Most C3’ers know Anne-Marie Concepción reverentially as “Her Geekness,” but after our April 10 monthly meeting she might also be addressed as “Her Blogness.” That’s because she kept an audience of C3 members and guests at Portage Park Center for the Arts spellbound as she presented “New Marketing Media: Promoting Yourself with Blogging, Podcasting and other New Media.” Anne-Marie is President and Creative Director of Seneca Design and Training in Chicago.

She began the evening with an introduction to the range of Web 2.0 tools, including how the design community is connecting on such sites as MySpace and Facebook. Anne-Marie toured the site CreativeHottlist.com run by Communication Arts where many creative people are posting portfolios.

Anne-Marie explained the ins and outs of starting and managing a blog, and showed examples both of blogs she likes and her personal work. She demonstrated such blogging tools and hosting sites as Blogger and WordPress, showed us how to build a basic blog, and explained the benefits of using installed WordPress software on your own computer for use with your own site host.

We compared the advantages and disadvantages of blogs vs. regular web sites for designers. Anne-Marie recommends putting portfolios onto personal blogs because samples can be easily categorized. She demonstrated how RSS feeds work to distribute blog content, and explained how NewsGator, Google Reader and other programs make for easy reading.

For InDesignSecrets.com, which Anne-Marie co-writes with David Blatner, a companion podcast is distributed both on the site and on iTunes. Anne-Marie is ready with the scoop. She explained how advertising and affiliate marketing programs work, and why it can pay to become a recognized expert on high priced goods and services. A question and answer session ended the evening, with a door prize drawing for books and T-shirts.

Anne-Marie Concepción is a cross-media designer, software trainer and SEO consultant. She owns Seneca Design & Training, Inc. (www.senecadesign.com) in Chicago, Illinois. You can reach her at 773-539-3531 or at amarie@senecadesign.com.
In a few short weeks (at our Annual Meeting) we will be celebrating the thirtieth year of the founding of Women in Design/Chicago. Our organization owes a lot to Louise Tessing and a group of courageous women designers. And, as you all know, in the 1990’s Women in Design/Chicago’s mission changed and it changed its name to become our present Chicago Creative Coalition.

The past thirty years has changed the way all of us produce our work: from hand skills to computer skills and from print, radio and television to several other media opportunities including the big three. If the last thirty years produced such a shift in skills and media what will the field look like in the next thirty years: in 2038. Obviously, this will all be speculation, but lets take a look at some predictions that I believe it will take to work in that world.

- Ninety-percent of all commercial materials will be electronic—from mail to direct mail; from newspapers to magazines and books; from education to advertising.
- Since ninety-percent of all publications will be electronic the distribution of the other ten-percent will be via electronic means. There will be no more newsstands or magazine racks and bookstores will be quite different—instead of shelves of books there will be a multitude of electronic screens from which to select books, periodicals, greeting cards, etc. When you select what you want you will get an electronic version or a hard copy delivered where you want it—either that same day or the very next day.
- Paper will account for only 10% of graphic and media items produced.
- Distribution of paper-based media products will be severely limited and then mostly by electronic printout or same-day/next day physical delivery.
- Paper will be used mostly for fine art projects. Although non-media paper products for the home, office and structural elements will be in abundance. There will be only a few paper companies in existence worldwide and they will be mega-size companies.
- Printers using printing presses will be non-existent, or used mainly for fine art purposes. Almost all what are now “printed products” will be delivered electronically.
- The computer as we know it will be obsolete. A flat screen device that combines the best technology from both computers and televisions will replace it.
- This new device (let’s call it a “comtv”) will be voice and touch-screen activated. There will be no CPU or keyboard or joysticks or other external devices. Everything will be wireless.
- All the programs that we rely on today, i.e. Photoshop, InDesign, Illustrator, etc. will be gone or morphed in new verbal and touch-screen programs. Because of this we will all need new skill-sets yet to be conceived or developed.
- Many of the programs that we work with will have a three-dimensional feel and a virtual world experience on screen.
- Except for certain fine art forms all design (and most fine art) will be created electronically.
- Fewer and fewer designers, illustrators, writers and photographers will actually work at a company location.
- More then half of the design work will be done offshore.
- The basic language for the design community (worldwide) will be English.

Now these are just predictions and as society rolls forward some of them may come true, while others will be years down the road—and still others, that we cannot as yet foresee, will come to be standards in the industry. It would be interesting to find out what your predictions are for 2038. Please send them along to me and I will write another piece including what you all have to add.

Hope to see everyone at the C3 Annual Meeting at 6:30 p.m. on Friday, June 20 at Reza’s restaurant in Andersonville.
Join In and Turn Out
By Susan Marx

We’re planning a great Annual Event this year and hope you attend. Since it’s C3 and Women in Design’s 30th anniversary, we’ll be honoring past president’s of Women in Design. Please join us at Reza’s restaurant, 5255 N. Clark Street in Andersonville on Friday, June 20, 6:30 p.m. for an evening of fun, great food, drink, music and remembrances! Please check the website (www.chicagocreative.org) for more details.

This summer we’ll have our first Programs Committee meeting to discuss and plan out programming for the 2008-2009 season. Do not miss this meeting! One of the advantages of belonging to C3 is that we are a small organization and your voice can be heard. If you have an idea for a program we want to know about it.

Plus, you can look forward to another outstanding Gallery Walk as the highlight of our Fall programming. Watch for details.

We hope you’ve enjoyed our programs this year. If you have any comments or suggestions, please email 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.

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

Your C3 Website
By Jeff London

In the continuing effort to improve the website and better meet the needs of our membership, we are pleased to announce C3’s new Members Home Page, accessible by clicking on the “Members Log In link” in the upper right corner of the site.

The initial offerings in this password protected area of the site include:

- Links to discount program admissions through paypal
- Member services
- Ability to edit your own C3 Directory listing
- The ability to create and edit your own Member Profile Page

A profile page allows you to choose from three templates all of which will present your contact information, including your email address and a link to your website. The templates also display samples of your work with images and descriptions.

Once you have posted a profile page it is easier than ever before to make updates and revisions to it. A “C3 Profile” link will appear next to your name in the directory, or you may chose to distribute the URL directly to prospective clients or friends. Once you have done this you may also start to hear compliments “Your C3 profile page looks great!” or “Gee your hair smells terrific!” though the latter is probably less likely.

If you need any assistance accessing or using these new member features please send an email to: web@ChicagoCreative.org. Also be sure to contact us with any suggestions for things you would like to see on the web site.

Click on the “List Your Event” button to suggest a Chicago area cultural event for the site’s home page (you don’t even need to be a member).

And click on the “Member News” button to let us know what’s up with you and your professional activities. We will post it on the Member news page of the site.

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.
from the board

Spreading the Word About C3  By Amy Lillard

Noticed some new faces at the C3 programs lately? I’m one of them. And I’m pretty impressed with what I’ve found.

The benefits that C3 provides are all the things that independent creatives in Chicago truly need. As a writer, I was looking for an organization where I could meet fascinating people, expand my business and creative education, and find support for those times I had burning questions and no one to turn to. I found it all. In return, I wanted to help. A few emails and a friendly board meeting later, and I’m now working as your director of marketing.

One of the board’s ongoing goals is to find others throughout the Chicago creative community looking for the combination of business-building and personal connection that can be found in C3 membership. Need a reminder of all the amazing stuff we offer?

• A non-competitive atmosphere with many different creative specialties
• A support system of creatives in all stages of their careers
• A networking hub, through meetings, listservs, and newly revamped website (thanks to our own Jeff London!)
• A promotion opportunity, through the website, events and more
• An education nexus, with informative, energetic and useful programming

So how are we promoting C3 to the Chicago creative community? The board is developing some exciting new marketing methods to continue to build our valuable membership roster. Over the next few months, we’ll be telling you about them. Expect to hear from us about marketing initiatives and about your fellow members, and get ready to value your C3 membership even more.

Your board is working hard, but we can always use help. Have some ideas? Want to get involved? Join the marketing committee. Email me today at amy@amylillard.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

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ad sizes are width by height

**M** - Member price, **NM** - Nonmember price

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<tr>
<td><strong>C3 MEMBERS RATES</strong></td>
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<td>Free for the first 30 words, 10¢ each add’l word.</td>
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<td><strong>NON-MEMBERS RATES</strong></td>
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<td>$25 for the first 30 words, 25¢ each add’l word.</td>
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**Blogging for Creatives**

Online Live Webinar:
Thurs, 6/26/08, 11:00a–12:30p

*You’ll be up and running the same day!*

As promised during her C3 seminar, *Online Marketing for Creatives*, Anne-Marie “HerGeekness” Concepcion is taking her presentation online in a series of 90-minute live webinars this summer.

The first session, *Blogging for Creatives*, focuses on using free Internet resources to easily create a promotional and marketing blog for your creative services.

**Registration** and more info: [http://creativesblog.eventbrite.com](http://creativesblog.eventbrite.com)

**Cost:** $79.00, includes materials, Q&A and follow-up support

**C3 Members:** Enter the coupon code *portagepark* for instant 20% discount!

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**Getting Creative About Environmental Responsibility**

By Brent Brotine

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1. Romance Of Tuscany Ad
   Consumer Ad
   Food Arts Magazine
   Client: Nestlé Waters North America
   Acqua Panna Brand

2. Football Stadium With Blimp
   Online Game
   $100,000 Playoff Payoff Trivia Game
   Supported by National FSI and Instore POS
   Clients: Wisconsin Milk Marketing Board & New York Style Bagel Chips

3. Create Something Hershey’s
   Sales Promotion Kit
   Pocket Folder contains recipe cards
   Client: Hershey®’s Foodservice

4. Revive Headline With Big Bottle
   Trade Show Booth Graphics
   One in a series of five 90” posters for National Restaurant Show
   Client: Nestlé Waters North America

Contact Information:
Bob Straszewski, Sr. Art Director
Salt Communications
straz@saltcomm.com
Blanca Robledo-Atwood displayed a painting and ceramic artwork in the “Bless Me, Ultima” art exhibition at the Beverly Arts Center, on display from April 4th through the first week in May. Some of Blanca’s works, along with a feature interview, are on the “Women and Success” blog forLatinas at http://www.mujerescaminoalexito.com/arts-culture/2008/3/16/a-passion-for-true-expression.html

Gail Thompson (center) and family members Jil Chauvette, Claude Chauvette and Aaron Chauvette (front) try on life vests on their first day of a recent 10-day cruise to the Panama Canal. Their 165 sq. ft. cabin aboard the Brilliance of the Sea, a Royal Caribbean cruise ship, conditioned them for life in a phone booth with endless amounts of good food. The cruise vacation was enjoyed by all.

Claudia Hine, managing editor of Paper, Film & Foil Converter magazine, reports PFFC’s September 2007 issue won the 2008 Publication of the Year award from the Printers’ National Environmental Assistance Center.

2008-2009 Board of Directors Nominations
The following slate will be presented for members’ vote at the June Annual Meeting. The position of Vice President is still open; if you would like to make additional nominations please send them to Nate Marks at nate@designmarks.com.

Jeffrey London (OPEN) President
Carol Backe Vice President
Carolyn Aronson Secretary
Susan Marx Treasurer
Michael Tanimura Programs
Michael Tanimura Membership
Jason Feinberg Publications

Brent Brotnine Newsletter
Cindy McEwen Newsletter
Nate Marks Education & Resources
Beth Ruark Public Relations
Amy Lillard Marketing
T. J. Hine Special Projects

Help Yourself To These C3 Member Benefits
By Cindy McEwen

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

new C3 members
Megy Karydes
Marketing/PR/Consulting
Karydes Consulting
312.560.2715
mkarydes@yahoo.com
C3 Talks with Amy Lillard

Hobbies/Interests: Reading, personal writing (a novel, essays, my QuietRebelWriter blog), and a few TV obsessions.


Gadget I Can’t Live Without: It’s not a gadget, but those interwebs are pretty darn essential for me.


Book I’m Reading Right Now: The Gravedigger’s Daughter, by Joyce Carol Oates

Favorite Website: Google Reader, where I access all my RSS feeds

My Fantasy Is: Get my novel published!

I’d Give Anything to Meet: Margaret Atwood

Prized Possession: My new loft – our first purchase!

My Inspiration Comes From: Reading authors and writers I admire, including Margaret Atwood, Cormac McCarthy, Salman Rushdie, Octavia Butler, and many more...

Favorite Food: Depending on the day, this could be Chipotle burritos, sushi, or chocolate covered raisins. Hopefully not all in one day.

Favorite TV Shows: Battlestar Galactica, Lost and How I Met Your Mother

Places I’ve Traveled: My biggies are Lisbon and Prague. Both company/client trips. We’re seeing Europe for free!

The One Thing Nobody Knows About Me: I had an unhealthy obsession with Molly Ringwald as a kid. An awkward redhead navigating adolescence? What wasn’t to love and aspire to??


Favorite Way to Chill Out: A tall cocktail, some rockin’ tunes, gazing out from our porch at the skyline. And since the 9-month Chicago winter is nearing its end, I can actually step out on the porch without freezing.

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:

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- 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.