Thirty years ago, Macs were almost a decade from being introduced. Type was ordered from typographers or rubbed down from Letraset sheets. Comps were drawn by hand, and keylines took plenty of rubber cement and X-Acto blades. But nonetheless, good design skills prevailed and the best of the best women in the business joined forces to form Women In Design.

Fast forward to today, when T-squares have morphed into Creative Suite and WID has transformed into Chicago Creative Coalition. It’s a three decade journey that deserves to be celebrated, and that’s exactly what happened on Friday, June 20 at our Annual Meeting/30th Anniversary Celebration at Reza’s restaurant in Andersonville.

The Business Meeting began with opening remarks from outgoing President Nate Marks. Next, Marilyn Markle and Susan Marx presented the highlight of the evening, a captivating video presentation on the history of WID/C3. You’ll read more about the presentation and the hard work of the people behind it in Marilyn’s article that follows.

Speaking of hard working C3ers, we were privileged to honor not one, but two Friends Of C3 this year. Awards were presented to Board Member Jason Feinberg for his consistently superb achievements on C3 publications, and to Jason Packer for his tireless efforts behind the scenes making our website shine.

The new 2008-9 Board Members were introduced and unanimously voted into office. Incoming President Jeff London inspired us with his views on what lies ahead for C3, and Outgoing President Nate Marks offered his predictions for the next 30 years of print and online communications.

Various C3 Board Members also joined Nate Marks in making public predictions for the future:

*(top to bottom)*

Jeff London wondered whether 2010 will mark the decade when WebTV finally takes off.

Susan Marx confessed that she’s still a little bit puzzled about how she’ll deal with having 12,496,317 Facebook friends by the year 2020.

Victor Powell is enthusiastic about how small his 500mm super telephoto zoom lens will become by 2015.

*Photos by Loren Santow.*
Hello C3,

I am new to this gig, so here is my first “Letter from the President.” In large part I owe this honor to my fellow board members who have encouraged me to step up to the responsibilities of President. This has meant that there is added pressure on me to arrive on time to board meetings (something that I’m working on).

I joined the Chicago Creative Coalition and the C3 board of directors about 6 years ago. I was attracted by the variety of disciplines that come together in our membership. As a FileMaker Pro Database and Website developer I can tell you that the word “Creative” in Chicago Creative Coalition became a little more inclusive when I signed on. Our membership includes writers, educators, animators, illustrators, graphic designers, printers, photographers and now a database and website developer as President.

Inclusive is a good thing! A unifying theme that runs through our membership is that we are all producers of various media and, as such, we are also savvy consumers of the mediated world around us. Our monthly board meeting often wrestles with the question of how to build the C3 brand and increase our membership. I am working with our board on outreach programs that will engage the concerns of our membership as well as the broader Chicago community. So in addition to our FMOs and sessions specific to the concerns of media professionals, we are also looking at ways that C3 can provide opportunities for prospective members and community institutions to learn about C3 and get involved.

I would welcome your ideas on how C3 might better serve you — our existing members — and our community. Hey wait, don’t all talk at once! But, be sure to contact me with your comments.

Let’s get the discussion going.

Jeffrey London
773.202.9944
Hello C3ers!
A few weeks ago we had a terrific programs planning meeting; the committee outlined programs for the entire ’08–’09 season. This year we’re trying something a bit different: most of our programs will be For Members Only (FMO) or Bring-a-Friend. This will allow us to keep our costs down, and the benefit to you is that our program fees will be less. We will offer larger programs, open to the public, when appropriate.

Here are some of the events we’re organizing for the remainder of the year. Please check the website (www.ChicagoCreative.org) for exact dates, times and locations:

**October 22:** Gallery Walk: Our ever popular gallery tour. We’ll be led through various galleries in the West Loop by the publisher of Chicago Gallery News with a reception at the end. This is a Bring-a-Friend program.

**November:** New Tips and Tricks for OSX: We’re bringing a speaker from MacSpecialist to discuss the latest. You can check out their website for more info about their training at www.macspecialist.com

**December:** C3 Holiday Party: We’re planning this for the first or second week of December. Details to come…

Some of the programs we’ve slotted for next year are: Dreamweaver Basics, A Symposium about Money, New Color Trends from Pantone, Networking and New Media.

As always, if you are interested in helping us plan—or helping out with a particular program—we’d love your help. Just contact me at shmarx@yahoo.com.

For the latest information on any upcoming event, check the C3 website www.ChicagoCreative.org or call the C3 Hotline 312.409.9945.

Programs are subject to change.

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**Great Taste, Less Shillings**
By Susan Marx

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**How to Join C3**

The easiest access to a C3 membership application is through our website: 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 to the Membership Director: Mike@sicreative.com

www.chicagocreative.org

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**At The Annual Meeting**

Photo by Loren Santow

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**Like What You See?**

**Ink**
This newsletter is printed with vegetable ink in 2 colors, PMS 267 purple & PMS 376 green w/duotone images.

**Paper**
Enviro 1000. 100% recycled, PCF (processed chlorine free), FSC and EcoLogo.

**Process**
The press, the prepress and platemaking processes are chemical free—printed courtesy of Consolidated Printing.

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Back on Board  By Carol Backe

After a few years’ hiatus from the Board, I have recently returned, this time serving as Secretary. Attending the first few meetings in my new capacity, I found the Board in the midst of planning C3’s 30th Anniversary Celebration as well as a couple of programs on technology and being green. Our most recent meeting — at the time of this writing — was a recap of the 07–08 year and a good look forward to 08–09. This is an energetic Board, and there is an active new season shaping up. Efforts to enhance member benefits continue to focus on better communication via internet and website as well as presenting relevant programs.

In particular, under the leadership of C3 President and Internet Chair Jeff London, C3’s website is developing into a more dynamic resource. Go there to post your free online portfolio page, a benefit exclusive to members. Find out about area events relative to creatives: for example, a recent Creative Freelance Conference in Chicago. Catch up on C3 news: C3’s quarterly newsletter is posted and so are articles and notes provided by the presenters of our various programs. Another new feature: if you want to promote your membership in C3 — perhaps for networking purposes — you can download the C3 logo.

Lively member participation at the programs planning meeting has resulted in a great lineup of programs. From software and hardware tips to color trends to new media, keep watch in your email inbox for news of these offerings that will help you keep tuned into what’s happening in the various corners of our industry. Of course, we have the C3 staples planned, too — the now-annual Gallery Walk (set for October,) the Holiday party (December) and the Annual Meeting (next June.) It’s good to be back on board, and I look forward to seeing old and new members at the programs and meetings. Come and say “Hello.”

As a high-quality, full-service printer, we care about all colors. But particularly, we care about being green. Since opening in 1973, we have made it part of our business to be good to the earth. Our exclusive Printedgreen™ practices include petroleum-free vegetable ink, sustainable equipment, environmentally-safe waste disposal, chemical-free proofing and more. No printer has earned more green awards than Consolidated Printing.

Learn more at consolidatedprinting.net and for an eco-friendly quote, call 773.631.2800.

C3 Newsletter Advertising Opportunities

The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. B&W ads are accepted in hi-res, press-ready, pdf format.

For more information contact Cindy McEwen at macindy@aol.com

Display Advertising

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M - Member price, NM - Nonmember price

Classified Advertising

C3 MEMBERS RATES
Free for the first 30 words, 10¢ each add’l word.

NON-MEMBERS RATES
$25 for the first 30 words, 25¢ each add’l word.
Preserving Our Past

By Marilyn Markle

When the Board first started thinking about our 30th Anniversary/Annual Meeting celebration back last October, it was agreed that it would be a wonderful idea to put together some sort of history of WID/C3 and to honor the past presidents and leaders who created and sustained the group through the years.

We knew that Louise Tessing, Maret Thorpe, and Carolyn Aronson, among others, had arranged to have our official papers archived at UIC, an important and thoughtful effort that ensured our history would be preserved and accessible.

So Susan Marx and I took on what we thought at the time would be a relatively simple task of putting something together using the archived records and asking for input from our past presidents and members. Of course nothing is ever as simple as it appears at concept stage, and it became a kind of mission for us to find current contact information for our past presidents and to solicit their help, and to comb through the rather disorganized 30-some boxes of papers, lists, minutes, invitations, notes, etc. stored on several carts at the Archives, to dig out and date and put in some sort of accessible order the materials we discovered, and then to figure out how to present what we selected.

Along the way, we found the process fascinating, if frustrating (the archives will of course not let you remove anything, and the only way documents or images are captured is by photocopies, which we then had to scan and retouch), and had a great time working together. More, we realized how important our history is, how the excitement and effort and enthusiasm of 30 years of leadership and friendship made an organization that continues to teach, to encourage, and to give opportunities to so many of us. And how proud we should be to carry that momentum forward.

We had a great time showing the first draft of the video show at the Annual Meeting, and we want to thank Deborah Roach, who jumped in to create the presentation; Steve Starr, who advised and scanned a ridiculous number of documents; Gary Adcock, who took the time to video recent presidents; and Nate Marks, Louise Tessing, Sherry Trojniar Russo, and others who helped and advised.

We hope that our initial presentation will be just the beginning of what can become a living archive of our history, that people will discover and provide additional pictures, quotes, invitations, newsletters, and other documents which we will incorporate into the video on a regular basis, and add to the C3 web site. If you have anything to contribute, please call or email Susan Marx at shmarx@yahoo.com, 773.275.1315 (w), or Marilyn Markle at mmarkle@concentric.net, 773.296.9818 (w).

Environmental responsibility is such an important topic that it’s worth more than just a single FMO. That’s why so many C3ers turned out for the second part of our Sustainability FMO Series: “How to be a More Environmentally Responsible Creative Professional” on Wednesday, May 21 at T. J. Hine Photography.

Two exciting speakers shared their unique perspectives on being green while being creative. First off was Ken Dunn, Founder and Director of Resource Center in Chicago — the city’s leading non-profit environmental education organization (also over 30 years old!) focusing on innovative ways to recycle and reuse materials. Ken shared many good pointers on how C3ers can recycle old computers, supplies and chemicals.

Among the online resources that the Resource Center recommends checking out are the Digital Workforce Education Society at digibridge.org, Computers for Schools at www.pcsforschools.org and the Chicago Household Hazardous Waste and Electronics Recycling Center at www.bluecartschicago.org. Recycling programs are also listed at the Consumer Electronics Association site www.mygreenelectronics.org, and the Electronic Industries Alliance eCycling Central site www.eiae.org.

In addition, Walgreens stores and Chicago Public Library branches offer receptacles for battery recycling, and no-longer-used cell phones can be returned to most provider retail stores for recycling.

Next, Susan Salem, Specification Representative for xpedx in Chicago, shared her knowledge on making responsible paper choices. A 23-year printing industry veteran, Susan stressed the importance of looking not just at color, texture and finish, but the choices. A 23-year printing industry veteran, Susan stressed the importance of looking not just at color, texture and finish, but whether the paper comes from properly managed forestlands.

Susan covered how the Chain of Custody process ensures that wood fibers are tracked from the forest to the mill to the paper merchant. In particular, xpedx was the first paper merchant to be nationally certified for the standards established by the Sustainable Forestry Initiative, Forest Stewardship Council and the Programme for the Endorsement of Forest Certification.

Photos
Top: Susan Salem and Ken Dunn
Bottom: Michael Tanimura, Susan Salem, Jason Feinberg and Steve Starr

www.ChicagoCreative.org 5
1  *Emily Carlson,*
*Photo of Stained Glass Artist behind window.*
For promotion/website. The challenge was to show the artist and her work. Placing her in the active hallway with lights was a little crowded, I was inside with camera and more lights.

2  *Westex,—*
a manufacturer of treated cloth for industrial applications. These photos were taken in a Oil Refinery in Minnesota. Security was tight. Someone was with you at all times—even the bathroom. There was no AC power at the location.

3  *Trump Towers,*
*Prairie Materials.*
The deadline was only 2 days. The weather cooperated. The image was used in an annual calendar.

4  *Steel Bars,*
*MacSteel/Nitro Steel, Kenosha WI.* Images were used in a brochure and website. Showing the steel bars in a graphic and visually interesting way. They were just steel bars laying on a table. The bars are coated to resist corrosion and wear.

**Contact Information:**
Stan Kotecki
Stan Kotecki Photo Inc.
www.stankotecki.com
stankotecki@comcast.net
847.736.8387
After twelve years in Hyde Park, Loren Santow has rediscovered his inner Cub fan. He reports that his legs are looking pretty buff after weeks of bicycling roundtrip from Hyde Park to UIC to scratch an “academic itch.” Loren has been shooting for such clients as PRWeek, Morningstar, Erikson Institute and US Oncology.

T. J. Hine shot a photo of Del Monte Lite Fruit & Gel for the front cover of Packaging Digest magazine. The cover was entered in the 30th Annual Azbee Awards of Excellence competition and won a Silver Award for the Midwest-South Region from the American Society of Business Publication Editors.

Barbara Counterman is excited about her new position in the Creative Services Department at John B. Sanfilippo & Son — manufacturer of Fisher Nuts — at their new facility in Elgin. As Production Artist and Coordinator, she will be able to use her experience and skills in both design and project management for business and sales collateral, as well as packaging and POP displays.

Congratulations to new bride and groom Stephanie (formerly Lyons) and David Tanimura, who were married August 9th in Granby, Connecticut. The couple was united in a very personal ceremony involving many children, cultures and religions. Michael Tanimura notes he is not losing a son, but has very happily gained a daughter.

Marilyn Jones reports that Consolidated Printing now carries a full line of “green” and promotional products, such as seed paper that can be die cut into shapes such as doves, hearts, or even the breast cancer ribbon. They also have recycled plastic folding rulers, organic cotton T-shirts and pencils made from reused materials including denim and newspaper.

**OVERHEARD ON THE C3 eLIST**

Are you subscribed to the C3 email list? If not, you’re missing out on such useful recent discussions as how to install Flash Player. Solving problems with Apple Mail. Tips on sending PDFs to printers. Shortcuts for capturing screen images. Upcoming educational events. And much more.

Make sure that your preferences at www.chicagocreative.org are set to receive C3list mailings — and join the discussion! You’ll pick up valuable pointers, you’ll be able to help out fellow C3ers, and you’ll be better connected to all our upcoming activities.
C3 Talks with Victor Powell

Name: Victor Powell
Company: Powell Photography, Inc.
Occupation: Photographer
Current Project: AKA 100 Year Centennial Celebration Memorial Book
Dream Client: One that hires me to do what I do best and gives me the time and space to do it for them
Family/Kids/Pets: 5 kids ages 33–5, (Candy, Jason, Jerome, Elliot & Evan) 5 grandkids, 2 cats (Heidi & Kodak)
Hobbies/Interests: Scuba Diving, Reading and Movies
Three Words that Best Describe Me: Outgoing. Adventurous. Creative Spirit
Gadgets I Can’t Live Without: Computer, Camera and iPod
Favorite Movies: Too many to pick just one
Favorite CDs/Recording Artists: Stevie Wonder
Book I’m Reading Right Now: A New Earth
Favorite Web Site: Google
My Fantasy Is: To experience the signs of life and knowing that exist as pure spirit
I’d Give Anything to Meet: Anyone living a life of pure enlightenment
Prized Possession: My sense of wonder
My Inspiration Comes From: Belief in the ultimate goodness and seeking to discover it everywhere.
Favorite Food: Too many to list
Favorite Restaurant: Same as above
Favorite TV Show: Star Trek
Favorite Radio Station(s)/Air Personalities: Ramsey Lewis
Places I’ve Traveled: Cayman Islands, Bahamas, California, Texas, Florida, Tennessee, Louisiana, St. Maarten, Missouri, Mississippi
The One Thing Nobody Knows About Me: Nothing come to mind since I am an open book
Three Things in my Medicine Cabinet: Tylenol, Williams Lectric Shave and toothpaste
I Always Find this Funny: People who expect the worst, then are surprised when the worst shows up
Favorite Way to Chill Out: Watching children at play—it reminds me of the simple pleasures of life
If I Won the Lottery, I’d: Find a way to put something in place to help heal the world, travel, shoot only what I felt like shooting

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.

CHICAGO CREATIVE COALITION
P.O. Box 578477 • Chicago, IL 60657-8477