C3 Plays In (And Around) Peoria
by Brent Brotine

With another great turnout of nearly two dozen creatives, C3ers took over the West Loop art galleries of Peoria Street during our annual Gallery Walk on Wednesday, October 22nd. Organized by Susan Marx, and ably led by Ginny Berg, publisher of Chicago Gallery News, our band of art aficionados toured four galleries featuring various styles in contemporary art.

Our first stop was Walsh Gallery at 118 N. Peoria. The gallery specializes in Asian art with a focus on contemporary works from China. Their current exhibition displayed recent works of sculpture from Beijing-based Wang Shugang. Among the works we viewed were Climbing, which had many small bronze figures painted red climbing upwards on a wall, and Turn to Happiness, which had a group of twelve Tibetan monks carrying fluorescent lights standing in a circle.

Across the street at 119 N. Peoria, we visited Tony Wight Gallery—formerly known as Bodybuilder & Sportsman Gallery and now bearing its owner/director’s name. Tony was on hand to show us a solo exhibition of the photographs of Los Angeles-based Tamar Halpern. Her works derive their notoriety from how she manipulates the production process; using techniques such as multiple exposure, digital manipulation and photocopy singly and in combination.

Our third stop was down the street at 110 N. Peoria to the G. R. N’Namdi Gallery, the oldest and largest African American owned gallery in the world. Director Jumaane N’Namdi along with assistants Krista and Jacqueline showed us their Troubled Goods exhibition featuring the works of California-based Robert Colescott, well-known American figurative painter. Colescott’s works combine his personal narratives with an ironic viewpoint on major social issues.

The final stop was right around the corner at 835 West Washington to the Carrie Secrist Gallery. Owner/director Carrie represents emerging and established artists in all media. The gallery was exhibiting the work of New York-based Joy Episalla, whose photographs and video works titled 168sand chronicle a period of time she spent with other artists working in the Western Desert of Egypt. Following our tour, we broke out the wine and cheese and ended the evening with conversation and camaraderie.

Photos by Lou Russo

(top) Jeff London doesn’t know art, but he does know how cool his reflection looks.
(left) An unnamed C3 member tries to get a better view from the gallery balcony.
(right) Law firm partners Bewitched, Bothered, Bewildered and Feinberg
“Hello, this is Brad.”

Freeze — just slightly star struck — I introduced myself on the telephone and explained that C3 would like to learn, and raise awareness about, the Orphan Works legislation for creatives here in Chicago. I invited Brad Holland to speak and he accepted my invitation to address our group. Mr. Holland made me aware of the various players and their motivations surrounding this issue. In a world where it is so easy to select “copy image” or “save image” in your browser what does an artist need to do to protect his or her work?

Last October the C3 board was discussing the Orphan works (H.R.5889 and S.2913) legislation. If passed in its current form, the law will encourage encroachment on copyright and a creators ability to claim royalties for his or her own work. What could we do to help raise awareness of the issue for our members? Quite honestly while everyone recognized the importance of the issue, we all felt a bit under informed on the subject.

One individual, knowledgeable from an artists perspective, that we could think of was the illustrator Brad Holland. He is a co-founder of the Illustrators’ Partnership of America, an organization that has organized and lead the opposition to the legislation. “I’ll give him a call,” I said.

I have admired his work since I first saw it (possibly in Time or maybe Graphis Magazine) as an undergraduate painting student (198x?). At the time I was struck by the relationships that his figures had to the space around them. Often dominitive figures were plunged into vast open compositions.

Though I personally find his work inspiring, equally impressive is his passionate dedication to copyright issues that confront creative professionals. I encourage you to punch his name into Wikipedia, there you will find an impressive biography to attest to his work and his leadership as a very active and accomplished voice for creatives since the sixties.

C3 has maintained an interview on our home page that was recorded with Brad in the spring of 2008, discussing the Orphan Works legislation. Since then I have made the call.

Mr. Holland is actively working with legal council to shape a version of the law from the perspective of creatives. Knowledgeable, insightful and very articulate on the issue, I encourage you to come and hear him speak on Monday, January 12, 2009. There will be time for questions so I hope that you will not be shy.

Jeffrey London
773.202.9944
programs

I’m excited to tell you about our great lineup of programs scheduled for 2009. Please check the C3 website for exact dates, times and locations:

January
Jan. 12: Orphan Works Discussion with Brad Holland, co-Founder of Illustrators’ Partnership of America, and Christopher Schneider, Intellectual Property Attorney at Davis McGrath LLC. This program will take place at Columbia College, Room 600, Collins Hall, 624 S. Michigan Ave., Chicago. Doors open at 5:30pm. You’ll learn how the proposed Orphan Works legislation could affect your business, and how you can take action now.


As always, if you are interested in helping us plan we’d love your help. Just contact me at shmox@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.

From Orphan Works To Culture Works
by Susan Marx

February
Your Money: “The Last Taboo”: A discussion among members about money issues. We’ll have a couple of moderators on hand and we’ll ask you to submit topics you’d like to discuss beforehand. Bring a bottle of wine!

March
CS4: We’re tentatively planning an Adobe CS4 program to learn about all the new tips and tricks of CS4.

April
Networking: Speakers will discuss how to make the most of networking and finding new business contacts.

May
New Media: Part II of our popular program from last spring. We’ll discuss blogging, email marketing, and social networking websites.

June
C3 Annual Meeting and Summer Event: Right now we’re thinking of a “Behind the Scenes” tour of a Chicago cultural landmark. We’ll keep you posted!

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

This Leopard Has More Than 300 New Spots
by Brent Brotine

Tigers may have long ruled the Macintosh kingdom, but the throne has been passed to the Leopard, better known as OS X v10.5. For C3ers who haven’t yet made the switch, and those who have but may only be using a fraction of the 300+ innovations built into Leopard, an enlightening For Members Only program was held on Wednesday, November 12, 2008 at MacSpecialist, 500 N. Wells in Chicago. Kevin Davis McGrath LLC. This program offers designers a wide

array of tools for creating web graphics. Learn why from consultant and trainer Dennis Deacon 6pm at T. J. Hine Photography, 346 N. Justine, Suite 200.

as always, if you are interested in helping us plan we’d love your help. Just contact me at shmox@yahoo.com

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Programs are subject to change.

Like What You See?

Ink This issue is printed digitally on a Xerox 700.

Paper This is printed on Mohawk Options 80#T 100% PCW. 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.
An issue recently before the C3 Board requires the attention of every professional creative. It is the so-called Orphan Works legislation working its way through Congress; it is something every professional creative needs to know about because of the large impact it could have on the way creatives make their living. Basically, this legislation, if passed as written, could lead to numerous curtailments of creatives’ control over their output, such as (1) requiring work to be registered with multiple private registries to be protected; (2) lessening penalties for infringing a work; (3) allowing the party wishing to use a work much more latitude in defining a proper search for the author of a work.

At the C3 website, you can hear an interview called “Corporate Theft.” It features Brad Holland, an illustrator working with the organization, Illustrators’ Partnership of America (IPA), to oppose this legislation (see http://www.illustratorspartnership.org). For a greater idea of some of the issues surrounding Orphan Works, please take a few minutes to listen to the interview and consider writing to your representatives in Washington to express your opinion. Links from the IPA website make this very easy via email.

Two versions of the bill have been making their way through Congress. At the time of the this writing, the Senate version (S.2913) had gotten voice vote approval; however, the House version, remaining in subcommittee, had not been voted on, and apparently, is unlikely to be considered any further in the lame duck Congress. See the American Society of Media Photographers (ASMP) website http://www.asmp.org/news/spec2008/orphan_update.php for a good update on where things currently stand.

The C3 Board is working on a program to present more information on the impact of this legislation which is likely to come before Congress again for consideration. Stay tuned.

Creative Vigilance by Carol Backe

It ain’t easy being green, but it’s worth it.

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
- process plates with tap water
- utilize used restaurant grease in our parts washer…and more.

No printer has earned more state and national green awards than Consolidated Printing.

Learn more at consolidatedprinting.net and for an eco-friendly quote, call 773.631.2800.

We’re greener to keep printing cleaner.

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

Display Advertising

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<th>Nonmember Price</th>
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<td>2.75” x 4.75”</td>
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ad sizes are width by height
M - Member price, NM - Nonmember price

Classified Advertising

C3 MEMBERS RATES
Free for the first 30 words, 10¢ each add’l word.

NON-MEMBERS RATES
$25 for the first 30 words, 25¢ each add’l word.
While digital printing has its strengths in color matching and production speed, the real benefit it brings designers and their clients is variable messaging. That was the mantra preached on Wednesday, September 17, 2008 at Argus Press, 7440 Natchez Avenue in Niles, who hosted thirteen C3ers for an enlightening and informative FMO on Digital Printing.

We were warmly welcomed by Ross Feehrer, President of Argus, who introduced us to his staff and company capabilities. Ross stressed that digital printing is ideal for shorter-quantity runs such as test market offers, and offers quick delivery at a reasonable cost. With its variable data capabilities, it’s easily able to handle multiple versions and individual personalization.

Rick Sobin of the Argus pre-press department talked about the best ways to prepare files for digital printing. He explained their preferred file formats and how images can best be sent.

We received a Powerpoint presentation from Bobby Baker, a business development consultant with Xerox who manufacturers the iGen digital press used at Argus. Bobby explained how variable data is being used to personalize printing to individuals, including the use of personalized URLs (PURLs) that present target consumers with their own online landing page where response can be easily tracked. We also learned the capabilities of the iGen digital press, including how its software handles variables from database files such as Excel, how unlimited fields for text and photos can be utilized, and how its imaging procedure prevents misregistration.

We ended the evening with refreshments and chatter. Our thanks to Argus for being such an enjoyable host.

The recent Digital Printing FMO at Argus Press was also a useful introduction to 2.0 Marketing — which differs from traditional marketing in how products, services, and messages are delivered to a target audience. With 1.0 Marketing the company (after diligent market research) decides what the customer wants and supplies it to them. With 2.0 Marketing the company gathers data from many individual segments of the target audience and then produces products, services, and messages as directed by individuals within a target market.

Bobby Baker from Xerox showed us a television commercial the company produced several years ago illustrating how a customer could “design” an automobile over the Internet — select a model, options and colors — and have that car delivered two weeks later. The data would be fed directly to the assembly line and the automobile produced to the customer input. It was a polished, high-budget commercial intended to promote Xerox workflow software — yet half of the audience thought that Xerox was building cars.

What bothered me about that commercial, and most others that I see, is that if the advertiser is sending out wrong or mixed messages, how can the data collected be accurate? To me, if a good portion of the target audience doesn’t understand, or is confused by, the message — the ad is ineffective no matter how well-executed. Remember the old adage of “garbage in garbage out.”

In comparison, we saw direct mail postcards that were digitally printed, where the computer had gathered information from the client-supplied database to individualize names, text and images. These were inexpensive to produce next to the television spot, and the messaging was impressive — yet from a graphic perspective they were badly designed and very cheap looking even though they were being mailed to people with significant incomes.

My concern is that no matter how much data the client supplies, or how well the data is collected and analyzed, if the resulting advertisements are poorly designed in concept and execution then the messaging will be flawed. This is a key reason why so many products and services are being produced that are wrong for their respective markets.
Joy Panos Stauber

1 Cover from the Viewbook for DePaul’s Kellstadt Graduate School of Business. The book provides an overview of their MBA and MS degree programs, and conveys DePaul’s values, points of difference, and benefits.

2 Sample spread from a brochure for client 800-CEO-Read.

3 We call it the “Everything We Do Brochure” because it essentially outlines . . . you guessed it . . . everything they do.
   They are a business book seller plus much more. They had never before explained the business’ various aspects and services to the different audiences they work with (authors, organizations, and publishers).
   These are sample covers for ChangeThis, a website/publishing vehicle run by 800-CEO-Read.
   They publish monthly manifestos, for which I design covers, as PDFs—essentially short e-books.
   Great writing, interesting topics.

Contact Information:
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Robert Tolchin recently had two photographs exhibited in the juried exhibition “12x12” at the Art Center in Highland Park. Both images can be seen on the blog portion of his web site www.roberttolchin.com.

Steve Starr and his friend John hiked for three days in Yosemite National Park in October just five days after a rock slide crashed into Curry Village campground leaving 1800 cubic yards of granite debris near the tenting area and cafeteria. The highlight of the trip occurred when John bolted past Steve to get to the restroom at 2AM in the morning. A hungry black bear was following him looking for food scraps. Steve watched the bear check several doors and amble off to harass other campers. They both returned to the tent and one Odwalla bar, a bottle of sunscreen and two ChapSticks were quickly dispatched to the bear locker outside the tent.

Marilyn Jones and Consolidated Printing were featured on the WLS-TV ABC7 evening news on reporter Sylvia Jones’s Live Green segment (archived on the abc7chicago.com web site.) The Director of the Printing Industry of America’s Sustainable Green Printing Project recently visited the plant and noted its all-vegetable process was unique in the country.

Gary Adcock, Cindy McEwen finally got to travel there with him for a few days prior to the International Broadcasters Convention. They enjoyed walking and seeing the sites including the Bloemenmarkt, Dam Square, Van Gogh Museum, Rijksmuseum, Rembrandt House & Studio, Anne Frank House & Museum and, of course, the Red Light District. And who could leave Amsterdam without a lovely candlelight canal cruise.

After 6 years of hearing about Amsterdam from husband Gary Adcock, Cindy McEwen finally got to travel there with him for a few days prior to the International Broadcasters Convention. They enjoyed walking and seeing the sites including the Bloemenmarkt, Dam Square, Van Gogh Museum, Rijksmuseum, Rembrandt House & Studio, Anne Frank House & Museum and, of course, the Red Light District. And who could leave Amsterdam without a lovely candlelight canal cruise.

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Gary Adcock, Cindy McEwen

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

Gladys Rosa-Mendoza
grosawesley
630 588 9801
grosa@rosawesley.com

Andrea F. Bucsi
Andrea F. Bucsi Design
773 870 0518
afbucsidesign@yahoo.com

Marcus Maddox
Marcus Maddox Photography
773 732 8092
info@marcusmaddox.com

overheard on the C3 eList

Are you subscribed to the C3 email list? If not, you’re missing out on such useful recent discussions as the latest news about Orphan Works legislation. Converting between InDesign and Quark. Converting VHS tapes to DVD. Finding reliable DSL service. And a spirited discussion about a controversial web site where designers submit spec work in the hope of having theirs picked out among a sea of others for (not much) payment.

To receive C3list mailings, set your preferences at www.ChicagoCreative.org — and join the discussion! Pick up valuable pointers, help out fellow C3ers, and be more connected to all our upcoming activities.
C3 Talks with Megy Karydes

**Name:** Megy Karydes  
**Company:** Karydes Consulting  
**Occupation:** Marketing/PR Consultant  
**Current Project:** Just finished relaunching www.World-Shoppe.com  
**Dream Client:** Non-profits with a social mission are my faves but really all my clients are great. I sincerely enjoy working with them and being a partner in their business.  
**Family/Kids/Pets:** One husband, two peanuts under the age of four and two cats who think they are dogs  
**Hobbies/Interests:** Traveling  

**Gadgets I Can’t Live Without:** It’s a tie between my coffee maker and BlackBerry  
**Book I’m Reading Right Now:** Kabul Beauty School by Deborah Rodriguez  
**Favorite Web Site:** www.World-Shoppe.com  
**I’d Give Anything to Meet:** I’m not sure I’d give anything but it would be cool to meet Geoffrey Baer or Rick Steves from a traveling perspective; Jane Goodall and Gloria Steinem from a feminist perspective  
**Prized Possession:** My books and passport  
**My Inspiration Comes From:** People and their stories  
**Favorite Food:** Hands down, chocolate.  
**Favorite Restaurant:** Noon-o-Kabob on North Kedzie. Best Middle Eastern food this side of town  
**Favorite TV Show:** Too embarrassed to share  
**Favorite Radio Station(s)/Air Personalities:** Chicago Public Radio/ Jerome McDonald of WorldView  

**Places I’ve Traveled:** Australia (lived in Melbourne for a bit), and several European countries but my favorite is Seville, Spain  
**The One Thing Nobody Knows About Me:** I’m dying to visit Morocco  
**I Always Find this Funny:** Tina Fey is hilarious  
**Favorite Way to Chill Out:** A warm cup of coconut flavored iced coffee from Dunkin’ Donuts and a good book  
**If I Won the Lottery, I’d:** Travel  
**Right Now I’m Obsessed With:** Social networking sites. I’m trying to figure them out and wish I was back in college where this would come more intuitively than it is right now!

**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

**Creative’s Corner**

Matthew Krupa Photography

CHICAGO CREATIVE COALITION  
P.O. Box 578477 • Chicago, IL 60657-8477