Networking is one of those activities like exercise: C3 members know they need to do it, but there always seems to be a good excuse to put it off. Nearly thirty C3ers and guests learned why it’s easier than they thought on Wednesday, April 22nd when we presented our first of two Networking 101 Events at T. J. Hine’s photo studio.

Two experienced networkers shared the spotlight with their personal advice and real life experiences. David J. P. Fisher (“D. Fish”) of RockStar Consulting in Evanston was our lead-off speaker, followed by Anthony Navarro of Liven It Up event planning in Chicago.

David frequently conducts seminars and presentations on business networking, and took this opportunity to talk to C3 about the importance of planning in advance. He recommends that instead of haphazard attendance at this or that event, people take the time to make a formal plan on who they want to meet, how much business they hope to attract and what they need to create the results. David believes that everyone should have a great elevator speech — short introduction — rehearsed and ready that gives others your name, what you do, what your mission or tag line is and what action you want them to take (such as talking to you or visiting your website.)

David stresses that good networking takes time, and that things do not happen instantly at a networking event. You should follow up with the people you meet, and realize that just because you can’t make a business connection with someone right now doesn’t mean that you won’t at some time in the future. He is very active in the Evanston Chamber of Commerce and credits his membership with much of the success he has enjoyed. Just as David relies on word of mouth to promote his business, so does Anthony. In fact, Anthony told us that he no longer spends money on advertising and gets all his wedding, corporate affair and other special event assignments through referrals. He regularly attends networking events, including Lakeview Chamber of Commerce meetings, plus as many professional get-togethers for event planners and caterers as possible.

Anthony shared with C3ers many of the sources he finds most helpful. He relies on the e-mail networking events newsletter from Nicole Price of Around Chicago Events; to get on the list you can send her an email at nicole@aroundchicagoevents.com. Another group that he counts on is the CW Network which can be joined for free at www.cw-network.org.

Anthony also discussed the pros and cons of the commercial business leads organizations throughout Chicago, including LeTip, Business Networking International and Leads Club. He’s been involved with a number of such organizations, and recommends that C3ers attend an initial meeting or two as a guest before making a commitment, checking out the existing membership and assessing what they could bring to the group.

David can be reached through his website www.rockstar-consulting.com. Anthony can be reached through his website www.livenitup.com.
Perils of the home office: staying focused in a tight economy
by Jeffrey London

“My plate is full” brings to mind Thanksgiving. “Could you pass the stuffing? ... thanks.” This is ironic. The image of a full plate sounds like we just have too much material to eat and yet the phrase is said when “I have too much to do.” Whether overloaded with too much to consume or just behind on our production, the phrase is a curiously ambiguous cliché.

Consumption and production are becoming increasingly conflated in the home office too. Just a quick review of how this has occurred.

- Office moves into the third floor of our home, a space designed for the purpose.
- Office equipment has thoroughly merged with the home entertainment system.
- With the advent of broadband internet entertainment, the separation of production and consumption is only separated by a click.

In a recent conversation, discussing work with a fellow C3 Board member, the word entertainment came up. The context for this discussion was, as working parents, what work habits are we able to model for our children. My 13-year-old son sees his parents sweating out a deadline in Dreamweaver or InDesign and can’t really distinguish our activity from his own epic gaming adventure online in World of Warcraft (W.O.W). I try to help him see that we are producing something for a client and his activity is different, because he is consuming a form of entertainment. “But Dad, people sell these characters and their jewel-encrusted cutlasses on Craig’s List for a lot of money.”*

Okay. This column really isn’t about my parenting skills. However, I would like to suggest that technology has brought distraction into our work environment. Our parents actually had to physically go to an office, make Xerox copies, and distribute a hardcopy of a dumb joke to their co-workers. Email makes all of that so much easier, and back in the day, there just were not very many games designed to be played on an IBM Selectric.

Who cares if business machines have merged with entertainment platforms and the line between consumption and production is getting a little fuzzy? Just when the economy makes working and producing more challenging, distraction is so accessible and convenient. However, it is precisely this moment that demands our focus on how we use our time.

As creative professionals our time is not only our billable asset, but if you take some time for a class or to train yourself with new skills you can also consider it your training budget. Please understand that I am not advocating all work and no play. But if your workload is slowing, and your not as busy as you were last year. Make sure that you are critical of how you use the extra moments. Are they being used to produce or consume?

Our challenge is to stay focused. A very productive and effective way to network and further your professional concerns maybe to volunteer with the C3 board or for another worthy cause. An excellent example of focus as well as “Collaboration as the creative's bootstrap, “what I was speaking of in our last newsletter, is detailed in Cooking up a C3 Collaboration on page 5. Congratulations to T. J., Susan and Marilyn for pooling your efforts to great effect.

Welcome your thoughts on this, so please send an email.

Sincerely
jeff@London-NetStudio.com • 773.202.9944

* Recently on Craigslist you could purchase a level 70 Orc Shaman for only $450; with the investment of a little game time you could probably bump him up to a level 80 and flip him for at least $500. New Economy?
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 Second Word in Networking is “Work!”**

The C3 CAN DO (Creatives and Networking Dining Occasions) Networking Dinners are going well. The attendance at each meal has met our initial expectations and we have actually gained a couple of new C3 members via this venue.

All that being said, I would like to put forth some networking tips which should help everyone when attending a dinner:

1) please bring a small notepad (paper or electronic) with you to take notes

2) make sure that you bring at least 20 business cards to the dinner — and make sure that everyone else at the table gets one of your cards — even if you have given them a card at a previous meeting

3) please make sure that you get a business card from ALL the other attendees. If they don’t have a card write down the information — name, address, phone number and email

4) work the room — by that I mean you really need to move around and talk to everyone at the table. Please don’t just sit in one place and expect people to come to you and drop leads in your lap

5) give and get as many leads as possible — jobs, projects, office space, whatever

6) make arrangements to see people that you have met at the dinner within a week — a meeting, coffee, lunch or dinner. This is a great way to solidify your contacts

7) follow up with everyone you’ve me at the dinner before the next monthly dinner by personal contact, phone, or email. The prime directive for networking is follow up, follow up, follow up

8) attend the dinner each month to build up contacts and friendships

Upcoming CAN DO dinner dates:
June 18 • July 16 • Aug 20 • Sept 17 • Oct 22 • Nov 19 • Dec 17

See all of you at the next CAN DO Dinner.
For locations contact Nate Marks at nate@DesignMarks.biz or visit www.ChicagoCreative.org.

For the latest information on any upcoming event, check the C3 website [www.ChicagoCreative.org](http://www.ChicagoCreative.org) or call the C3 Hotline 312.409.9945.

Programs are subject to change.
“Networking” is the buzzword of the day. While networking has always been touted as a good way to find new business, it appears to be encouraged even more so these days. I believe this is the result of the economic climate, which has people reaching out even more, in combination with the social networking services found on the Internet, which seem to have suddenly been discovered as a good way to cultivate business contacts, too.

C3 certainly endorses the networking concept in several ways. At the suggestion of Board member Nate Marks, a monthly networking dinner under the auspices of C3 was begun in January. Open to members and non-members alike and having no agenda but dinner, these gatherings — called the CAN DO dinners — are a great way to meet new creatives as well as get to know C3 members you may not have had a chance to interact with much. Dinners are the third Thursday of the month and travel to a different restaurant each time. Check the C3 website for info on the upcoming one.

In addition, two of our programs this spring are devoted to networking. On April 22nd, the first one was held. More details about it are available elsewhere in this newsletter, but suffice it to say for this column that two excellent speakers presented. David Fisher, a networking consultant, counseled how to network and what to expect from the practice. A big part of his message: don’t expect to write up an order at a networking event; networking is about relationship-building and takes time. The other speaker, Anthony Navarro, who specializes in wedding planning, provided tips and stories about how networking has landed him the major part of his business. C3’s Networking Part 2 was May 20. The topic was how the creative professional can benefit from online social networking sites.

Networking is a powerful part of anyone’s marketing strategy and is part of C3’s reason for being. Discover its resources and your fellow C3ers at our programs and CAN DO dinners. Look forward to seeing you there!

C3 is committed to the Chicago creative community. It was a natural choice, then, to join the 120 vendors representing all aspects of creative services and support at the 2009 Chicago Creative Expo on April 4. And C3 made a major splash that will influence our membership, programming, and partnerships for years to come.

The event was a record success, with over 5,200 attendees. At our sunny and attractive booth, we talked with new and established freelancers, small business owners, fine artists, service professionals, and a whole host of other folks that bring together Chicago and creative. After a long day of conversation and mingling, we logged some incredible results:

• Identified some new potential speakers for C3 programming. C3 members should stay tuned to discover the new business-building topics in the next year!
• Laid the groundwork for some great partnerships. We’re in the process of developing a pro bono collaborative project with Links Hall, a venue for avant garde art, and are setting up preferred access for C3 members to upcoming programs by the Community Media Workshop, a media education and training institute.
• Added an impressive list of people interested in learning more about C3 programming and news.
• Generated interest and new attendees for our informal and inclusive CAN DO dinners.
• Welcomed at least one new member of this writing: George Berlin.

The Chicago Creative Expo was a phenomenal success. With colorful and informative flyers, an eye-capturing multimedia presentation, and personable volunteers, people were talking about C3. Our presence was a team effort from your C3 board, and tremendous kudos belong especially to Jeff London, Brent Brotine, Cindy McEwen, Nate Marks, Carol Backe, and Mike Tanimura for making this happen!

Interested in learning more about the Expo? Want to participate in the Links Hall project? Email Amy Lillard at amy@wayfarerwriting.com!
To no surprise, there’s a significant, but navigable, learning curve to Adobe Creative Studio 4 — and who better to get C3 members on the right path than our resident Adobe expert, Gary Adock. Gary presented the highlights of this quintessential program to 13 C3 members at T. J. Hine’s studio on Monday, March 9, 2009.

(While Gary repeatedly asked C3ers to remember he’s a noted HD Video and film consultant through his company Studio 37 — nonetheless he’s still a recognized master of all things Adobe.)

Gary began by explaining the many permutations and combinations of Adobe CS4 applications. The CS4 Master Collection, with 17 apps for most every audio, video and print use, is a $900 upgrade over CS3. If you’re not feeling so flush, CS4 Design Premium gives you 10 photo/design/print apps for a $600 upgrade fee, or choose Design Standard with 7 apps for $500. In like manner, if web apps are your thing, a CS4 Web Premium upgrade with 11 apps runs $600, and Web Standard with 7 apps runs $400. Last, there’s Production Premium with 11 apps for a $600 upgrade as well.

In Gary’s considered opinion, Adobe Bridge is the most underused and undiscovered app of the bunch. It has the ability to preview, ID, convert or manage any document format available in the Adobe product world. It can import directly from a camera, lets you alter or add metadata, and is ideal for organizing and batch sorting images, logos or text articles.

Everyone’s classic application, Adobe Illustrator, has many new features in CS4 such as a new Blob tool for edge smoothing. New is the ability of multiple artboards, each having different dimensions. Mobile and Film/Video presets for new documents facilitate faster comps for your multimedia projects. And a new option in Preferences to darken the interface for less visual interference (this is also now in Photoshop.)

InDesign has been improved with custom menu items and a new button palette. When pasting text, now you can keep styles and swatches, or not. More page transition options area available for multimedia, video and web. IDCS Preference options have been expanded to include many multimedia tasks.

Acrobat’s main improvement has been speed, yet the most unused feature, OCR, or optical character recognition, has been vastly improved to “read” text that is not straight, low quality or poor scans. Plus, you can now save as an HTML doc with the ability to use cascading style sheets for a seamless web transition.

Photoshop has added a new adjustment palette, tile button and rotate compass selection. A new Vibrance tool allows unsaturated color. Animation, video and 3D files can be opened to “paint” on individual frames, and tweening is supported. In addition, it now has Tabs for multiple open docs.

Gary also announced that Photoshop Configurator is available for free at adobelabs.com. This tool lets you make custom palettes using drag and drop to place commands — so as Gary says, “you can put your own s**t wherever you want it!”

To promote his photography business, T. J. Hine decided to produce a cookbook based on recipes that include limes. He enlisted food stylist Lisa Bishop to collaborate with him, so Lisa developed 12 recipes—from appetizers to main courses to drinks and dessert—that feature limes. For an added twist, each represents a dish from a different country.

Still, a crucial piece was missing. Who would create the graphic design to showcase the concept and photos to their best effect? The answer was another collaboration with its roots in C3. Susan Marx, Susan Marx Design, and Marilyn Markle, Markle Design Group, agreed to work together on the project pro bono in exchange for copies of the cookbook to distribute to their own clients.

“I wanted to open the project to C3 members to see if I could stay within my own budget,” said T. J. “When I mentioned it to Marilyn and Susan, they just jumped on it.”

Marilyn took the assignment because it gave her a chance to work with T. J. and Susan. She said, “I enjoyed the give and take of our planning and design process and meetings—as well as the results!”

Susan decided to come onboard because, she says, “I hadn’t designed a cookbook before, and it sounded like a fun project; I would be collaborating with friends/colleagues; it would be a nice holiday gift and promo piece for my clients.”

The project also gave the designers a chance to learn new skills. “We worked with an online printer,” says Susan, “which I had never done before, with amazingly good results.” According to Marilyn, “I learned a lot, as always, and used the project to work in InDesign, which is not my usual software.”

 Says T. J. “I was surprised and pleased to see their design, because it wasn’t anything like I had imagined. It just goes to show how important designers can be, even on a self-promotional project.”
1. Nina Anastos, News Anchor, WRNN-TV
Client: Regional News Network (WRNN-TV), Kingston NY
Usage: Billboards, Newspaper & Magazine Advertising

2. Robert Becker, Chairman & CEO, NRT Inc
Client: Realtor Magazine, Chicago IL
Usage: Editorial, “Top 100 Companies - Better Than Big, NRT, on top again, says its national gains begin at home.”

3. Ra Chaka, The Justice Center For Victims Of Wrongful Convictions And Police Misconduct, Chicago IL
Client: Personal Project
Usage: One of a series of portraits of paroled C-Number prisoners.

4. James Mansour, Interior Designer
Client: Retail Interiors Magazine (UK)
Usage: Editorial, profile of James Mansour, designer retail store interiors (Victoria’s Secret, Movado, & others)

5. Social Worker & Client
Client: YWCA of Metropolitan Chicago
Usage: One of a series of images for the 2008 Annual Report of YWCA of Metropolitan Chicago

Some things make a business run smoothly
big budgets, lots of time, perfect clients, interesting projects
But how do you make your business run smoothly if you don’t have them? One-on-one coaching can help answer that.

www.ChicagoCreative.org
Marilyn Jones of Consolidated Printing Company, Chicago’s nationally awarded “green printer” and printer of our own C3 newsletter, reports they were featured on Univision–WCBO, Channel 60 & 66 on Tuesday, April 14. The topic was Think Green—Act Green (Piensa Verde—Actúa Verde) with Erika Maldonado. Consolidated also participated in the GreenFestival at Navy Pier on May 16–17. There were more than 300 exhibitors and 125 speakers. See www.greenfestivals.org for more information.

NAWBO, The National Association of Women Business Owners, honored Cathie Van Wert of DoubleTake Design, Inc. as the 2009 NAWBO Chicago Member of the Year. The award was presented at their Annual Celebration of Achievement Luncheon on April 28 at the Chicago Hilton.

Brent Brotine has been named the Chicago Direct Marketing Examiner at the examiner.com/Chicago site. Examiner.com has sites in over 60 cities where dozens of local experts (346 in Chicago) write a locally-focused content blog in their specific area. Brent’s page is at http://www.examiner.com/x-8467-Chicago-Direct-Marketing-Examiner. There are still openings on graphic topics if anyone has the desire!

C3 member Carol Backe is stretching her creative expression in a vocal direction this June, when she will perform with a 500-voice choir at the Chicago Theater. The choir is part of the marketing brainchild of French-Canadian singer Bernard LaChance. By putting together a large local choir to help him perform in part of his show, he gets the attention of the local media and the interest of the choir’s friends and family; he asks each choir member to sell four tickets. LaChance is a talented musician and describes his music as the type sung by Andrea Boccelli and Sara Brightman.

New C3 Members

George Berlin
Hurricane Studios
www.eye-of-the-hurricane.com
hurricane@eye-of-the-hurricane.com
773.470.8060

We’ve been on the path of environmental responsibility for over 30 years.

It takes a lot of work to be environmentally conscious. But we believe that taking care of the earth is crucial. Since opening in 1973, we have made it part of our business to be good to the earth and our workers. Our exclusive Printedgreen™ practices include petroleum-free vegetable ink, sustainable equipment, environmentally-safe waste disposal, chemical-free proofing and more. No printer has earned more green awards than Consolidated Printing.

For an eco-friendly quote, call 773.631.2800 or visit consolidatedprinting.net.

Printedgreen™ using sustainable practices beyond vegetable ink and recycled paper.

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
C3 Talks with Jeff Schear

Name: Jeff Schear
Company: Jeff Schear Photo-Video.
Occupation: Commercial photographer, videographer, video editor.
Dream Client: Apple.
Family/Kids/Pets: No on all accounts.
Hobbies/Interests: Music composition, writing, comedy, going on adventures, exploring light, networking.
Three Words that Best Describe Me: Creative, Passionate, Funny.
Gadget I Can’t Live Without: My iPhone 3G (even though the service drops my calls every day and has poor reception).

Favorite Movies: Wedding Crashers, Gone With the Wind, Indiana Jones series, Let There Be Blood, Big Fish, Planet Earth series.
Favorite CDs/Recording Artists: I like everything from movie scores to Jim Croce.
Book I’m Reading Right Now: Buyology.
Favorite Web Site: www.jeffschear.com
My Fantasy Is: Having my eyes be able to capture large format film resolution that wirelessly transfers data to an unlimited external hard drive. The shutter release would be my heart.
I’d Give Anything to Meet: Patrick Demarchelier.
Prized Possession: My beloved Mac laptop.
My Inspiration Comes From: Anything that evokes strong emotions whether it be music, mood lighting, or people.
Favorite Food: Anything simple.
Favorite Restaurant: Carnivale.
Favorite TV Show: Anything on Discovery, History Channel, or National Geographic.
Favorite Radio Station(s)/Air Personalities: XM/Sirius Cinemagic.
Places I’ve Traveled: Canada, Mexico, South America.
The One Thing Nobody Knows About Me: I was the lead singer in a band in high school called Toliver (my mom’s favorite band ever)
Three Things in my Medicine Cabinet: Valerian Root, Multivitamins, Claritin.
I Always Find this Funny: When people think reality shows are actual depictions of reality.
Favorite Way to Chill Out: Go for a jog.
If I Won the Lottery, I’d: Build an elaborate home situated inside a vast botanical garden including a bedroom behind a crystal clear waterfall of pristine quality. I love the sound of water! I’d always have a golf cart so I could roam around!

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 non-competitive atmosphere that encourages member involvement.

www.ChicagoCreative.org

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