



## Ending Our Year with Grave Reviews

by Brent Brotine  
photos by Cindy McEwen

Our year-end Annual Meeting is seldom a dead serious event, but there are always exceptions — such as our meeting on Sunday, June 26th at Chicago's famed Graceland Cemetery at Clark and Lawrence. This historical landmark, established in 1860, is the final resting place of many prominent Chicagoans — including the renowned names behind the Chicago School of Architecture, famous industrialists and noted movers and shakers.

Nearly two dozen C3 members and

guests met at the cemetery entrance on a sunny afternoon for a docent-led tour. Among the highlights were the many tombs and mausoleums that were built by Chicago's leading architects.

The piece de resistance of all the monuments in Graceland is the Getty Tomb, designed by Louis Sullivan for the wife of industrialist Henry Harrison Getty. It is an official landmark, marking the beginning of modern architecture in America.

Sullivan also designed the Ryerson Tomb, built in black granite in an Egyptian Pyramid style. His own resting place at Graceland, however, is relatively modest with a single headstone.

Instead of a monument, Daniel Burnham is buried on a separate wooded isle in the Graceland Cemetery lake that is certainly apt given his devotion to Chicago's lakefront. Another appropriate less-is-more grave is that of Ludwig



*He may have said "make no little plans," but his final resting spot is understated.*



*(TOP) Barbara Brotine and T. J. Hine wonder why baby boys are no longer named Uriah. (LEFT) An apparition comes forward to remind C3 members to pay their renewals.*



Mies van der Rohe, whose black granite marker was designed by his grandson, architect Dirk Lohan.

Two exceptionally striking gravesites features bronze statues

by sculptor Lorado Taft, which have taken on a green patina over time. Eternal Silence adorns the plot of early settler Dexter Graves, and The Crusader marks Chicago Daily News publisher Victor Lawson's resting place.

Other well-known citizens buried at Graceland include mayors Joseph Medill, Fred Busse and Carter Harrison Sr. and Jr., meat packing magnate Philip Armour, retailer Marshall Field, boxer Jack Johnson, reaper inventor Cyrus

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## Welcome back

- to a new year with the Chicago Creative Coalition. As we start a new decade as C3, we can look back and see that we, as a group, have done pretty well.
- Our membership numbers, though small, have stayed consistent, while the national average has dropped off.
- Our program schedule has grown from three to four programs per year to once a month, with the addition of our FMO and FMO+ programs.
- We have gone from an organization made up of designers to one that covers the whole communication graphics field, including photographers, animator, illustrators, and filmmakers.

- We have lit the spark of creativity in a group of members by featuring them at art openings, the most recent being Coyote in September.
- The C3 newsletter went from black and white to now being printed in color. We also have PDF files archived on our web site.
- Our web site has grown by leaps and bounds, and we have some exciting additions we will be making this year.

**And now the but...**...the board still needs help. We have a few positions open and a few committees that could use a hand. Volunteering to help C3 brings great satisfaction for a small amount of your time. Please contact me if you are interested in joining our efforts to make C3 an even greater networking and educational organization.

—T.J.

### The C3 Mission

**C3** 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.

### 2011–12 Board of Directors

**President** T.J. Hine  
**Vice President** open  
**Secretary** Stan Kotecki  
**Treasurer** Carolyn Aronson  
**Programs** open  
**Membership** Michael Tanimura  
**Newsletter** Cindy McEwen, Brent Brotine  
**Internet** Jeff London, Jason Feinberg  
**Social Media** David Tanimura  
**Marketing and PR** open  
**Education** open  
**CanDo, Sponsorship** Nate Marks

*C3 Board meetings are open to all. They're held the first Wednesday of the month from September–May at 6 pm. Join us.*

### C3 Newsletter

**Print and Mail Services** Marilyn Jones, Consolidated Printing  
**Newsletter Staff** Brent Brotine, Cindy McEwen, Gerta Sorensen

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 e-mail 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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#### Connect with C3 online



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

## Upcoming Programs

by T. J. Hine

The Programs Committee gathered at President T. J. Hine's house for an informal BBQ and programs bull session. More than a dozen C3 members stopped in for food, an adult beverage, and to share their ideas for a great new season of programming.

### Mark your calendar

C3 members at the  
Coyote Arts Fest

September 30–October 2  
 Friday: 6–10 pm  
 Saturday: Noon–10 pm  
 Sunday: Noon–6 pm

1579 North Milwaukee  
 Avenue, Chicago

Although we have much work to do to bring these programs to fruition, we have started scheduling our speakers and booking our venues.

Please look forward to the Coyote Arts Fest September 30–October 2 where 11 C3 members will be showing and selling their artwork. This is being held at the Flat Iron Building on Milwaukee Ave. (See our website for more info.)

We are scheduling our annual Gallery Walk in October and working on a Holiday Party for December. Look for a three-part interactive Web Development program using the current crop of software available in the industry. A panel discussion on creativity is being planned for March.

We also are looking into additional social events as well as educational and business programming. The 2011–2012 season is gearing up to be an exceptional year.

We still need member input and committee members. If interested please contact me at [tj@hinephoto.com](mailto:tj@hinephoto.com).

*Annual Meeting, continued from page 1*

McCormick, architect (and husband of Dawn Clark) Walter Netsch, choreographer Ruth Page, detective Allan Pinkerton, and railroad magnate George Pullman.

After our tour, the entire group adjourned to nearby Andies Restaurant on Montrose for a Mediterranean dinner and good conversation. The briefest business meeting in C3 history consisted of nomination, unanimous voting and confirmation of the new slate of Board members, with no additional business discussed. And as the surprise recipient could not join us, our announcement of this year's Friend of C3 award is being delayed for an upcoming meeting when he or she is present. So if you're handicapping at home, you can cross off anyone who's face shows up in these pictures.



*A helpful angel provides directions back to the parking lot*



Mark your calendars for upcoming CanDo dinner dates.

- October 13, 2011
- November 10, 2011
- December 8, 2011
- January 19, 2012
- February 16, 2012
- March 15, 2012
- April 19, 2012
- May 17, 2012
- June 21, 2012

**Time** 6 pm  
**Location** New China Buffet, 3246 W. Addison St., Chicago.

For more information visit [www.ChicagoCreative.org](http://www.ChicagoCreative.org) or contact Nate Marks at [nate@AD-BIZ.BIZ](mailto:nate@AD-BIZ.BIZ).



### How to join C3

The easiest access to a C3 membership application is through our website: [www.chicagocreative.org/member\\_app.php](http://www.chicagocreative.org/member_app.php). Pay online through PayPal or 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 to the Membership Director: [Mike@sicreative.com](mailto:Mike@sicreative.com)

# Adobe CS5: Tips, Tricks. But No Tablet

by Brent Brotine

photos by Cindy McEwen  
and Michael Tanimura

Even Friend of C3 and technology Adobe expert Gary Adcock, principal of Studio 37, can fall prey to the digital goblins. Between a purloined laptop, an under-powered replacement, a balky wi-fi connection and an iPad 2 that wouldn't play nice, our FMO program on Thursday, May 12 did get off to a late start—but amid the beverages and snacks none of the two dozen C3 members at T. J. Hine's studio seemed to mind. Happily, Gary got rolling and we all sat back for an informative presentation on the latest and greatest from Adobe.

As expected from Adobe, the new tweaks in CS5 encompass all kinds of cool elements and enhanced capabilities. The major enhancements throughout the components allow designers and developers to broaden their capabilities for smartphones, tablet and ebooks, for consistency across screens of any size. There is also a new version of Photoshop, called Express, made just for iPads.

Gary demonstrated such new features as content-aware fill in Photoshop that fills in the space left behind any removed object. A multiscreen preview in Dreamweaver that shows website designs of different resolutions side by side. Simplified object



selection and editing in InDesign that lets you dynamically adjust white space between objects. And new 3D editing tools that provide a wide range of unusual effects and creative possibilities.

We also saw the amazing capabilities of the Puppet Warp tool, originally part of After Effects that has now been brought into Photoshop. This tool provides a visual mesh that lets you drastically distort specific image areas while leaving other areas intact.

(TOP) Cindy McEwen is shocked that Gary decided to demonstrate using their vacation photos. (BOTTOM LEFT) A digital tutor and a digital shooter. (BOTTOM RIGHT) Brent Brotine and Nate Marks smile as Gail Thompson prepares to draw her mystery beverage from the bucket.

With lots of give and take from the audience, and Gary's always good-natured attitude, this was one of our most informative FMOs this year.

## Membership Top Ten

Ten reasons to join C3  
(or renew your membership)

- 10 Social events and outings.
- 9 Reduced rates for C3 Program events.
- 8 For Members Only workshops at a special \$5 rate.
- 7 Members-only E-mail list for exchanging ideas.
- 6 Profile Page on the C3 Website for promoting your business.
- 5 Professional exposure with your free listing in the C3 On-Line Directory.
- 4 Quarterly printed newsletter with free and discounted advertising space.
- 3 Mentoring opportunities.
- 2 No-cost job postings plus Premium Listing at the Big Shoes Network website.
- 1 It's. easy. Just go to ChicagoCreative.org and click on "Join C3" to pay online.

# Sneak Preview of an InDesign 5.5 Add-on

by Nate Marks

I recently attended a focus group carried out for Adobe. The product that we were to be discussing turned out to be InDesign 5.5—in particular an add-on that would be available for producing moving objects/images for InDesign products to be used on tablets. Tablets being the Apple iPad, HP Slate, Dell Streak, etc., although I suspect that it would be applicable to all mobile devices. When complete, the designed page(s) with the motion add-on would be produced as an app and held in an external store—much like the Apple store.

The add-on, which actually would be included in the final product, would allow someone using InDesign to skip over

some programming and be able to drop in videos and other motion images on static pages. One can then turn them into panoramic passes, close ups, image roving, etc. in real time—and then present these to your client—also in real time. The product looked interesting and certainly something that can be used now and (of course) much more in the future.

Some of the drawbacks, as I see them, is that this portion of the software is Cloud based, so security is a big factor—especially when working on sensitive projects like annual reports and upcoming advertising campaigns. Also, there is talk about charging for the usage: either on a project-by-project basis—or on a monthly subscription basis. The projected pricing would be several hundred dollars in either case.

Another drawback (or advantage, depending upon the type and size of your practice) would be that the designer would also be the publisher. The good side is that it would give the designer/design firm more control, but also the responsibility of publishing would be on the designer—not the end client. So, if for any reason, it does not function properly on the tablet (or other mobile device) it would be the designer's responsibility (and cost) to get it to function—much like putting up a website. There would be support available, but it would have to be paid for. This product is slated to be on the market early next year. It would be interesting to hear what C3 members think of this product.

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Gary Jones  
Director of Environment, Health and Safety  
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## New C3 Members

- Marna Motew**  
773.244.9711  
marnamotew@sbcglobal.net
- Lila Stromer**  
Lila M. Stromer Photography  
773.588.2446  
lmstromer@hotmail.com

## Like what you see?

- Ink** Printed digitally on Xerox 700.
- Paper** This newsletter is printed on Mohawk Options 80# text, 100% PC white. A 100% PCW paper with an exclusive Inxwell process to give the color of ink more pop without having to print on a coated paper.
- Process** The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.

## Carol Backe

### Expanded Design Services Include Art for Licensing

A few years ago, I started doing T-shirt designs and uploading them to some of the online print-on-demand services — it really seemed like a natural progression of the design services I was already offering. In the past couple of years I've become more and more aware of the licensing opportunities. This past May, I visited the Surtex and National Stationery Shows in New York City, which are two of the premiere trade shows where art vendors and manufacturers meet up to do business. It was a great chance to see how the industry is organized and art is marketed.

I have continued to design for T-shirts, as well as other items—the print-on-demand services I use offer additional items like tote bags, aprons, water bottles, etc. which can be imprinted with artwork. Because I started mostly doing T-shirts, the business name is T-Shirts by Carol ([www.tshirtsbycarol.com](http://www.tshirtsbycarol.com)). The samples shown here are a selection of Chicago-themed designs displayed on a separate website called [chicagototes.com](http://chicagototes.com).

#### Carol Backe

Carol Backe Creative

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[www.carolbackecreative.com](http://www.carolbackecreative.com)

Make Mine Chicago Style:  
A Chicago-style hot dog or deep dish pizza. Can be ordered on a tote or T-shirt.



Front



Back



For the Classic Fan: Wait til Next Year, Chicago

Wait til Next Year, Chicago:  
Dates marked off every year since the Cubs' last World Series win (1908). Room for you to add your own dates. Can be ordered on a tote or a T-shirt.

For the Optimistic Fan: This is the Year, Chicago!



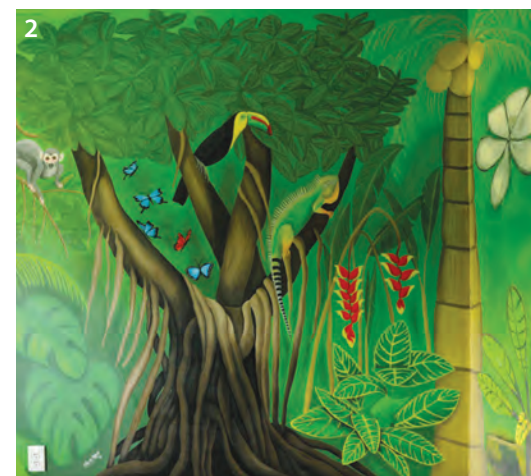
Animator Extraordinaire **George Berlin** is serving on the Adult Jury for the 28th annual Chicago International Children's Film Festival judging Animated Features. The jury is responsible for choosing winners from over 250 films from 40 countries. George's animated short "Lullaby" had its world premiere at the 2008 festival.

**Barbara Counterman's** home was part of the annual Historic Elgin House Tour in September. One of 8 featured homes, Barbara's home was built in 1883 and features a carved walnut staircase and original Eastlake-style marble fireplace. C3 member **Laura Marie Sanchez** created all the drawings of the houses used in the tour's promotion.



Here's a soaring milestone: **T. J. Hine** completed his 4,000th skydive this summer earning him his Triple-Diamond badge from the United States Parachuting Association.

**1 Stan Kotecki** had a photography exhibit during August at the Schaumburg Township District Library, with a diverse collection including this New England sand sculpture.



**2 Blanca Robledo-Atwood** finished her first mural, "Respiro" (Breath), of a Colombian rain forest. She painted the mural over a year's time in the bedroom of a friend's house — one hour here, a couple there, totaling about two days' total time in all. And she's very happy with the result.

**Marilyn Jones**, founder and president of Consolidated Printing Company, received the 25th Anniversary Entrepreneurial Woman of the Year — WBE Success Award from the Women's Business Development Center at the organization's 25th Anniversary Entrepreneurial Woman's Conference on September 14. Congratulations, Marilyn!

**Stephen B. Starr** Design received a Graphic Design USA 2011 American Web Design

Award for [valuefirstonline.com](http://valuefirstonline.com). Value First, Inc. is a group purchasing organization serving aging service providers and opened for business in January 2011. Their rapid success flies in the face of the links to their social media icons that still say "social media connections coming soon."



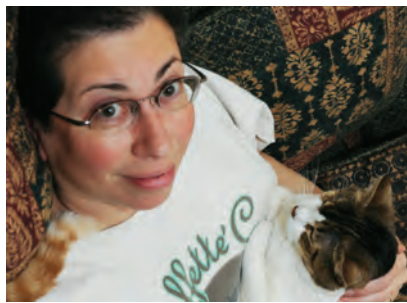
**3 Jeff London, Gerta Sorensen** and their son, Evan, took a trip to France and Denmark this summer. The trip began in Paris where they rented an apartment near the Pompidou Center. They took

**1. New Hampshire Sand Sculpture** photo by Stan Kotecki; **2. "Respiro" (Breath)** by Blanca Robledo-Atwood; **3. Gerta Sorensen, Evan London, and Jeff London at the Louvre**; **4. Full Moon Rising Over the Badlands, June 2011**, by Judy Zeddies.

side trips to the Loire Valley, Mont St. Michel and Monet's Garden, and then boarded an overnight train to Denmark. They visited Copenhagen, the Jutland countryside, Legoland, Viking ruins, and Kronberg Castle — eating Smørrebrød (open-faced sandwiches) all the way.

**4 Judy Zeddies** took a summer vacation to South Dakota to see the Badlands, Mount Rushmore and the Black Hills. She enjoyed seeing the fantastic scenery, interesting historical places including Wall Drug, and a Minuteman missile launch facility.

## creative's corner



## C3 Talks with **Lila M. Stromer**

**Companies** Lila M. Stromer Photography and Lila M. Stromer Editorial Services (just photography is on the C3 site for now.)

**Occupation** I am in communications, in both words and images. In photography I specialize in actor headshots, theater production shots, and pet photography. In editing, I am the editor for the "ABCs" of writers: academic, business, and creative.

**Current Project** Photography: figuring out what to include in the upcoming Coyote Festival show, and needing to learn how to do my own framing.

**Editorially** completing two full-length academic books scheduled for publication later this year.

**Dream Client** I'd love to work for an organization such as Bowtie, Inc., which publishes *CatFancy* and *DogFancy* (and other) magazines. To be able to use my photography and my editing (and my love of animals) in a single job would be glorious. Other dream clients: people who love what they do so it is apparent in their photos or in their words (and who pay on time).

**Family/Kids/Pets** I've been married to my husband, Joe Bowen, for 17 years, though we've been together for 28 years. Over the course of time we've had several deeply beloved furry kids, three of whom watch over us from above. The two we share our

lives with now are Sweetness, a one-eyed cat we rescued after she landed at our back door after being hit by a car, and Joey, a big bruiser of a cat we adopted from Tree House. Sweetness is about 7, and Joey is about 5.

**Hobbies/Interests** Too many to name, but: photography (of course); reading (just about anything); cooking; gardening; tai chi and yoga; animals; staying in touch with friends; the Food Network and Animal Planet; volunteering at Tree House Humane Society.

**Three Words that Best Describe Me** Loyal, honest, hardworking

**Gadget I Can't Live Without** Hmm, that's a tough one, since I'm not very gadget-oriented, but nowadays I'd have to say my iPhone, because of all it can do and all that I keep on it.

**Favorite Movies** *Pleasantville*, *Prancer*, *It's a Wonderful Life*, *When Harry Met Sally* and many Pixar movies!

**Favorite CDs/Recording Artists** Bernadette Peters, just about any Broadway recording (particularly "Man of La Mancha"), James Taylor, Judy Collins (how's that for aging me?), Michael Bublé, Maroon 5

**Book I'm Reading Right Now** "Happily Ever After," fairy tales retold by master storytellers.

**Favorite Web Site** I'd have to say my own, though my photography site is being revamped. [www.LilaStromerPhotos.com](http://www.LilaStromerPhotos.com) and [www.LilaStromerEditorial.com](http://www.LilaStromerEditorial.com)

**My Fantasy Is** Being able to travel whenever and wherever I want, without worrying about money or time. And owning all the photographic equipment I'd like to take on these trips. My first trip would be to Hawaii.

**I'd Give Anything to Meet** Joe McNally, especially if I could also spend time watching him work and asking him questions.

**Prized Possession** My sense of humor.

**My Inspiration Comes From** I have no idea, but I usually get in trouble when I don't follow it.

**Favorite Food** Oh, anything chocolate.

**Favorite Restaurant** At the moment, Due Lire and Bistro Campagne, ironically next door to each other in Lincoln Square. They are our "go-to" places for special events.

**Favorite TV Show** Almost anything on the Food Network or Animal Planet.

**Favorite Radio Station(s)/Air Personalities** Seth Rudetsky, host of "On Broadway," Sirius radio.

**Places I've Traveled** Canada (as a child), London, Ireland, San Francisco, CA, Seattle, WA, Denver, CO, Lots of trips to New York City

**The One Thing Nobody Knows About Me** As a kid I used to imagine myself as an Olympic ice skater (single and pairs) when the Olympics were on, which is crazy since I've never even ice skated. It's the same crazy imagination that made me dream about being a prima ballerina and creating ballets — yet anyone who knows me knows that I'm not very graceful, and I've had very few dance classes of any type.

**Three Things in my Medicine Cabinet** Antiseptic ointment (not graceful, remember?); aspirin; eyeglass cleaner.

**I Always Find this Funny** Anything my pets do (unless they're breaking something; that's not so funny).

**Favorite Way to Chill Out** Summer: on our back deck with my husband, with a glass of wine or beer. Winter: in front of our fireplace with my husband and the cats. Anytime: laughing.

**If I Won the Lottery, I'd** Travel, buy photography equipment, purchase a photography studio, and give money to my immediate family and Tree House Humane Society. And I'd get an unlisted number.



## CHICAGO CREATIVE COALITION

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