



# CHICAGO CREATIVE COALITION

Connecting Small Creative Businesses in a Big Way

fall 2009

## Annual Meeting Winging it at the Art Institute

by Brent Brotine and Cindy McEwen

Designed by prize-winning architect Renzo Piano, the new, 264,000 sq. ft. Modern Wing makes The Art Institute of Chicago the second largest art museum in the United States. The wing is filled with astounding paintings, sculpture, photography, design and more renowned contemporary art, and is one of the most talked-about additions to the local cultural scene.

C3 members and guests were delighted to be one of the first tour groups to experience this building at our Annual Meeting on June 19. Our tour was ably conducted by adjunct lecturer Paula Wisotzki from the Museum Education department.

The new wing has two three-story pavilions, with a sky-lit two-story courtyard in between. The feeling is very open and airy, which highlights the paintings and sculptures beautifully. A dramatic pedestrian bridge that crosses Monroe Street connects the new wing to Millennium Park.

Exhibits are laid out chronologically from the third floor down, beginning with 20th

century European art. The third floor is crowned by Renzo Piano's ingenious "flying carpet," a steel roof structure over skylights that uses automatically-adjusting fabric scrim panels to filter outside light.

Among the artists whose works we viewed were Jeff Wall, Henri Matisse, Constantin Brâncusi, Vasily Kandinsky, Willem de Kooning and Pablo Picasso. A highlight was the room installation by Robert Gober, with a wallpapered room that included cat litter bags and a satin hand-stitched bride dress (respectively representing tidiness and an empty vessel, in case you were wondering.)

Our reception and Business Meeting followed the tour, with individual reports from all board members and election of the 2009–2010 Board of Directors. We were also pleased to honor Mary Badinger as this year's Friend Of C3 for her tireless service since 2004 providing expert layout and design of the newsletter you are now reading. Then aided by cheese, crackers and much wine, we spent the rest of an enjoyable evening discussing the great works we had seen. ●



photo by Cindy McEwen



(l to r) Life-like sculptures of polyresin were specially cast to resemble C3 members.

Everybody enjoyed this impromptu performance of *The Gerta*, *The Badinger*, and *The UGGs*.

Loren Santow finds it amusing as Amy Lillard picks out a cracker base for friend Johnny Lamb to sculpt Brancusi's *Golden Bird in Brie*.

photos by Victor Powell



## Thinking and Planning for Small Business Success

by Jeffrey London

C3's tagline, Connecting Small Creative Businesses in a Big Way, says it all. The unique goal of C3 is to encourage both the creative aspirations and the entrepreneurial efforts of our members.

In keeping with that spirit, I would like to remind you to sign up for C3's annual Gallery Walk, and to tell you about a small business event that I took part in this summer.

I participated in the City of Chicago's 8th Annual Small Business Expo, sponsored by the City Treasurer's office. The annual event is an excellent way to get out and tell people about your services as well as to learn about best practices and opportunities for your small business through a full day of workshops and presentations.

The event is free to attend, although I signed up to be an exhibitor this year. I paid \$300 for a table to show my brochures and samples in the exhibit hall. Just participating in the event required me organize my thoughts about what it is that I do and to produce some previously non-existent promotional materials.

The exhibit hall was a bustling place. Mayor Daley joined City Treasurer Stephanie Neely to announce the top three winners in the 2009 Small Business Plan Competition at the Expo. I didn't have my act together enough to enter the competition, but the top three business plans were awarded a total of \$10,000 in prize money. There's always next year.

I have never done this type of self-promotion before. This past spring, C3's Networking FMOs helped prepare me for what was an intense day exchanging "elevator speeches" with the other 1500 attendees. So all said and done it was an exhausting day that generated some good exposure and brought in at least one new client, enough to cover the cost.

The experience was a very productive exercise in taking stock, getting organized, and recognizing my own activity as the small business that it is. Watch for this event next summer. I think it applies to all C3 members as small creative businesses. Maybe you have a fantastic idea to write up as a winning business plan?

Regards

### 2009–2010 Board of Directors

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### C3 Newsletter

**Print & Mail Services** Marilyn Jones, Consolidated Printing  
**Newsletter Staff** Brent Brotine, Cindy McEwen, 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 e-mail them to him at [brent@brotine.com](mailto: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

The Programs Committee is off and running. After a productive BBQ at co-director T. J. Hine's home, the calendar year '09-'10 is planned.

We started the season on **September 16** with our own George Berlin giving an FMO on Simple Animation. Look for a recap in the next issue.

**October 21** brings the Annual Gallery Walk. Sign up today! In December we will have a holiday celebration corresponding with a C3 Art Show on display at the Flat Iron Building **December 11-13**. Watch for details!

Other projects we are working on include:

- Sappi Paper presentation on Paper Trends and Recycled Licensing
- E-mail Marketing Tips and Tricks
- Photoshop CS4 highlights
- Member Show and Tell
- Business Development using *LinkedIn* and *Twitter*

We will be pulling together dates and information soon. Looking forward to a great year of programming.

Any program suggestions please contact **T. J. Hine** at [tj@hinephoto.com](mailto:tj@hinephoto.com) or **Susan Marx** at [shmarx@yahoo.com](mailto:shmarx@yahoo.com)

### Upcoming **CAN DO** dinner dates

Oct 22—Fat Willy's Rib Shack  
Nov 19—Wing Hoe Restaurant  
Dec 17—Adobo Grill

For more information visit [ChicagoCreative.org](http://ChicagoCreative.org) or contact Nate Marks at [nate@AD-BIZ.BIZ](mailto:nate@AD-BIZ.BIZ)

For the latest information on any upcoming event, check the C3 website [www.ChicagoCreative.org](http://www.ChicagoCreative.org) or e-mail [C3@ChicagoCreative.org](mailto:C3@ChicagoCreative.org)  
*Programs are subject to change.*

## C3 Begins New Sponsorship Program

by Nate Marks

C3 now offers both members and non-members an opportunity to place products and services before of our membership through two Sponsorship Programs: an **Individual Program Sponsor** and an **Annual Sustaining Sponsor**. We offer these programs to our members, suppliers and vendors for the benefit of our membership.

### Individual Program Sponsor

By contributing \$200 toward sponsoring one of our various programs or events an **Individual Sponsor** will receive:

1. a month-long presence on both the Home page and Sponsor page of the C3 website
2. opportunity to deliver a 3-minute presentation at the sponsored program or event
3. permission to hand out materials at the sponsored program or event
4. their name, logo and web address on any promotions that we release for the program or event
5. a one-time, 1/3 page (4.75" x 4.75"), 2-color, ad in our quarterly newsletter, and
- 6) a one-time use of our membership mailing labels.

### Annual Sustaining Sponsor

By contributing \$1,000 an **Annual Sustaining Sponsor** will receive:

1. a year-long presence on both the Home page and Sponsor page of the C3 website
2. opportunity to give a 5-minute presentation at the Annual Meeting
3. permission to hand-out materials at the Annual Meeting
4. their name, logo and web address on all programs and event promotions that year,
5. a name introduction at all of our programs and events that year,
6. a 1/3 page (4.75" x 4.75"), 2-color, ad in each of our quarterly newsletters that year,
7. a 400-word article about their company in our quarterly newsletter
8. four-time use of our membership mailing labels that year, and
9. a one-year C3 membership.

To become a C3 Sponsor, or for more information on our Sponsorship Program, please contact Nate Marks, Sponsorship Director, at [nate@AD-BIZ.BIZ](mailto:nate@AD-BIZ.BIZ).

## How to Join C3

The easiest access to a C3 membership application is through our website: [www.ChicagoCreative.org/app.htm](http://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](mailto:C3@ChicagoCreative.org)  
or to the Membership Director: [Mike@sicreative.com](mailto:Mike@sicreative.com)

[www.ChicagoCreative.org](http://www.ChicagoCreative.org)

## Like What You See?

**Ink** Printed digitally on Xerox 700.

**Paper** This newsletter is printed on Mohawk Options 80# text, 100% PC white. A 100% PCW paper with an exclusive Inkswell coated to give the color of ink more pop without having to print on a coated paper.

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



photos by Cindy McEwen

## Social Networking Offers New Opportunities for Small Businesses

by Jennifer Armstrong

Social networking is changing the way people interact, both personally and professionally. It offers C3's independent business owners important new opportunities to build broad networks of peers and potential clients, showcase work to a wide audience, build credibility and weigh in on issues we care about.

On May 20, C3 was pleased to welcome Dayna Bateman, a senior strategic analyst for Fry, Inc., who provided unique perspective into how we can use online networking to help meet our business and personal goals.

Dayna explained that Web 2.0, the new generation of web sites that allows visitors to contribute content, is changing expectations about what information is available. Consumers can now read reviews about brands and add their own opinions to the global dialogue. And search engines now determine a site's credibility by its recency of content and number of inward and outward links.

Since you cannot participate in every social network, the key is to find the best fit for your needs. For example, if you want to build credibility for your brand, you could start a blog on Blogspot or Blogger, or build a following on Twitter. If you want to showcase your photos or art, consider Flickr or Etsy. To build a network of friends or colleagues, check out Facebook or LinkedIn. Or use a combination: whenever Dayna posts a blog entry, a "tweet" is automatically sent to her Twitter feed and a link appears on her Facebook status.

Here are a few tips for making the most of your social networking experience:

1. Build your image by observing traditional branding conventions (logos, style, etc.).
2. Help people find you by posting frequently, including tags and linking to other sites.
3. Attract visitors and compel them to return by posting visuals and keeping your text brief.
4. Foster interaction by providing a contact address and allowing comments.
5. Learn about your target audience by befriending people with similar interests, then paying attention to their content and the words they use to search and tag.
6. Protect your rights to the art, photos and content you post by exploring Creative Commons licensing.
7. Be careful about how much private information you share when posting publicly.
8. Build an audience by adding your comments to other blogs and sites. Just like in real life, said Dayna, meaningful responses foster reciprocity. Your comments, kudos, shared links and shout outs will always include a link back to you, so the more you interact, the more people can learn about you and reciprocate.



# Slicing and Dicing the Marketing Dollars!

by Nate Marks

Today we are seeing a tremendous expansion of communications: via the airways, the Internet, mass media and social networking. The upside of this phenomenon is that more and more people worldwide are getting connected and interconnected. The downside is that with so many ways to communicate, it is becoming more and more difficult for companies to determine just who their target markets are and where they should be putting their marketing, advertising and promotional dollars.

In this era of mass segmentation, now if an automobile manufacturer wants to reach its niche market with its newest hybrid vehicle it cannot simply place ads in a few select national magazines, major newspapers, and radio and television networks. Within the last ten years the traditional media have consolidated and we have seen a burgeoning of many new media types such as niche cable networks, videos, cinema advertising, Internet sites, social networking sites, digital environments, cell phones—and who knows what's coming around the corner.

This is especially disturbing in this down economy, because marketing and advertising budgets are dropping at the same time that the markets are being more and more segmented. To reach their target markets via television, for example, advertisers must divide their budgets into smaller and smaller segments in order to cover all of the individual outlets which are continually being established. But at the same time, competing screens mean fewer people are actually being presented with the client's message and, of course, less often. Spreading the message across so many media variations makes for much less effective advertising at a time when we need to sell more products in order to boost our economy.

You've probably noticed advertisers trying anything and everything in order to reach you — the consumer. On TV you will see a multitude of short commercials between programs — only a small fraction of which will ever gain your attention — and if one has a choice the commercials will either be ignored by a trip to the kitchen, or muted, or the program recorded without commercials. In addition, we're all getting advertising through our cell phones via email and Twitter. How many of those messages are we really paying attention to?

Here we are living in an era of mass communication where almost everyone has the ability to contact with just about anyone else on the planet for very little cost — and at the same time because of this enormous potential it is more and more difficult for companies to reach their target markets. The result is a lot of really ineffectual marketing and advertising campaigns as companies scramble to get their messages out to an ever shifting and ever segmenting market. Only time will tell just how we'll eventually resolve this problem. ●

## Member Review Juggling Data Between Computers The Easy Way

by Robert Tolchin

Like many of us, I have a number of computers that I use on a regular basis: studio and home towers, laptop and iPhone. This can create an organizational nightmare — what information is where? I've recently started using two free services that make organization a breeze.

Evernote is an application/service that syncs any data that you put into it between all of your computers. For example, a client e-mails me information about a new project. I create a job file for that product in my Evernote desktop application and cut and paste the info into it. If there is a pdf, photo or sketch with the project, that also gets dragged into the Evernote job file.

On a regular basis, my desktop app automatically syncs with the Evernote service and the updated information will appear on all my other computers and on my iPhone. And of course it goes both ways. Let's say I scout the job location. I put my scouting notes and photos into the app on my phone or laptop, and by the time I get back to my home or studio, that info is on all of my computers. With Evernote, I no longer have to carry a PDA.

The program even scans any graphic file for text and makes it searchable. When someone hands me a business card, I can take an iPhone picture and be able to find it by keyword months later.

In like manner, Delicious is a service that stores and organizes your bookmarks on line so they are accessible from any computer, anywhere. You can organize your bookmarks using tags you define. I like using "ToRead" for articles I don't have time to view, so I can read them later if I'm somewhere waiting in line. While you can share bookmarks with others if you like, you can also keep them private. ●



*Cindy McEwen's not-for-publication joke sets Mary Badinger in hysterics before she can accept her Friend of C3 award from Jeff London.*

photos by Victor Powell

## Mary Wagner

Mary Wagner Inc provides creative that is brand right and speaks to the customer for a diverse range of clients in retail, insurance, banking, packaged goods, and business-to-business industries. The work ranges from signage, packaging, advertising, direct response, and electronic media, to internal corporate and sales materials.



### DOTS LLC

**Brand Standards Manual:** Establish standards of use for existing brand elements. Topics include use of logo and color palette, brand personality, style and how to apply to consumer and corporate materials.

### Seasonal Sign Package and Trend Book:

Seasonal window posters highlight the hottest fashion trends. Coordinating twelve-page booklet informs sales associates of current trends, how to create the look and gives sales and merchandising tips.



### ULTRA DIAMONDS

**Canadian Diamonds POS:** Retail Case Display and Product Brochure tells the unique environmental story of the diamond mine. Three raised surfaces on display create dimension. Brochure sells product and is an educational tool for the target market, first-time diamond buyers.



### ROUSE HOUSE MUSIC

### Music CD Packaging and Interactive PDF:

Creative was inspired by the title song *Virginia Beauty*, an ode to the State of Virginia and the Virginia Beauty apple. Interactive pdf included on CD was loaded with facts, photos, and links related to Virginia, song lyrics, sheet music, bio on lyricist/performer, and order form.



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## member news

**Steve Starr** vacationed in San Francisco and Sacramento at the end of June where rumor has it they have stolen our summer weather. It was sunny and 80's in San Francisco and 105° in the central valley surrounding Sacramento. Highlights included a hike on Angel Island, running a 10K race, floating down the Yuba River, wine tasting in Grassville and watching the ever so colorful gay pride parade.



**George Berlin** taught a class on 4-week flip-book animation for kids 8–12 at Flourish studio in Lakeview this August. It covered basic drawing and animation technique on flip-books as well as animating faces and special effects. George also participated in the Fall smARTshow at the Flat Iron building in Wicker Park (where he's a member of Gallery 203) as well as performing several dates with his acoustic group Black Bottle Junction in collaboration with the smARTshow.

**Marilyn Jones** was a panelist at Print '09 Show at McCormick Place, speaking at the "What Designers Need To Know" session. She reports that Consolidated Printing was featured in the August issue of *Business Week*.

**Judi Ballantyne** reports that she forwarded one of T. J. Hine's frequent job opportunity postings on the C3 list to a friend who followed up and got the job. While we hope this nets C3 a new member, more importantly it shows the value of our C3 list postings because networking does pay off!

### New C3 Member

**Jan Smith** • Jan Smith Communications LLC  
jan@jansmithcommunications.com • 312.479.8512



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# MEMBER BENEFITS

## 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 ●

## 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 display and classified ads are available to members and non-members.

For more information contact Cindy McEwen at [macindy@aol.com](mailto:macindy@aol.com)

# creative's corner

photo by Diann Squiers



**Name:** George Berlin

**Company:** Eye of the Hurricane Studio

**Occupation:** Animator Extraordinaire!

**Current Project:** Animating a video adaptation of "Getting to Know the World's Greatest Artists: Edgar Degas" from the book by best-selling children's author-illustrator Mike Venezia. I'm also working on my second short film "The Bee's Knees", the tale of a little bee who meets the flower of his dreams — and then almost loses her forever! I'm also designing several collections of licensed characters for children's products.

**Dream Client:** Tim Burton!

## C3 Talks with George Berlin

**Family/Kids/Pets:** I live with my darling Marie and our lab/chow mix Thunder, who knows far too much English for a dog.

**Hobbies/Interests:** Painting, playing the upright bass, crosswords, graphic novels, making short films.

**Three Words that Best Describe Me:** Happy-Go-Lucky.

**Gadget I Can't Live Without:** Not really a gadget, but I can't seem to have breakfast without something to read while I'm eating.

**Favorite Movies:** *The Nightmare Before Christmas*, *Wall-E*

**Favorite CDs/Recording Artists:** Edgar Meyer and Chris Thile's bass and mandolin project, jazz from tin-pan alley, lots of Bach and Beethoven and \*cough\* Metallica.

**Book I'm Reading Right Now:** *Tree of Smoke* by Denis Johnson, and the graphic novel *Maus* by Art Spiegelman.

**Favorite Web Site:** <http://drawn.ca> with tons of great drawing, animation and illustration inspiration!

**I'd Give Anything to Meet:** Leonardo DaVinci — how'd he master all the things he did and *still* figure out how to build that time machine?

**Prized Possession:** A b&w photograph my dad took when I was a kid of my Ernie doll sitting on the toilet!

**My Inspiration Comes From:** My dog, little kids, funny things I see and hear everyday, my muse Marie.

**Favorite Food:** Deep dish pizza!

**Favorite Restaurant:** Wishbone

**Favorite TV Show:** SpongeBob SquarePants or anything on Discovery or Animal Planet.

**Places I've Traveled:** Albuquerque, Boston, Washington, D.C., Pittsburgh, and Moab, Utah (incredibly beautiful natural rock formations!)

**The One Thing Nobody Knows About Me:** I just never learned how to blow bubbles with chewing gum — just couldn't get it right!

**I Always Find this Funny:** The things people do when they think no one's watching.

**Favorite Way to Chill Out:** With a sketchpad and some relaxing music by the window on a cool night.

**Thing I'm proudest of:** Having my short film, *Lullaby*, play at the National Gallery of Art's film program for children this summer.

## 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.

[www.ChicagoCreative.org](http://www.ChicagoCreative.org)



CHICAGO CREATIVE COALITION

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