Annual Meeting
Bad News: Rained Out
Good News: Pizza'd Out

by Brent Brotine

While the weather did not exactly cooperate for our planned walking tour of Printer’s Row, C3 members certainly cooperated by showing up regardless for our 2010 Annual Meeting on Friday, June 18. We went right for the food by showing up directly at our planned after-tour venue, Edwardo’s Natural Pizza on South Dearborn.

Nearly thirty C3ers filled two large tables for what became an informal dinner get-together, fueled by more pizza, salad, and scrumptious fresh-baked cookies than the crowd could finish. Happily, the weather improved after we finished dinner where we could all move to the streetside patio for Annual Meeting business.

President Jeff London opened the meeting at 8:15, and each outgoing Board member spoke briefly about the past year and planned initiatives. This was followed by nomination, unanimous voting and confirmation of the new slate of Board members.

The highlight was our surprise presentation of this year’s Friend of C3 award to outgoing President Jeff London. Jeff has always been there for C3 as he led the Board over the past years, and we are delighted that he is staying on to continue providing his expertise. Of course, we are equally pleased to welcome back T. J. Hine into the hot seat.
As I sat at the CanDo dinner last evening, I marveled at the excitement the group expressed as they discussed their projects, ideas, and hopes for the future. I like to take that excitement and incorporate it into my business, my ideas and my hopes.

I would like to start my new “Reign of Terror” as C3 president by thanking the worker bees that make everything C3 is and about happen. First, Nate Marks for setting up the inspirational CanDo dinners. We have reaped the benefits by getting wonderful new members, and for some, new work and new partnerships. If you have not been to a CanDo, you ShouldDo.

Welcome back the rest of the board for another term. Stan Kotecki reprises his role as Secretary, not a job as fun as it may sound. Forever Treasurer Carolyn Aronson and Membership Director Michael Tanimura are back. The hardest job of all belongs to Programs Director Susan Marx, who did a terrific job this past year and will undoubtedly do a great job for us again this season with help from board member Carol Backe and non-board member Steve Starr.

Back again for another term of producing our newsletter are Cindy McEwen and Brent Brotine, with design help from non-board member Mary Badinger and printing by Marilyn Jones at Consolidated Printing. The ever-growing C3 web site would not be where it is without the minds and matter of Jeff London and Jason Feinberg.

I would like to welcome youth to the board: David Tanimura. David will keep us in touch with the 21st century by producing and controlling our social media. We now have a Facebook site and a Twitter site!

I know with this group of volunteers C3 will continue to grow, helping all its members with their projects at hand, making their ideas come to life and keeping the fire of hope for the future kindling.
upcoming programs

by Susan Marx

The programs committee met on August 16 to plan upcoming programs for the 2010–2011 season. We had a wonderful turnout, which included a barbeque provided by T. J. I’m very excited about the line up this year! Along with some of our program “standards” like the October 12 Gallery Walk, Christmas Party and Annual Event, we’ll be hosting programs like how to negotiate pricing with clients, font management and starting and maintaining a blog. Dates are currently being decided, but we’ll have the line up soon.

Some other programs in the works include CS5 updates, and designing for the web. Please check the C3 website for the most current dates and venues. For the latest information on any upcoming event, check the C3 website www.ChicagoCreative.org.

CanDo Dinners

Breaking Bread While Breaking Professional News

by Nate Marks

September 16, October 14, November 11 & December 9
Jumbo House Buffet,
3026 N. Ashland Ave.
Plenty of free parking!

For more information visit www.ChicagoCreative.org or contact Nate Marks at nate@AD-BIZ.BIZ.

/from the board

by Stan Kotecki

Membership Renewal is an Investment

Specifically, an investment in knowledge. C3 is a unique organization connecting you to like-minded independent professionals, so we can all learn and benefit from each other’s insights.

This is the second year we are participating in an Around the Coyote art show in Chicago. We invite all members to participate. In 2010 & 2011 we will have celebrity guest speakers on topics important to both graphic and visual artists. We are currently collaborating with other professional organizations, including APA and ASMP, on upcoming programs. The coming year is full of enlightenment at C3, and we hope you are part of it.

In addition to renewing your membership, we have several open Board positions that you might consider volunteering for—VP, Education and, maybe most importantly, Marketing and PR. Becoming involved is the best investment you can make. Contact a C3 board member if you’re interested in becoming more involved.

www.ChicagoCreative.org

C3 Newsletter Advertising Opportunities

The C3 newsletter is published quarterly from September to July and reaches a wide range of communication arts professionals. Display and classified ads are available to members and non-members. For more information contact Cindy McEwen at macindy@aol.com.

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 Inxwell process to give the color of ink more pop without having to print on a coated paper.

Process The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.

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@screative.com

www.ChicagoCreative.org
Known (ir)reverently as “Her Geekness” by C3 members and her many fans, Anne-Marie Concepción led 25 disciples through the brave new world of Twitter, Facebook and LinkedIn at our meeting on Social Media Marketing May 19 at T. J. Hine’s studio. Anne-Marie is President and Creative Director of Seneca Design and Training in Chicago.

Anne-Marie is a power user of these popular tools in her own business, both for her own self promotion and for client training. At the meeting, she brought us examples of her online social presence, and showed us the free applications that she prefers to use, such as TweetDeck on her MacBook for Twitter.

With Facebook now the second most trafficked web site, right behind Google and in front of YouTube, Anne-Marie stressed it can not be ignored. She explained the differences between personal profiles, groups and pages, and recommended that users set up personal profiles first and create Friends Lists to segregate personal and business contacts. Anne-Marie showed us how to create and administer Fan Pages, and how to get a vanity URL after getting 25 fans.

For Twitter, Anne-Marie suggests that you tweet 30% useful industry links, 30% company-specific items, 30% promotional offers and 10% personal thoughts. To attract more followers, you should publicize your Twitter feed and strive to be re-tweeted. People you should follow include your customers, staff, vendors, competitors, colleagues, publications and thought leaders. Advanced Twitter users can look into applications that will monitor key phrases, schedule the sending of tweets automatically, and insert their feeds into their blogs and web site.

Social media applications are supporting one another these days, and you should use each to link to the others. For example, use Twitter and your Facebook Fan Page to announce and link to new blog posts. Or use the Facebook FBML App to show your Twitter feed on your Facebook page.

For C3ers who missed the meeting, Anne-Marie has online video tutorials running at Lynda.com on “Social Media Marketing with Facebook and Twitter.” While most of these videos are only available to Lynda.com members, Anne-Marie has arranged for C3 members to receive a free 24 hour pass by filling out the registration form at http://lynda.com/freepass/amconcepcion.

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

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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

Thanks to our new Social Media Director, David Tanimura, C3 is now on Facebook and Twitter. And we’re still on LinkedIn too. Friend or follow us on these sites.

LinkedIn Group
Chicago Creative Coalition (C3)
http://www.linkedin.com/groups?viewMembers=&gid=1895594&sk=1282930056389
Can Do Networking Dinners http://www.linkedin.com/groups?mostPopular=&gid=2088460

Facebook http://www.facebook.com/group.php?gid=134133816610943&v=wall
Twitter http://twitter.com/C3_connect
Digital Howl
Social Media Marketing

by David Tanimura

As I write this on my iPhone, I realize that I’ve got the whole world in my hands. I revel in the power of information without the hard-won quest for knowledge — the apple in the garden 2.0.

When The Matrix came out in theaters, I felt strong empathy for Neo, a Gen-X narcissist who didn’t give a damn about anyone, the typical cyber-punk hero. As a villain, Agent Smith’s attachment to an omnipotent network of information was the epitome of evil.

The scene in which Agent Smith “unplugs” in order to get personal and torture Morpheus has stuck in my mind since 1999. It only occurred to me recently with much horror — social media has made everyone of us into an agent.

Cast out from the garden, we are free roaming 2.0 cowboys chasing the event horizon and running from those who would seek to tame us with DRM, censorship and copyright fences.

To become a social media marketing specialist, we must be like rangers stalking prey, ear to the ground for the next big quarry. We have trained our children to shift their attention in a split-second because it is necessary to survive in this digital jungle where communiqués in 31 flavors can assault us at any moment. We must be cautious.

There is no distinction between guerrilla and establishment-friendly poke or identity theft. Almost everyone has access, and everyone online can be reached. Web 2.0 is the holy grail of marketing and your worst nightmare all rolled into one. This is the cutting edge, and sometimes you might get cut.

With all of this in mind, C3 is now part of an ever-expanding world. I set up the Twitter and Facebook pages not long after I was voted onto the Board. Both of these projects will serve not only as a supplement to C3’s website and newsletter, but as a powerful, real-time networking tool for Chicago creatives.

I hope that C3 2.0 will help strengthen our numbers as well as continue to improve our own craft and design. Revel in the freedom, but play nice. Look both ways and take a deep breath. [click]
I grew up under the same roof as Silver Image Creative. My father encouraged me to play and create with the tools of the trade from the day I could pick up a camera and eventually click a mouse. From Adobe to HTML and pixels to ink, I learned by doing.

I am a member of the last generation that will remember the red-glow of anticipation as last month’s photos transcended the ethereal and faded into life. I try to bring these analog sensibilities to the digital world I work and live in. My recent projects include professional social media marketing, web site design/production and exhibit design and installation, as well as my own art.

1. **C3** is now web 2.0 compatible! Any news, memes or projects can now come together to build an even stronger C3 community.

2. **Japanese American Service Committee** — Create a web page to give information about the groundbreaking exhibit, which Silver Image also designed and produced.

3. **Chicago Public School** — Exhibit installation on Chicago Public School arts integration at the 7th floor gallery in Macy’s downtown Chicago store.

4. **Flowering Memories** — Design and create a web site to sell scrap-booking services and materials.

5. **Heian Surrender** — One of my art pieces from the ongoing series “Occupied: the Art of War,” an exploration of post-war Japan.
Katie Hawkey finally took her honeymoon with hubby Jacob Swindler—only 14 months late! They spent 5 days in Washington D.C. seeing the sites and eating one amazing meal after another. Her proudest achievement of the trip was visiting all 3 branches of government in 1 day.

Judy Zeddies dragged herself into the 21st century and joined Facebook this summer! (LOL) She also went to Yosemite with her husband for the first (but certainly not last) time in June, taking this photo of Half Dome from Glacier Point.

Marilyn Jones recently hosted two well-known politicos at Consolidated Printing. Sheila Simon, daughter of Senator Paul Simon and current Democratic candidate for Lieutenant Governor, visited on June 28. She had grown up in her father’s newspaper production facility, was very aware of the toxicity of traditional chemicals, and impressed by the petroleum-free and toxin-free methods used by Consolidated.

Congressman Mike Quigley not only toured Consolidated’s green facility on July 8, but also rolled up his sleeves and pitched in. He ran the folder, packed boxes, cut stock, made plates, mixed ink, ran a 5-color perfector press, and washed up the tools with the recycled restaurant grease that Consolidated employees use. Check out the photos on the Consolidated Facebook page.

New C3 Members

Lorie Dillon
Lorie Dillon Group LLC
773.368.4556 • lorie@loriedillon.com
loriedillon.com

Mary Kay McCaw
McCaw Creative
773.343.9375 • marykay.mccaw@gmail.com

Kurt Hansen
Chicago Creative Directory
773.427.7777 • kurt@creativedir.com

Katie Hawkey
Astek Consulting LLC
773.486.6666 • katie@astekweb.com

Correction --
We apologize for misidentifying Judy Zeddies on page 4 of the Summer 2010 newsletter. The correct caption should read: (bottom) Judy Zeddies and Michael Tanimura laugh as Larry Huene shows his all-time favorite architectural photo of Calumet Fisheries.

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 printed newsletter with free and discounted advertising space
- Mentoring opportunities
- No-cost job postings plus Premium Listing at the Big Shoes Network website
- Social Media connections through Facebook, Twitter, LinkedIn and more to come
Name  Katie Hawkey

Company  Astek Consulting LLC, an interactive Web marketing company, COO

Dream Client  An arts- or crafting-focused organization with a Coca-Cola-sized marketing budget and an Obama-campaign-embrace of technology.

Family/Kids/Pets  My hubby, Jacob Swindler, is an architectural designer working towards his license. We share our Albany Park house with a bratty but loving tabby named Tucker.

Everything I Need to Know I Learned From Watching Star Trek

Hobbies/Interests  Crafting and gardening, theatre and sketch comedy, video games and technology.

Three Words that Best Describe Me  I ♥ Nerds

Gadget I Can’t Live Without  iPhone and my trusty MacBook Pro

Favorite TV Show  Buffy the Vampire Slayer

Favorite Radio Personalities  Kai Ryssdal from NPR’s Marketplace—I’ve got a total voice crush on that guy.

I Always Find this Funny  When someone’s fight-or-flight response gets triggered in non-threatening situations. Especially funny when it’s a cat.

Favorite Way to Chill Out  World of Warcraft and Thai Food

If I Won the Lottery, I’d  Set up a warehouse loft space just around the corner from my house called "Craft Central" where there’d be tons of space, tools, paint and supplies for any kind of craft you can think of: sewing, knitting, silk screening, woodworking, art glass window making, weaving, you name it. We’d have a room for each craft stocked with state-of-the art (or truly old-school) ways of making awesome things. Each of my crafty friends would get a key. Can you tell I’ve thought this out?

Take Advantage of C3 Sponsorship Programs

C3 offers members, vendors and suppliers the opportunity to promote products and services at our meetings and activities. We offer Individual Program Sponsorships and Annual Sustaining Sponsorships. For more information, please contact Nate Marks at nate@AD-BIZ.BIZ.

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.