A Mr. Right doll . . .

holiday banana cake . . .
ceramic fish sculpture . . .

Those are just some of the fabulous gifts, er, regifts that could have been yours had you attended the C3 Holiday Party and Gala White Elephant Gift Exchange on Friday, December 29. Graciously hosted by Michelle Crisanti at the office of mc2 Communications, nearly three dozen C3 members enjoyed tasty hors d’oeuvres, yummy homemade desserts, and near-worthless trinkets and knick-knacks and that were taking up space in closets and attics.

We’re pleased to show you some “happy” C3ers with their precious bounty. Look closely, because something tells us that if we repeat the Gift Exchange next year, you’ll be seeing many of these items in new gift wrap. You’ve been warned!
You’re Part of the Team
By Cindy McEwen

It seems I’m always trying to write this letter when I’m on a plane . . .

We left Tucson an hour late due to weather in Chicago. But this time there is also an in-flight problem with a landing gear signal. It didn’t indicate that our front gear retracted properly. So we’ve been flying lower and slower than normal and now we’re out of gas and have to land in Kansas City. They didn’t say so, but I can’t imagine that they’ll just refuel this plane and let us continue with anything malfunctioning regarding the landing gear.

I’ve been thinking a lot about teamwork lately. The easiest area to see it is in sports. I guess that’s one of the reasons they’re so popular in schools—teaching kids to work with others when they’re accustomed to focusing on themselves. When teamwork succeeds, championships are won . . . think 2005 Sox. When it doesn’t, well...think 2006-07 Bears. Now some of you blame Rex, but it was the whole team—defense, offensive, all of them that lost that game.

The Bulls won six trophies. Sure, Michael was a big part of all of them. But he didn’t do it alone. He did it with two different sets of teammates. The Bulls didn’t win a trophy until Michael learned not to dominate, to pass the ball to the open player, to lead the team in assists, to play as a team member.

Teamwork is far more a part of every day life than we sometimes recognize. The language of business now talks about “teams”—people working toward a common goal—to service an account. There are also teams in small businesses like ours—partnering with other communication arts professionals to give a client full-service.

Even in our personal lives, teamwork happens every day to make life happen, to make the every day stuff work. Who’s making dinner? Who’s picking up the kids? Who’s cleaning the toilet? It’s all teamwork.

The C3 board is the team that tries to make this group run smoothly. We work as a group to make the group better and more relevant for us all. We’re in the process of improving many of our core benefits—a new membership brochure, updated web site, revamped logo with new tag line, a redesigned newsletter, education tools and a long-range plan for the future. We’re always looking for suggestions and contributions from our other members—the others on our C3 team— you. So don’t be reluctant to get involved, even if it’s just an email with a program idea. It doesn’t happen with just one person.

So back to that flight now on the ground in Kansas City. The airport closes about 7pm to outgoing flights. We arrive at 8:00. There are no services, no water, food, beverages. There are only two gate agents still in this area of the airport to deal with those trying to repair their travel plans. We can’t leave the gate area as there are no security personnel to screen us back in. Thankfully there is a restroom inside this area. But someone has thought ahead. There is a flight arriving at 8:30 at the next gate. There will be another plane for us to use to continue our trip to Chicago after it is unloaded. We arrive in Chicago about 11 pm—5 hours late. But we arrive. Many miss their connections or their flights have been cancelled. But I am home and safe.

And today I receive an email apologizing for the problems and giving me an additional 8000 miles in my mileage account. Somewhere out there was a team trying to make the best of a less than perfect situation.

Who’s on your team?
upcoming programs

By Michelle Crisanti

C3 members will have a second opportunity to see how breakthrough thinking can help small creative businesses make a big splash in today’s marketplace.

“Think Out Of The Box”
Marketing Series Presentation #2
with Laurence Minsky

Author, speaker and university professor Larry Minsky will present at our April meeting on Tuesday, April 24. Larry is the co-author of 25 Words or Less and How to Succeed in Advertising When All You Have is Talent, and currently teaches marketing and advertising at Columbia College Chicago. He’ll bring C3 members and guests new ideas and proven success stories for making small creative business prosper.

In addition, watch for our better-than-ever Annual Meeting slated for June 10, where we’re working on scheduling an exciting behind-the-scenes tour.

If you’re interested in helping plan either event, or would like to be part of other upcoming programs, we’d be glad to have you on board the Program Committee. E-mail me at mc2design@ameritech.net.

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

Programs are subject to change.

from the board

Stay in Touch

By Sundeé Koffarnus

Did you attend the C3 holiday gathering? Well, yes, I missed you due to my holiday exhaustionitis, but the next opportunity to mix and mingle is coming soon—if it already hasn’t passed by the printing of this newsletter.

I’m looking forward to our next “Marketing Series” event. Whether or not your year is already off to a good start, these are don’t-miss sessions you’ll want to attend. (One can’t be too successful, correct?)

Big successes, or little ones, we want to hear how you’ve been employing your creative talents. Send us your news, submit your work for the next “Portfolio Profile,” an article you’ve written, or my favorite part of the newsletter, the “Creative’s Corner”—where members reveal one thing “nobody knows” about them or their sometimes weird, but favorite foods.

If you haven’t already, take advantage of simply getting published so you can brag to your friends, or at least your mom.

So, you’ve heard that C3 has an official tag line, and to take our image one step forward, we’ve also been working on updating our logo. Look for a sleeker green and purple bug!

It’s always good to hear your comments and, yes, (ahem) complaints, but please, complain constructively—propose a solution. Get in touch! We want to hear from you.

Redesigned C3 Logo

To complement our new “Connecting Small Creative Businesses in a Big Way” tag line, we’re pleased to introduce our new logo treatment that simplifies the C3 “bug” and updates the font. Our thanks to Kathleen Kearns for refreshing our graphic identity in such an appealing way.

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 to the Membership Director: Mike@sicreative.com

Like What You See?

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

Paper The stock is 100% post consumer waste, Mohawk Options, 80# Text White, Smooth—compliments of Dave Farinelli, Lindenmeyr Munroe Paper Co., 630.250.7500.

Process The press is a 4-color Sakuri, running alcohol free. And the prepress and platemaking processes are chemical free—printed courtesy of Consolidated Printing.
Thanks for the Memory
By Brent Brotine

How often do you forget someone’s name within seconds of being introduced? It seems to happen to all of us, but it doesn’t have to. Memory expert and professional speaker Ken Budka demonstrated the power of memory training to fascinated C3 members at our For Members Only session on Thursday, November 30th.

Michelle Crisanti of mc2 Communications hosted this year-end gathering that was much like being in the studio audience of the old “That’s Incredible!” TV show. Ken showed us how easily he could instantly recall a long list of unrelated items forwards, backwards, and in and out of order — and remember everyone’s first and last names throughout the entire evening. We all picked up some interesting tips on recalling names, numbers and lists, and heard how we could learn the same skills Ken demonstrated at his public Memory Training workshops through Freedom Speakers & Trainers.

A big hand to, er, uh, starts-with-an-M, Marsha?, no, wait, Michelle for planning this captivating program.

Top: As Nate Marks leads the seance, Gail Thompson, T.J. Hine and Carolyn Aronson channel their energies to make a plant grow. Bottom left: T. J. Hine and Carolyn Aronson demonstrate a Vulcan mind meld. Right: Michelle Crisanti laughs when Ken Budka forgets where he put his car keys.

Would you like to instantly recall peoples’ names? Give presentations without notes? Earn more money and reduce stress?

Attend The Interactive Memory Training Workshop
Taught By Freedom Speakers & Trainers

Develop your professional edge as you develop better client relationships. This powerful two-day workshop is regularly $625 including lifetime membership — and offered at a preferred rate for C3 members when you mention this ad.

Contact Ken Budka
603-406-1404
www.deliverfreedom.com • ken@deliverfreedom.com
Robert Tolchin, a portrait and commercial photographer based in Highland Park, discovered a “secret” benefit of C3 membership. As a photography teacher at Harrington College of Design in Chicago, Tolchin took nine of his students to visit the studio of food photographer and C3 member T. J. Hine.

“I like to get my students out of the class, into the real world of photography whenever possible,” Tolchin says. “I have very little experience in food and thought this would be a great learning experience for them.” The students are on their way to earning an AA degree in digital photography.

Hine explained some of the challenges of food photography and discussed truth in advertising, the role of the food stylist, and digital vs. film issues. His rep, Patti Sugano, showed the class several portfolios of shooters she represents. Tolchin reports the students enjoyed seeing the studio and hearing from a “real” photographer. “When we critiqued their food assignments the following week,” he adds, “a number of students said they did things because of what they had learned at T. J.’s. I found that very rewarding.”

Tolchin adds, “I’m grateful to T. J. and Patti for participating. I think field trips such as these and speakers that come to class are as important as whatever they might learn in the classroom.”

Photos by Robert Tolchin

Pictured top to bottom: T. J. serves up his famous “Shutterbug Surprise Stew” made from all the leftover food from the previous week’s shoots.

A puzzled student isn’t sure if Patti is showing portfolios or asking for her lunch order.

Students listen as T. J. demonstrates why Brawny is his paper towel of choice.
DesignMarks is an experienced branding, marketing, and design consultancy developed around the concept that creativity is the most effective tool for communication in any media. It is a full service marketing and design consultancy with roots going back to its establishment in 1971.

Mission: To serve our clients with innovative branding communications so that they will stand out in their marketplace - thus promoting their products and services in such a way as to develop both growth and sales.

Aside from his responsibilities at DesignMarks, Nate Marks has been a long-time supporter of C3 and in 1996 he received the organization’s Friend award.

DesignMarks Corporation
1462 W. Irving Park Rd.
Chicago, IL 60613-1959
t. 773-327-6349
e. mail@DesignMarks.com
w. DesignMarks.biz

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b. American Bar Association, ABA Standing Committee on Lawyers in the Armed Forces, booklet design
c. American Bar Association, ABA Commission on Correctional Facilities and Services and Criminal Law Section, National Clearinghouse on Offender Employment Restrictions, booklet design.
d. American Bar Association, Standing Committee on Association Communications, booklet design
e. Bankcor servicemark
f. Craig Bergmann’s Country Garden consumer advertising
g. Mercury Record Corporation servicemark
h. 57th Street Art Fair. Branding program
i. Image Exchange capabilities brochure
Michelle Crisanti reports mc2 communications won five Silver Davey awards, including one for her 2006 redesign of el Restaurante Mexicano magazine. Presented by the International Academy of the Visual Arts, the Davey Awards (named after Biblical hero David who defeated the giant Goliath with a rock) celebrate the achievements of “creative Davids” who derive their strength from big ideas rather than big budgets.

Marilyn Jones reports Consolidated Printing won two 2006 Mayor Daley’s GreenWorks awards in new categories created by the Department of Environment. Consolidated won the Market Innovator Award for Products and the Market Innovator Award for Practices.

Nate Marks has been named a Fellow of The Society of Typographic Arts in recognition of his contributions and unwavering dedication in bringing the STA back to life. Jack Weiss (left), past president of STA, presents Nate with a commemorative plaque. Photo by Jan Strizek.

Nate also reports he attended a reception November 15 at the Museum of Science and Industry honoring the City of Chicago’s board, commission and committee members. He was elected by the City Council to serve a two-year term as Commissioner for Special Service Area 38.

Blanca Robledo-Atwood, who was born in Colombia, became a U.S. citizen on November 15 after seven years of residency. Photo by David Atwood.

Steve Starr launched a web site for his client, Gourmet Destinations, a culinary-themed travel provider offering extraordinary trips to Tuscany, Piedmont, and Friuli. After months of planning, design, and programming, Steve is lusting after a glass of wine on the hilltops of the Tuscan countryside. Visit the web site at www.gourmetdestinations.com.

Maret Thorpe is helping to launch a community chess club for adults, which meets every Tuesday evening at the Levy Center in Evanston. Players at any level, high school age and older, are welcome to stop in for a game. “It’s been very humbling so far—I get beaten a lot,” says Maret, “but I am learning a lot and having fun.” Visit the web site at www.evanstonchess.org.

Francine Ziev started a new full-time job in January as graphic designer in the global marketing department at Aladdin Knowledge Systems in Arlington Heights. Headquartered in Israel, Aladdin provides digital security solutions for software DRM and Internet..
C3 Talks with Cindy McEwen

**Name:** Cindy McEwen  
**Company:** McEwen Design  
**Occupation:** Art director, designer, artist, glass beadmaker  
**Current Project:** School District 96 newsletter, updating my own web site  
**Family/Kids/Pets:** Husband/Kid are the same—his name is Gary, assorted fish  

**Hobbies/Interests:** Gardening, travel, cooking  
**Three Words that Best Describe Me:** Patient, pragmatic, loyal  
**Gadget I Can’t Live Without:** Wine opener, iPod  
**Favorite Movies:** Thomas Crown Affair (1999 Pierce Brosnan), Miracle on 34th Street (1947 Edmund Gwenn)  

**Favorite CDs/Recording Artists:** Sinatra at the Sands, Italian Café, any Nylons CD  
**Book I’m Reading Right Now:** The Closers by Michael Connelly, The Dark Tower VII by Stephen King  
**My Fantasy Is:** Tropical island–beach–paperback–diving  
**Prized Possession:** Fiesta ware from the ‘30s–’40s  
**Person I’d Most Like to Meet:** Katherine Hepburn  
**Favorite Food:** The 4 food groups—cheese, crab, mushrooms, wine  
**Favorite Restaurant:** Tru, Alinea, Taco Bell  
**Favorite TV Show:** There are so many (I’m all about TV)—Boston Legal, Top Chef, Deadwood, Dick Van Dyke Show, Dancing with the Stars  

**Favorite Radio Show:** Wait, Wait Don’t Tell Me, Eric & Kathy on the Mix  
**Places I’ve Traveled:** 48 of 50 states, London, Italy, much of the Caribbean, Costa Rica, Venezuela  
**Three Things in my Medicine Cabinet:** Advil, moisturizer, more moisturizer, all manner of face potions  
**Favorite Way to Chill Out:** Underwater with a scuba tank  
**If I Won the Lottery, I’d:** Pay off all debts. Make art. See fantasy answer.

**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.