Working as a creative in the cold world of business, we can easily get our creativity squelched. So how do we stay creative and feel alive when the bills are due, the projects pile up, and time marches on?

At our February meeting on Thursday, February 21, 2008, at Portage Park Center for the Arts, C3 members (including two newly-minted members!) and guests were treated to an examination of the joys and trials of living and working creatively, along with a few practical tips and tricks to nurturing creativity. Denise Laurin, a self-employed designer and creative coach for design professionals who is “walking our path,” presented under a title that got heads nodding and attention rapt: “How to Keep your Creative Soul Alive in the Soulless World of Business.”

The essential challenge creatives face, Denise said, is a culture that places little importance on art (deriving from the surprising artist-hater Plato). We also face a current cultural paradigm that places success and happiness with all the wrong things. The winner in today’s world is the person that has the big house, the fancy car, the extensive travel itinerary, the hefty salary, and even some designer clothes. But what about the winner in today’s world? Control over our own future, wrestling the reins away from external forces and driving our own carriage?

From Denise’s experience, she offered seven aspects of living a creative and abundant life:
- A deep connection to the self;
- Accepting work that’s in alignment with who we are (and being aware when we don’t);
- Abundant compensation for our work, valuing our work, and having confidence in our work;
- Freedom to determine our own schedule;
- Control over our process and working circumstances;
- Time for personal well-being (physical and emotional); and
- Time to nourish close relationships.

For creatives who want to learn more and determine their own paths to a creative and abundant life, Denise offers personal coaching and one-day seminars. Interested C3ers can check out her website at www.makealivingcreatively.com or contact her at 630.483.3404.

Photos by Cindy McEwen
Adapting to Change
by Nate Marks

The creative process in itself is powered by change. Whether we make a living via marketing communications, graphic design, photography, video, cinema, writing, illustration, or any other creative service we are always engaged in changing things. Via our education and training we are the people who others come to for change.

Today, with computer technology, we have more alternatives and tools then ever before to create change. But, change by itself is not what we are empowered to do. As professions we get assignments from our clients to create change for very specific reasons and within very specific parameters. Our primary tool is a creative mind. That is, we need to be critical about our objectives, but we also need to observe, quantify and to think in an analytical manner in order to produce creative materials for our clients — materials that will successfully solve their problems and develop opportunities for their ideas, services and products.

That alone is not an easy task, but add to that a continual changing society and technology base. Now we need to add a new and a more powerful tool to our bag of tricks. That tool is the ability to rapidly adapt to change — much more and much faster then previous generations. And, those who come after us will find the changes to be even greater and most likely even faster. Look around you. Are you working in the most recent versions of the software products that you need for your profession? How many versions behind are you — and how many versions are about to hit the market. If you want to keep pace you must adapt to these new products — and you must become an expert in them while awaiting the next generation of that software, or computer, or camera, or media output device.

So, the question is if things will go on continually changing, and this change will become even more rapid, how do we as creative individuals prepare ourselves to adapt to this New World? As we are seeing all around us, we already need to be able to deal with change on a daily basis. One way is to adapt a lifestyle that is always prepared for change. We can do this by keeping up with the journals that effect our particular career field and by attending workshops, seminars and conventions. Another way is that we must face the fact that change will always be coming. Change is the one constant that impacts all of our lives in a modern society, so we must be prepared for it — and embraces it. Just as a flexible twig bends in the wind, we must bend with the times.

C3 realizes the challenges that we, as creative individuals, face each and every day. And, C3 attempts to deal with these changes by offering seminars and workshops on a variety of subjects on both technology and lifestyle issues. If there are topics that you wish for us to cover, please communicate your desires by writing to our newsletter or to a member of our Board.
Join In and Turn Out
By Susan Marx

Have you been enjoying our programs the last few months? We’d love you to join the programs committee to help select programs for the remainder of the year and early next. With your involvement we can plan events YOU want to participate in. Please contact me if you’d like more info at shmarx@yahoo.com

Here’s what we’ve got coming up in the next few months:

April  New Marketing Media
   We’ll have speakers discuss such things as LinkedIn, Blogs, Podcasts, e-lists — you name it. Bring your questions!

May  Designing in Green: This is Part Two of our Sustainability Series.
   We’ll talk about recycling as it applies to our creative businesses (where to donate computers, how to buy paper and ink, what to do with photography chemicals, etc.)
   We’re currently finalizing the dates on the events above, so please check the website for exact dates and locations.

June  We’ll be honoring past presidents of C3 & Women in Design at our Annual Event.
   We’re planning a fun night — looking back at our past and forward to the future of design and C3!

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.

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

Calendar Wrap-up
Ready For Desk Duty
By T. J. Hine

Connecting, engaging, networking — the three principles of the Chicago Creative Coalition and the theme of the 2008 C3 calendar project. Begun in the fall, the project came to fruition in December with the printing of 2,000 copies of the 18-month desk calendar.

The calendar is unique. The monthly pages nest inside a CD case that opens to sit up on a desktop. The 18 participating members each interpreted the theme in their own way on the front panel, using the back of their page to promote their businesses and capabilities.

Interpretations ran the gamut from tracing connections that led one designer’s parents to meet in an internment camp to illustrations that capture the need of the artist to connect with others. All participating members received 100 calendars and cases for their own promotion, with the balance going to C3 for marketing.

Printed by member Tim Walsh at Blooming Color, the finished product came out beautifully. C3 President Nate Marks concurs, “I’m really proud of this year’s C3 Calendar, because it continues to present to the marketplace the great talent that the members of our organization possess. As in past years, the variety of solutions which have been developed around a central theme is quite impressive.”

C3 would like to have as many calendars distributed as possible. To request a supply of calendars for distribution, e-mail me at tj@hinephoto.com.

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
Rolland 70# text Smooth White, 30% post-consumer waste.

Process
The press, the prepress and platemaking processes are chemical free—printed courtesy of Consolidated Printing.
Never Bored at Board Meetings  By Michael Tanimura

As 2007 waned and 2008 waxed right in, your humble C3 Board of Directors continued working to make membership in the organization meaningful to all. This in itself is no easy task, since only about a third of the membership attends programs and FMOs, or gets involved in special projects. With little-to-no feedback, board members mostly fall back on the strategy of producing events we would like to attend.

As programs for the remainder of the year were fleshed out, and reports from the other standing committees given, I was again reminded why I am involved with the organization — for all of the banter and networking that occurs before, during and after the official board business.

I have been on the C3 board since its inception in 1999, and during that time have been blessed to have been able to network monthly with graphic designers, illustrators, photographers, printers, programmers and copywriters. We all have in common the field of communication arts and a desire to “be successful”. How we each define that success, our experiences and knowledge of the trade, our specific skills and client-bases varies widely. And those differences — they make all the difference.

We talk about the latest Apple success (or blunder), gripe about clients and the economy, share tips and tidbits from our various areas of expertise or just gossip about mutual acquaintances (or complete strangers) in the industry.

While some might find regularly devoting hours of time to board meetings an onerous task, I know they are the biggest benefit I get from C3. Not only do I learn, share and grow with each encounter with my colleagues, I have established a professional network of peers that would (oddly enough) outlast my time in C3.

Whether I have a technical question about hardware or software, want to know about a photographer or illustrator who specializes in a certain style, or just want a suggestion on where to grab lunch after a meeting in the loop, I know whom to contact.

Because of my involvement with the C3 Board, I am networked.

A new member emailed me recently and asked how she could get more involved. I quickly responded, “Come to our next board meeting.” I guess this is my more considered answer, masquerading as a board report.

It takes a lot of work to be environmentally conscious. But we believe that taking care of the earth is crucial. That’s why we:
- use petroleum-free vegetable inks
- washup presses with bean and seed esters from American Farms
- recycle waste into roofing tiles, asphalt or park benches
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Printed green using sustainable practices beyond vegetable ink and recycled paper.
In The Loop With InDesign

She’s called “the answer lady,” and Tina DeJarld lived up to her reputation by bringing her know-how on Adobe InDesign to our FMO presentation on Thursday, January 17th. Our audience of InDesign users was all eyes and ears as Tina took us through a wide range of best production practices for getting the job right.

Tina is a Partner at print and design firm Creative Quadrant in Chicago, as well as a production management specialist working with Chicago Press Corporation. She’s an expert troubleshooter, having been involved in publishing technology since the beginnings of desktop output, and is a working member of the Professional Prepress Association.

Among the valuable tips and techniques Tina presented were:
• The “Paste Without Formatting” text option is a huge timesaver when preparing alternate versions, because you can pick up attributes of whatever you are pasting to. The keyboard combination is Command-Shift-V.
• CS3 has made the Find/Change tool more powerful than it seems, as you can search and change attributes, not just words. Even colors!
• Perhaps the biggest “WOW!” feature in CS3 is Multi-file place. When importing graphics, you can choose many pictures as once and the place cursor holds them all, so you don’t have to keep going back to the place command and find the next one.
• One of the great under-used features is Mixed-Ink in the Swatch palette. If you are working with spot colors, or a combination of spot and process, you can create combinations of these inks and give the illusion that a lot more colors were used. This newsletter utilizes these mixed ink colors.

Our thanks to Chicago Press for the tote bags that all C3ers took home. In addition, our lucky door prize winners included Jason Fineberg, Claudia Hine, T. J. Hine, Kathleen Kearn, Susan Marx, Steve Starr and Gail Thompson.

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Holiday Party

By Claudia Hine
Photos by T. J. Hine and Victor Powell

Our third annual Festivus holiday party was a smashing success, and no doubt several members have already smashed the “presents” they received at the white elephant gift exchange. Held December 7 at the photo studio of T. J. Hine, C3 members and their families enjoyed a potluck supper, scrumptious desserts, and the opportunity to regift some unfortunate items from their stash.

Oh, you thought you were so clever . . . bringing back that ceramic fish candlestick. Yet, somehow, last year’s horror became this year’s sought-after treasure, as members swapped and stole from each other — often to ensure they didn’t take home what they brought.

With several child-appropriate gifts, do-it-yourself S’mores, and a screening of “Elf,” this annual event is fun for the whole family. Thanks to the Programs Committee for organizing . . . and wait ’til next year. That fruitcake will be back!
1. **Turtle Island:**
Package design for 2 flavors of Turtle Island Soup

2. **2005 Mackinac Race:**
Logo for the 2005 Chicago to Mackinac Sailboat race and other various logos

3. **Alma Foods:**
Package design for Alma Apple Chips

4. **Truman College:**
Cover designs for Truman Catalog & Student Handbook

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Carolyn Aronson
Aronson Graphic Design
773.327.0791
aronsoncj@sbcglobal.net


Susan Marx developed a presentation for small companies and organizations entitled, “Your Marketing Materials, Four Steps to Great Design.” Susan talks about creating a mission statement, researching clientele, choosing a graphic designer and prioritizing materials. If you or someone you know would be interested in hosting this free lecture, please contact Susan at 773.275.1315 or www.susanmarxdesign.com.

Marilyn Jones proudly announces that for the second year, Consolidated Printing was awarded the Governor’s Pollution Prevention Award. They are the only printer to ever receive the award, and to be honored for two consecutive years is fantastic!

Consolidated was also a Gold Winner in Appleton Paper’s “U B The Judge” Competition, winning for the FPDCC Natural Areas and Activities Map.

Ni Hao was the greeting of the week when Cindy McEwen and husband Gary Adcock traveled to Shanghai, China in December. While Shanghai is the most modern city in China, claiming more high-rise cranes than anywhere else in the world, the city is still a mix of old and new. Most of the trip was spent seeing sights, walking, shopping and eating. The Yu Bazaar and Gardens, Taikang Lu Art Street, Xintiandi with the Shikumen House Museum, the Bund district, French Concession, People’s Square and modern Pudong business district were some of the highlights. Food of all types was sampled at both street vendors and some of Shanghai’s most contemporary restaurants. This included Shanghai’s famous xiaolongbao and shengjianbao steamed buns — delicious!

Robert Tolchin was awarded First Place for his photograph “Man With Hat” in the members exhibit, “In View,” at The Art Center in Highland Park.

new C3 members

Amy Lillard
Independent Writer
amy@amylillard.com
312.543.3264

Dave Smith
Printer
Mission Press
dave@printingthatrocks.com
312.455.9501 x4

Robert Straszewski
Salt Communications
312.787 9580
straz@saltcomm.com

Big Shoes to Fill

By Cindy McEwen

If you didn’t pick up your Gift Certificates from Big Shoes Network for your FREE promotional listing and job/intern postings at the last C3 program, they are now available.

C3 members receive a free company listing for a year on the Big Shoes Network’s Resource Directory, a savings of $100. This includes your name, location, phone number, web address and a brief profile of your company’s capabilities. On top of that, members get 3 job postings and 3 intern postings by signing up for the “Size 3” Job Posting Package, a value of $480.

Big Shoes Network is a website directed at the advertising, communications, graphic design, marketing, public relations and web design industries in Illinois, Wisconsin and Minnesota. They are trying to build awareness in Illinois. Check them out at www.bigshoesnetwork.com.

This business-building tool is another benefit of being a member of C3. So pick up your Certificates at the next C3 event. If you are unable to attend, please contact Cindy McEwen at macindy@aol.com to receive your Gift Certificates.
Name: Claudia Hine
Company: Penton Media
Occupation: Managing Editor of Paper, Film & Foil Converter magazine
Current Project: 200-page Buyers Guide and a redesigned web site
Family/Kids/Pets: One husband, T. J., rescued from bachelorhood, and one mutt, Banjo, rescued from The Anti-Cruelty Society
Hobbies/Interests: Gardening, antiques, flea markets, ancestry. Currently taking Banjo to agility classes.
Three Words that Best Describe Me: Dependable, organized, kind

Gadget I Can’t Live Without: Manual can opener
Favorite Movie: The Philadelphia Story—Cary Grant, Katherine Hepburn and Jimmy Stewart—what’s not to love?
Favorite CD/Recording Artist: Running on Empty by Jackson Browne—the kind of CD that takes you on a journey from beginning to end
Book I’m Reading Right Now: P is for Peril by Sue Grafton
I’d Give Anything to Meet: Johnny Depp
Prized Possession: Why, my Friend of C3 Award, of course!
My Inspiration Comes From: Beautifully landscaped gardens
Favorite Food: Italian but Chinese is a very close second
Favorite Restaurant: Danilo’s at Grand & Halsted. It closed a few years ago, and I still haven’t gotten over it.
Favorite TV Show: CBS News Sunday Morning—always worth getting up early for.

Favorite Radio Station: WXRT—I especially like Saturday Morning Flashback.
Places I’ve Traveled: Took a fabulous vacation to Italy last year (just as the dollar hit an all-time low). I’ve been to Canada, Mexico, Venezuela, and Israel, but some of my favorite vacations have been right here in the U.S.— Arizona and the Grand Canyon, NYC, New Orleans and the Gulf Coast, and San Francisco.
I Always Find this Funny: The Bliss comic in the Chicago Tribune
Favorite Way to Chill Out: A glass of wine and a wicked game of Scrabble with my husband. He can’t spell, yet he beats me every time!
If I Won the Lottery, I’d: Share. Then I’d finish restoring our 1890’s Victorian home (retaining the modern-day plumbing, of course!).

Help Yourself To These C3 Member Benefits
At the same time C3 supports your creative business growth, we bring you a wide variety of opportunities to help achieve personal and professional development. These include:
• Social events and outings
• Reduced rates for C3 Program events
• Reduced rates at the Program events of affiliate professional organizations
• For Members Only workshops at a special $5 rate
• Members-only E-mail list for exchanging ideas
• Profile Page on the C3 Website for promoting your business
• Professional exposure with your free listing in the C3 On-Line Directory
• Quarterly newsletter with free and discounted advertising space
• Mentoring opportunities
• No-cost job postings plus Premium Listing at the Big Shoes Network website

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.