More than two dozen C3ers and guests attended our vital presentation The Orphan Works Act and Creative Professionals: Facts and Risks For Your Business at Columbia College on January 12th. Presenting their expert perspectives on the proposed Orphan Works Legislation were copyright laywer Christopher Schneider of Davis McGrath LLC, and renowned illustrator and Orphan Works activist Brad Holland, representing the Illustrators’ Partnership of America.

More than 82 creators’ organizations oppose the U.S. Orphan Works Bill with good reason — this controversial bill, if passed, would strip numerous artists of their intellectual property rights without due process. The bill, as written, would permit any person to infringe any work by any author at any time for any reason — so long as the infringer found the author sufficiently hard to find. Since everybody can be hard for somebody to find, this voids every rights holder’s exclusive right to his or her own intellectual property as required by the U.S. Copyright Act.

The bill goes far beyond the stated “benign” purpose of making things easier for libraries and museums for true orphan works — where the creator has died or abandoned copyright protection. By defining millions of works as orphans on the premise that some might be, this bill will allow content providers to profit by harvesting virtually any work placed on the Internet.

Chris began the presentation by walking us through the pros and cons of the proposed legislation. He explained the legal definition of orphan works, the problems they can present for scholars, archives, filmmakers and publishers, and why the handling of orphan works is a growing problem.

Chris addressed the problems of defining what a diligent search would be, and covered how other countries are trying to solve the problem.

Brad followed with a revealing point by point timeline of how he and Illustrators’ Partnership members have been fighting the passage of the bill in Washington.

We learned that the bill had been hotlined in the Senate (voting by email without discussion) for rapid passage, but was stopped from passage in the House at the last minute and subsequently held over for reconsideration in the new Congressional session. Which essentially means a temporary reprieve, and the need for continued vigilance.

To follow the progress (or lack of) regarding the U.S. Orphan Works Act, the Illustrators’ Partnership maintains a blog with current updates: http://ipaorphanworks.blogspot.com/

(TOP) Brad Holland hurries to speak as his rented suit is due back to Men’s Wearhouse by 10PM sharp.

(LEFT BOTTOM) 4 out of 5 C3ers can be counted on to pay attention at any given moment.

(RIGHT BOTTOM) Nate Marks can’t help but wonder what Carolyn Aronson is hiding under a pile of five winter coats.
Hello C3,

Our coalition and its membership is a resource. But you probably already knew that. “Pulling oneself up by your own bootstraps” sounds like a complete DIY (Do it Yourself) operation, however, in this time of economic stress, I am proposing that collaboration is the creative’s bootstrap.

The various talents that are found in C3’s membership are a real strength, and our membership directory can be viewed as Chicago’s buy local campaign for creative services. “Service” is the difference.

The C3 listserv discussed the idea of graphics developed through the model of an art competition (Dec. 4–5). The winning entry is paid prize money. I think this is a direct contrast to the kind of creative collaboration that we can offer our clients. The service we offer is strengthened by collaboration that employs expertise in all aspects of the project’s design and production.

Your fellow C3 members are not strangers. Find out their expertise. Join them at a networking or FMO event, for a CAN DO dinner, or a seminar on the latest hardware and software. I have worked with C3 members to assemble the necessary expertise for a number of projects. This produces the highest quality results for the client and does so efficiently and profitably.

I recently received an email from another C3 member asking if I knew of any Flash programmers. Well there are a half dozen folks that are listed on the C3 web site that do web programming and design, and two of our members specifically list “motion graphics/multimedia” as their specialty.

If you’re in need of a service for one of your projects, why not get a bid from a C3 member? I’m sure they would reciprocate if your services are required for one of their projects.

We have members active in all of the following directories—check them out: Copywriters • Designers • Educators • Illustrators • Photographers • Printers • Production Services • Web & Internet Services.

Chicago Creative Coalition is your resource,

Jeffrey London
773.202.9944
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

The CAN DO Networking Dinners

by Nate Marks

The way to move forward is to actually take the first step. With that in mind C3 is sponsoring a series of monthly networking dinners, because in these tough times Creatives need to gather together—rather than going it alone. We are doing this in an effort to help all of us communicate with one another. We call our monthly dinners “Creatives and Networking Dining Occasions” or CAN DO Dinners.

Here’s how it works. Creatives and their associates meet once a month (over dinner) to NETWORK regarding jobs, projects, and possibilities. We will meet at selected restaurants or other venues. We find good, but inexpensive restaurants for our networking. Everyone will pay for their own meals/drinks/tips, i.e. via separate checks. You do not need to be affiliated with an organization of any kind, but you should be in the creative fields: advertising, design, illustration, marketing, new media, photography, writing, etc. There will be no agenda, no dues, no speakers, no presentations, no sales pitches—just networking among fellow Creatives. You can discuss jobs, projects, working conditions, possibilities, teaming up with one another, sharing workspace, or anything that would help to move us and our professions forward.

Because we’ll be making reservations at a restaurant one must (1) both RSVP and attend, (2) order a minimum of $10 in food and drink, and (3) must bring and distribute business cards. Please check the C3 website for times, dates, and places. Spaces will be limited, so if you are interested in networking with your peers, please RSVP to nate@DesignMarks.biz.

Like What You See?

Ink  This issue is printed digitally on a Xerox 700.

Paper  This newsletter is printed on Mohawk Options 80#T 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 plate-making processes are chemical free—printed courtesy of Consolidated Printing.
There have been Board discussions recently about the impact of the economy on our industry and individual businesses. What to do? Fortunately, creatives are some of the best-equipped professionals to weather this environment. Why? Creatives in general have the ability to envision something new, to project a different view, a new space, a new design. This visionary ability, in tandem with a lively imagination, is needed more than ever now. It’s what allows us or any other entrepreneurs to persevere in adverse conditions. So a few sentences, merely as reminders of what we already know, and realizing that these are mostly attitudinal things from which flow the most effective actions.

Stay Positive
From Napoleon Hill (Think and Grow Rich) to The Secret (a recent movie about the power of our thought), we have been urged to think positive, and we all sense the power of this attitude. If in doubt, just consider how much fun the gloom and doom types are to be around. Tune out the negativity. Our mental energy—our thinking—is much better spent on affirming to ourselves that our talents are unique, special, needed and valuable.

Stay Focused
By staying focused, I mean keeping in mind the important things: good health; good relationships; the balance between work and family. Be good to yourself. You are doing the best you can. While it may sound trite or axiomatic, if you could do better, you would. When you learn better, you do better.

Stay Open
One of the benefits of being around in the work world for a couple decades is that you recognize careers can take the strangest turns. There are many, many opportunities out there. Be receptive, keep your antennae up, network. On this note, I’ll end with a plug for the new C3 CAN DO networking dinners. I attended our first, and true to form, the attendees had many projects brewing, perhaps on back burners at the moment, but I sense several new alliances possible—very exciting. Join us—check the C3 website for upcoming dates.)

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Business Law ■ Intellectual Property ■ Litigation
Climbing Aboard The Dreamweaver Train

by Brent Brotine
photos by Cindy McEwen

Leveraging web standards for your web design efforts is vitally important to project success. The C3 members who came to our FMO on January 26 — Dreamweaver For Creative Professionals — learned how and why from a Chicago-based expert: web site consultant and trainer Dennis Deacon.

Dennis explained that web standards are the standardized best practices for building web sites, and a philosophy of web design and development based on those methods. The three pillars are HTML/XHTML for semantic markup of content, Cascading Style Sheets (CSS) for the presentation of content, and JavaScript for the functionality related to content.

Using CSS for web layout helps to reduce file sizes, page load times and bandwidth. It makes it easier for the designer to keep the look consistent across the site, and faster to redesign pages at a later date. CSS reduces code, aids in accessibility, and increases the prominence of the content, which is a plus for search engines.

Dennis demonstrated the Dreamweaver WYSIWYG environment with an example of creating a horizontal menu for an Ecology web page. Much of the meat of the evening came from C3 members’ questions: we went over time with audience requests and “show me hows” which Dennis knowledgeably handled.

Our thanks to Steve Starr for his work in arranging the program.

Holiday Party— Cookies & Cinema

by Brent Brotine
photos by Cindy McEwen & Victor Powell

With nearly 30 attendees, plus one happy canine (Banjo is always welcome at C3 events), everyone had a joyful time at the C3 Holiday Party held at T. J. Hine’s studio on December 12.

We celebrated with a pot luck dinner including such delectables as baked pasta, two kinds of chicken, salmon salad, deviled eggs, quiche and butternut squash lasagna. And for dessert, we all baked cookies at T. J.’s studio kitchen — making a base cookie dough that was turned into fruit-filled chocolate cookies, sugar-coated wedding cookies, and green, yellow and red-iced holiday-shaped cookies.

While the adults did most of the heavy lifting, the kids all helped apply sprinkles and powdered sugar so the finished cookies were truly a homemade effort. And because nothing goes so well with holiday treats as a holiday movie, the animated feature The Nightmare Before Christmas was the evening entertainment.

Everyone left with full stomachs and cookies to take home. And because the recipe proved to be so easy, we’re including it here.

**Good Housekeeping Basic Cookie Dough Recipe**

- 2 3/4 cups all-purpose flour
- 1/4 teaspoons baking soda
- 1/4 teaspoons salt
- 1 cup (2 sticks) butter (no substitutions), softened
- 3/4 cup granulated sugar
- 1 large egg
- 1 teaspoons vanilla extract

On waxed paper, combine flour, baking soda, and salt. In large bowl, with mixer on medium speed, beat butter and sugar 1 minute or until creamy, occasionally scraping bowl with rubber spatula. Add egg and vanilla; beat until well mixed. Reduce speed to low; gradually beat in flour mixture just until blended, occasionally scraping bowl.

Follow directions for your choice of cookie from [www.delish.com/recipefinder/basic-cookie-dough-ghk1207](http://www.delish.com/recipefinder/basic-cookie-dough-ghk1207).
Andrea Bucsi

1. City Olive identity
   client: City Olive / Chicago
   Identity development from stationery to store signage and packaging for this high-end olive oil product boutique. The challenge was to create a unique and memorable logo for this new specialty store to stand out from its competitors and to attract customers. The client loved the humor and the sophistication of the icon I created with illustrator Mona Daily.

2. Schwartz book cover
   client: Bucknell University Press, Lewisburg, PA
   Bucknell University Press asked me to establish a book series design including cover and all interior pages. After Jena is the first in the series.

3. Opera Cabal logo
   client: Opera Cabal an independent opera performance company, Chicago. They wanted a logo which is somewhat raw but still connected to the classic roots of their art form. Their tagline is the bleeding edge of opera.

4. Oxford Quarterly: Parsifal
   client: Oxford University Press.
   The new editor asked me to redesigned, from cover to cover, this academic journal. He wanted to express the journal’s updated content and to attract younger subscribers with a more contemporary look. I am also designing all their new covers, this is one of them.

5. Life Sciences marketing kit
   client: Spencer Stuart
   The client needed a customizable marketing kit, but did not want to include all available information for their clients. I created a six page folder with pockets and interchangeable inserts.

6. drive website
   client: drivearchitecture
   I created a new identity and front end web design for this architectural firm.

I was born and raised in Hungary, educated in Germany and in the United States. My professional experience as a designer and art director encompasses positions in academic and corporate marketing, as well as in scholarly publishing and studio work. I earned my design degree from the California College of Art and Crafts.

I have started my independent freelance work in 2006, prior to that I spent eight years in the corporate world as the design manager before that I was an art director and designer at the University of Chicago and the University of Chicago Press.

My work has received various design awards including the University and College Designers Association, American Association of University Presses and Print Magazine annuals.
In December Carolyn Aronson took the City of New Orleans train down to New Orleans and volunteered with Habitat for Humanity. Here she is on the job site with one of the other volunteers.

Cindy McEwen and husband Gary Adcock met up in Paris for a long weekend in November while he was doing a European presentation tour. As many sites and art were seen as possible in the short time. Beating out the Mona Lisa, Whistler’s Mother, Venus de Milo and Eiffel Tower for favorite art was the Louvre’s Winged Victory of Samothrace which has always been Cindy’s favorite work. Much food was consumed and many snails died a noble death. And to dispel a myth, the Parisians are very friendly!

Tim Sonder reports that Innovative Design & Graphics received two “American Graphic Design Awards” from Graphic Design USA in their 2008 competition. The awards were for a Holiday ad series for The Prairie Table of Iowa City, Iowa, and for a program brochure kit for Poko Loko Early Learning Center of Glenview, Illinois.

Judy Hinkes Zeddies will be teaching Printmaking at Lill Street Art Center again. Spring session starts March 23. Go to www.LillStreet.com for details on all classes.

Marilyn Jones is proud to note that Consolidated Printing has received the William D. Schaeffer Environmental Award from the Printing Industry of America. The award will be presented at the National Environmental Health & Safety Conference on March 17 in Indianapolis, and recognizes how the firm advanced environmental awareness and action in the graphic communications industry. Consolidated was the unanimous choice of the Printing Industry of Illinois and Indiana award committee.

“Presence and Precedents: 190 Years of Contributions by the Federal Judiciary to Illinois and the Nation” exhibit designed and developed by Silver Image Creative members Leah Kadamian and Michael Tanimura will be on display through May 1, 2009 on the 2nd floor of the Dirksen Federal Building, 219 South Dearborn Street Because the entire building is considered the courthouse, no cameras or other imaging equipment are allowed in the building, and there is a security screening, much like at the airport.

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C3 Talks with Gladys Rosa-Mendoza

Three Words that Best Describe Me: Hard-working, Passionate, Detail-Oriented.

Gadget I Can’t Live Without: My computer.


Favorite CDs/Recording Artists: Willie Colon, Shakira and Earth, Wind & Fire.

Book I’m Reading Right Now: Eat, Pray, Love by Elizabeth Gilbert.

Favorite Web Site: okaydave.com

I’d Give Anything to Meet: I wouldn’t give anything but I would like to meet Steve Jobs.

Prized Possession: My children—I love them.

My Inspiration Comes From: Understanding.

Favorite Food: Pasteles, rice and beans and steak smothered with onions.

Favorite Restaurant: Uncle Julio’s.

Favorite TV Show: I really don’t have a favorite but I like to watch Food Network, TLC and AMC.

Favorite Radio Station(s)/Air Personalities: KLOVE.

Places I’ve Traveled: China, Hong Kong, Brazil, Panama, Mexico, Italy, Switzerland, Germany and Spain.

The One Thing Nobody Knows About Me: I am a competitive cheerleader.

I Always Find this Funny: On one of my projects the person the client sent to approve the color was color-blind. No matter how many years go by it still is funny.

Favorite Way to Chill Out: Get a massage.

If I Won the Lottery, I’d: Go back to school.

Name: Gladys Rosa-Mendoza
Company: rosa+wesley, inc.
Occupation: Information Architect/Book Producer/Author.
Current Project: Redesigning www.memima.com (launching in 03/09) and creating interactive read-alongs and games for me+mi publishing.
Dream Client: Clients that we can truly be partners with and understand the power of design. Clients that are passionate about what they do—it is always infectious.
Family/Kids/Pets: I have one husband, two children, and a dog named Chuchi.
Hobbies/Interests: Making movies of my kids to share with family.

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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