*

Favorite Web Site: williams-sonoma.com

My Fantasy Is: To miraculously wake up one day with a superb singing voice and become a worldwide star.

Prized Possession: Old family photos

My Inspiration Comes From: Little things that just happen to catch my eye. I then analyze why it stands out and how that may be something I could learn from.

Favorite Food: Italian (really ALL food)

Favorite Restaurant: Café Iberico — very affordable AND scrumptious, not to mention a great atmosphere

Favorite TV Show: *Everybody Loves Raymond*

Places You've Traveled: England, France and Italy, Israel, Quebec, the Maritime Provinces of Canada, Jamaica, Cayman, and the U.S. Virgin Islands. But the best

trips of all have been in the United States: Appalachian Trail; Berkshire Mountains, Pacific coast of California, San Francisco and New York City.

The One Thing Nobody Knows About Me Is: I have pack rat tendencies.

Three Things In My Medicine Cabinet: Witch hazel, Band-Aids, aspirin

Favorite Way To Chill Out: Because I enjoy the planning, shopping and cooking, I prefer to host friends for dinner, drinks and conversation.

If I Won The Lottery, I'd: Travel to every corner of the world, tasting the regional specialties.

The C3 Mission

The Chicago Creative Coalition (C3) is a not-for-profit organization dedicated to supporting the professional growth of our communication arts members. We provide programs on business and technology plus social and networking opportunities; all in a noncompetitive atmosphere that encourages member involvement.

Like What You See?

This newsletter is printed on C3-purchased Domtar Sandpiper Mushroom 70-lb. text with vellum finish. Paper donations for future issues will be greatly appreciated!



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