



CHICAGO CREATIVE COALITION

Connecting Small Creative Businesses in a Big Way

MARKETING SERIES #2

Merchandise Thyself

by Brent Brotine, photos by Lou Russo

No question, branding and marketing your creative business the way you would for your clients is a key strategy for success. C3 members and guests gained valuable tips and inspiration on how to do just that at the second chapter of our Marketing Series programs on Tuesday, April 24th, at Chase Park Fieldhouse.

We were privileged to have Laurence Minsky, professor in the Marketing Communication department of Columbia College Chicago, as our speaker.

Larry is the author of the about-to-be-released Second Edition of his popular book, *How to Succeed in Advertising When All You Have Is Talent*, and the co-author of *25 Words or Less*. He is a former creative director at top Chicago advertising agencies.

Larry opened the presentation by showing a series of print ads and challenging us to guess whether a big agency or small agency was the creator. The lesson was that, increasingly, much of today's breakthrough

thinking comes from small firms and that clients no longer equate size with the potential for success. Which means that as owners of small creative businesses, there's no reason for any of us to think small.

Larry then shared personal success stories from industry leaders that he interviewed for his recent book. Among the most revealing quotes were: "Being hip in marketing is often the kiss of death" from Linda Kaplan-Thaler of Aflac duck fame; "Today, an Ogilvy-style ad wouldn't make a difference, would it?" from Susan Hoffman, Nike guru at Wieden + Kennedy; and the time-tested wisdom, "Make sure that you merchandise yourself in your early years" from legend Nancy Rice, founding partner of



Fallon (now giving back as a faculty member at Minneapolis College of Art and Design.)

The new edition of Larry's book will be out shortly, and it's sure to be a great read. So keep an eye out at Amazon or your friendly neighborhood bookseller — and if you want to contact Larry you can reach him at lminsky@colum.edu. ●



Upper Right: Larry Minsky shows links . . .

Left top: While John Arena thinks . . .



Left bottom: And Blanca Robledo winks.

president's letter

Confessions of a List Maker

By Cindy McEwen

Lists ... I make lists.

This is a trait that has been passed down from my mother. According to my dad, mom would lie awake at night thinking of all the things needing to be done and unable to sleep. So he told her to make a list so she didn't need to think about them. She did and that was the just the beginning.

There were lists everywhere—grocery lists, to-do lists, on and on. When cleaning out her things after she died, we found buried lists. Lists of favorite songs, craft projects to complete, family birthdays, lists and more lists. I suppose it was a part of her organized nature or maybe an obsessive/compulsiveness in her.

I am my mother's child. I am much like her with the lists. Lists help me organize. Like her, lists let me sleep at night. I've always got at least one C3 list going—things to do, emails to send. Right now I've got the board of directors nominations list for '07-'08 to complete. By the time this newsletter is printed, that list should be done. It will be off of my desk and in the trash. That's where the ideal list ends up.

It seems lists are popular in society as well. Think Santa, the TV show *Heroes*, Dave Letterman's Top Ten. So I guess I'm not too odd.

Writing this letter is also on a list. And after this issue, that list will also be in the trash. Because after this issue and the June Annual Meeting, the presidential honors, by your vote, will pass to Nate Marks and

it will be on his list (if he has one). And my list of C3 tasks will be shorter—maybe. I am continuing on the board so the list won't completely go away. And we'll see what my position will entail—hopefully not a longer list.

One other item—a big thank you to the board members who've served this past year, both for giving their time and energy to the group and for putting up with my presidency. We're also saying goodbye and thank you to our recording secretary, Sundeé Koffarnus, a job she was great at, for her many contributions to the board in general.

Please check out the board report article. This is where you'll find the list of nominees for the board of directors. They will be

voted upon at our annual meeting and hopefully elected by you. So make your membership and your vote count by attending. It looks to be a fun outing. And consider this.

Are you on the list?

2006–2007 Board of Directors

Cindy McEwen
President

Nate Marks
Vice President

Carolyn Aronson
Treasurer

Sundeé Koffarnus
Secretary

Michelle Crisanti
Programs

T. J. Hine, Michael Tanimura
Membership

Jason Feinberg
Publications/Resources

Brent Brotine
Newsletter

Jeffrey London
Internet

Nate Marks
Education

Beth Ruark
Public Relations

C3 Newsletter

Print & Mail Services Marilyn Jones, Consolidated Printing
Newsletter Staff Brent Brotine, Claudia Hine, Mary Eagan Badinger

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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upcoming programs

By Michelle Crisanti

Save the date for our gala Annual Meeting on Friday, June 29th.

We're planning a two-part event that offers members the best of surf and turf. A one-hour Wendella Architectural River Cruise (even if you've taken this before, there are new buildings on the skyline every year and it's well worth repeating.) Plus an hors d'oeuvres social to follow at the Tavern Club.

If you're interested in helping with the Annual Meeting preparation, or would like to be part of other upcoming programs, we'd be glad to have you on board the Programs Committee. E-mail me at mc2design@ameritech.net.

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.

from the board Ch-ch-changes . . .

By Sundeé Koffarnus

The C3 board has worked hard for our membership—we've refreshed our overall look, from our logo to our website and newsletter. We've continued to bring you interesting and informative programs: most recently, our "Think Out Of The Box" marketing series with Lennie Rose and Larry Minsky, and the Memory program. And for fun, we've also hosted the usual—our holiday party and annual outing.

To continue into the next board year, we need to fill some board positions. So, besides having ideas for C3, maybe you will consider volunteering your energy and some extra time to keep C3 on track. In exchange, you will most likely sharpen your leadership skills, feel a sense of accomplishment, and learn about the inner workings of running an organization. **BONUS** — this will look good on any resume :-)

Think about it. This can be your opportunity to challenge yourself as well as shape the future of C3. We'd be more than happy to have you on "board"!

Open board positions for the 2007/08 term are listed below:

President	Nate Marks
VP	(OPEN)
Secretary	Mary Wagner
Treasurer	Carolyn Aronson
Membership	Michael Tanimura
Programs	Michelle Crisanti, Susan Marx
PR	Beth Ruark
Internet	Jeff London
Publication Resources	Jason Feinberg
Newsletter	Cindy McEwen, Brent Brotine
Education	(OPEN)
Director of Special Projects	T. J. Hine

Each term is 1-year. Board members are elected to fulfill a specific role that supports C3's goal: to connect small businesses in a big way to help them be more successful.

Submit a nomination by sending an email to Cindy McEwen at macindy@aol.com. ●

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

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 Fox River's EverGreen® 50|50, manufactured with 50% bamboo fibers and 50% post-consumer fibers. This recycled sheet offers a surface enhancement for superior print performance, and is FSC and Rainforest Alliance certified.

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

Strutting Our Stuff at NAWBO

By Cindy McEwen

There was energy in the air as the 3rd annual National Association of Women Business Owners (NAWBO) Affiliates Reception opened on Feb 22. For the second year, C3 had an affiliates table to share information about our group and its members to Chicagoland business people.

Membership brochures and applications were handed out to prospective members. But in addition, we showed sample Member Profile pages from our website. While all of our members are listed in the Directory by specialty, our Member Profile pages highlight our members' work with links to their own websites. Many attendees who weren't in the communication arts field and not appropriate for membership were impressed with the ability to find creative professionals for possible projects of their own.

Also very impressive were the free C3 calendars. Many were handed out as examples of our members' creative work and how we work together to achieve a

common marketing and design goal. These put the C3 name out in public for many months to come as well as the artists who worked on the calendar.

More than 200 people attended to network and partake of wonderful food and beverages provided by Maggiano's banquet facilities. Gail Zilitzky, NAWBO Affiliates chair, welcomed all those present and introduced the other speakers, Angelika Coghlan, external affairs director, and Catherine Lee, Chicago president. Representatives of sponsors CNA and National City Bank also spoke.

NAWBO members weren't the only ones networking. Information was collected from attendees and other affiliates for consideration in partnering and upcoming program topics. The results of these affiliations may come home to C3 in the future. All in all, a good time was had by all. ●

Networking

Who Do You Know?

Author Maria Piscopo is no stranger to C3 members; as a guest speaker at several C3 events, she always draws a big crowd as she offers marketing advice to creative professionals.

You won't want to miss her recent article, "It's Not What You Know—It's Who You Know," posted on the Pixoasis.com website. She explains the benefits of using client, community, and peer associations to enhance your marketing plan.

Piscopo says networking using professional associations is effective and successful. Visit the website pixoasis.com/modules. ●

consolidated ad

MARKETING SERIES #1

Guerilla in the Room

by Brent Brotine, photos by Lou Russo

While she's nowhere near the "800-pound" mark in real life, she knows all about making that kind of impact and more. She's PR strategist Lennie Rose, and



C3 members and guests were treated to her insights on guerilla marketing at the first installment of our Marketing Series programs on Tuesday, March 13th, at Chase Park Fieldhouse.

Actually, Lennie started to specialize in guerilla tactics well before the term became common. As Lennie believes one should always play to strengths, we began the meeting with each attendee describing his or her "gift" to the public. Lennie then shared a number of successful guerilla concepts that we all could adapt to make our own businesses and our clients' businesses better known. For example, we heard about:

- Promoting a book on party planning by hosting an "elevator party" in the John Hancock building



- Building clientele for a physical trainer with a *Fit Eye for the Fat Guy* contest
- Creating the world's largest thong from 20 feet of black lace to promote a custom lingerie company
- Conducting a fashion show on an 'L' train as a low-rent but also successful version of the notorious "vertical fashion show" that had models walking down the sides of buildings.

Lennie believes that the best ideas are those in which the other side of your brain says "you're crazy." Ideas should be achievable and affordable, with enough cachet to capture media attention. Because the media landscape has changed, with newspapers predicted to become obsolete, you can get your information out into the public domain without the expense of past decades.

Lennie is the president of Rise PR LLC in Oak Park and can be reached at lennie@risepr.com. ●

Upper Right: Lennie Rose is enthused . . .

Left top: And Kathleen Kearns is amused . . .

Left bottom: But is George Pfortner confused?

portfolio **Steven E. Gross & Associates**
profile **photography**

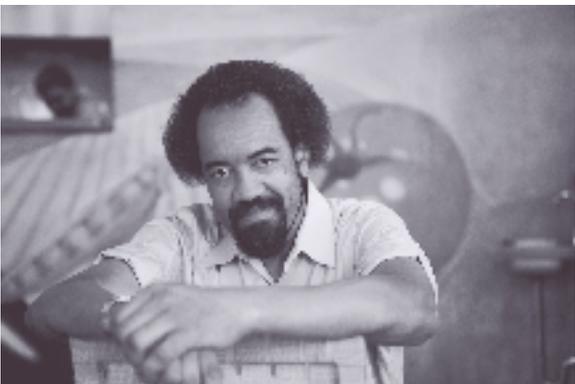


Steven E. Gross shoots amazing wedding photography. You know from experience. But did you know he also shoots portrait, editorial and event photography? He's been shooting everyone from CEOs to factory workers and students for the past 25 years.

Visit his new website at www.stevenegross.com.



Steven Gross
Steven E. Gross & Associates
Commercial Photographer
773.509.9393
steven@stevenegross.com



member news

Hot Off the Press! *Bead Love* is the name of the new book from Lark Books in which a necklace by **Cindy McEwen** is featured. The piece, called Three-Strand Cinderella Necklace, highlights one of her handmade glass art beads in the Cinderella Lace series. It includes stringing instructions for the neck piece and a short artist biography.

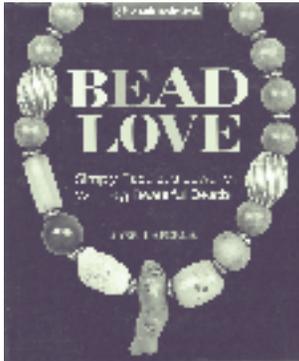
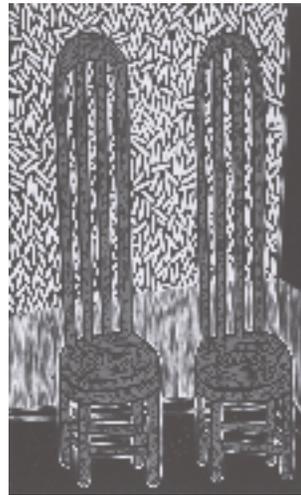


Photo by John Brown

Steve Starr and three foolhardy friends hiked to the Colorado River on the infamous Tanner Trail on the southeast rim of the Grand Canyon. After logging 28 miles over rocks and ledges, he got to see the canyon from several incredible vantage points. All body parts currently seem to be intact.

Robert Tolchin recently had two photographs selected for "Photography 2007," a juried exhibit at The Art Center, Highland Park; <http://www.theartcenterhp.org/>. One of the images received an Award of Merit. The pictures can be seen on the blog section of his website <http://www.roberttolchin.com>.



Two Sisters, photo by Judy Zeddies

Judy Hinkes Zeddies will be showing her fine art printmaking (etching, woodcuts & monotypes) at the following Chicago area art fairs this summer: Geneva Art Fair July 28-29; Evanston Lakeshore Art Fair August 4-5; Bucktown Arts Festival August 25-26. For complete details about these and her out-of-town shows go to www.judyzeddies.com

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

Full Page	6.75" x 10"	\$88M	\$100NM
Half Page Horizontal	6.75" x 4.75"	\$78M	\$90NM
Third Page Vertical	2.75" x 10"	\$55M	\$68NM
Third Page Square	4.75" x 4.75"	\$55M	\$68NM
Sixth Page Vertical	2.75" x 4.75"	\$38M	\$50NM

ad sizes are width by height
M - Member price
NM - Nonmember price

Classified Advertising

C3 MEMBERS RATES

Free for the first 30 words, 10¢ each additional word.

NON-MEMBERS RATES

\$25 for the first 30 words, 25¢ each additional word.

new members

Tommy DiGiovanni
Tommy DiGiovanni Design
multimedia/web
tommy@tdigiovanni.com
312.399.3401

Steven Gross
Steven E. Gross & Associates
Commercial Photographer
steven@stevenegross.com
773.509.9393

Nelson Sears
Michigan

Nandor Tamas
Stung Media LLC
multimedia/web
nandor@stungmedia.com
630.667.4537

C3 Talks with Beth Ruark

Photo by Mary Ann Alexander



Name: Beth Ruark

Company: B&Co.

Occupation: Creative Director with marketing experience

Current Project: School invitation for 90th anniversary

Dream Client: A Japanese hotel

Family/Kids/Pets: Married to John Ruark, we have 2 daughters Hannah–9 and Grace–7, a pet cat named Ginger, 2 fish named Seadra and Violet

Hobbies/Interests: I am president of a women's investment club, and I play 2 hours of tennis each week.

Gadget I Can't Live

Without: Small gizmo that froths the milk in my morning coffee

Favorite Movies: *Love Actually* and *Babel* (my sister was the co-producer)

Favorite CDs/Recording

Artists: I've been listening to Jack Johnson, Frank Sinatra, Jonathan Richmond, and Louis Prima.

Favorite Website: Woot

Favorite Food: Dark Chocolate

Favorite Restaurant:

Anna Maria Pastaria– two sisters from Italy, you'll have to wait for the tiramisu occasionally, because they make it at their house

Places I've Traveled: I

lived in Florence, Italy, for a semester. I traveled all through Italy, England and France. I was sent to a typography conference in Barcelona while working for Helene Curtis. Also, I've been to most of the 50 states; my father loves traveling by car.

The One Thing Nobody Knows About Me:

I studied Japanese.

Three Things in my Medicine Cabinet:

Scented soap, gardener's hand cream, and pearl earrings

If I Won the Lottery,

I'd: Buy a lake house in Grand Haven, Michigan, and wildly invest in all the great companies I've been reading about.

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.



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www.ChicagoCreative.org