The all-time champion of fighting video games, Mortal Kombat,® has its roots at the Chicago headquarters of now-bankrupt Midway Games – for many years the leading producer of stand-up arcade game consoles. Mortal Kombat made its initial arcade appearance in 1992 — and soon afterwards, on a whim, classically-trained graphic designer Hernan Sanchez joined Midway to work on the outside illustrations of consoles.

What followed was a long and distinguished career at Midway until the bitter end last year (Warner Bros. Interactive now owns Mortal Kombat.) At our Game Design: An Insider’s View FMO Plus on Thursday, February 18, 2010 at T. J. Hine’s studio, Hernan kept over 20 C3ers and guests spellbound with his perspective on the art and science of character design and the video game development.

Hernan’s training in 3D game design was self-taught; after a day of 2D console artwork, he would stay late at Midway after everyone had left, learning the 3D programs of the time on the then-universal Silicon Graphics workstations. He eventually was asked to step in and assist the Mortal Kombat team as a 3D modeler on the second adventure-style game in the series, Mortal Kombat: Special Forces. After that, he became a full-fledged member of the Mortal Kombat team working on the core games.

For 12 years, Hernan created many of Mortal Kombat’s most recognized major characters, including heroine Li Mei, samurai Dairou, and drunkard Bo’raicho.

Using examples of real sketches and finished artwork, Hernan showed us how game characters are created by a team of artists, animators, writers, programmers, cinematic specialists and others.

As many gamers know – and now C3ers – Hernan’s deep rich baritone is not just for public speaking. He’s also the voice in many Mortal Kombat games and other Midway releases — and is the one who says “Finish Him!” whenever you’re about to kill or be killed.

(Top set) Why is Hernan laughing? Jeff is at screen left doing his best sexy fighter interpretation.

(Middle) David Tanimura and the Londons smile at Gail Thompson’s shocked reaction when Jim Leonardson explains there were TWO Sub-Zeros.

(Bottom) Hernan and Jeff are surprised that Nadia Hayek can demonstrate the Animality finishing move.
In my last President’s letter I discussed networking. I was encouraging all of us to be “…more than our best elevator speech.”

In that spirit I want to take just a moment to applaud just some of our members’ endeavors for the broader community that make use of their creative skills. Here are are just some examples of members digging into issues that they care about. I find them inspiring and worthy of applause so I hope other members will share their activities with either the Member News section of this news letter or the C3 website.

Stan Kotecki, C3 Board member and our current Secretary is actively involved in the Methodist Campground of Des Plaines. The Methodist Campground was established in the 1830s and is listed on the National Historic Register, overseen by the National Park Service which is currently trying to save its aging cottages from the floodwaters of the Des Plaines river and general decay. Stan provides photography that documents the structures, textures, as well as the events that take place at this historic site.

Kathleen Kearns, a C3 member, is involved with several community organizing efforts. Through her church, Kathleen is part of United Power, an umbrella organization of many community groups. United Power is working with The Sargent Shriver National Center for Poverty Law to present the stories of hard-working Americans and their experiences with health insurance. Kathleen is contributing to this effort by conducting and producing video interviews with individuals and small business owners to record their stories.

Michael Tanimura and Leah Kadaman of Silver Image Design have worked with Chicago Artist Partnerships in Education (CAPE) over the last five years to build support for Art Integration in public education. Arts Integration allows for learning through the use of music, visual art, drama/dance, theatre and the literary arts to both express and understand ideas. Michael said that the most rewarding part of working with CAPE is to see “…the potential of the kids… [as] active learners in an equal partnership of teachers, artists and students.”

I am sure that there are more efforts going on that I would like to mention here but I simply do not know about them. Please let me know, and keep up the good works.
C3 has some exciting programs planned for April and May 2010.

C3 will again be participating in the Creative Chicago Expo at the Chicago Cultural Center on Saturday, April 10. Contact Jeff London at jeff@sorensenlondon.com if you’d be interested in helping to represent C3 for a few hours.

On April 22, we’ll be hosting a program entitled “Making a Living in a Digital World.” As this newsletter goes to press, we are in the process of assembling a panel for this timely and interesting topic.

And on May 12, the ever-popular Anne-Marie Concepcion will present on Social Media—specifically LinkedIn and Facebook—and how to use them to grow your business. Please check the C3 website for venues, dates and times.

Enjoy our Annual Event every year? Have some ideas you’d like to share for this coming one? We’d love your help planning for this June. Please contact me (shmarx@yahoo.com) or T. J. Hine (tj@hinephoto.com) to join the planning committee.

For the latest information on any upcoming event, check the C3 website www.ChicagoCreative.org

Consolidatated Printing Earns SGP Status

The Sustainable Green Printing Partnership™ has certified C3 member Consolidated Printing as the first SGP Printer in Illinois. This certification recognizes Consolidated’s holistic approach to sustainability, including meeting all health, safety, and environmental regulations, implementing a sustainability management system, reducing their environmental footprint, implementing pollution prevention activities, and committing to social and ethical norms.

100% petroleum and toxin free, Consolidated has eliminated all carcinogens from their plant and office structure. Their solvents and inks are made from 100% vegetable ingredients, including the ink pigments, and their ink does not migrate.

In an industry that is among the top ten polluting industries in the world, Consolidated is producing nationally award-winning printing without the use of toxic chemicals. Gary Jones, Director of Environment, Health and Safety for the Printing Industry of America, recently stated, “I think what sets Consolidated Printing apart is that they actively push the envelope, asking suppliers to come up with new and innovative products that have less environmental impact and fewer health concerns.”

For more information contact C3er Marilyn Jones, President, at 773.631.2800 or at marilyn@consolidatedprinting.net

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

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.

www.ChicagoCreative.org
Email Marketing Program

Ask And You Shall Receive
by Brent Brotine

Permission-based email marketing is today's industry standard: delivering your communications to an audience that has voluntarily subscribed to your list. And the leader in helping small businesses do this is Constant Contact®, with more than 300,000 customers worldwide.

Steve Robinson, Regional Development Director for Illinois, showed 24 C3ers and guests the ins and outs of email marketing best practices at our FMO Plus on Thursday, January 14 at T. J. Hine's studio. Whether through his company or a competitor, Steve's main argument is that using an email service provider makes email marketing so much easier and reliable.

The benefits of using a company like Constant Contact® to distribute your emails include personal addressing to the recipient, assured delivery with tracked results, simple list management including handling bouncebacks and unsubscribes, and most important, obeying the law at all times. Since the CAN-SPAM law was introduced, commercial email has to reveal the physical address of the sender and allow the recipient to unsubscribe.

Many ISPs today block outgoing emails to multiple recipients over a certain number—often as low as 30. Steve explained how email service providers act as the first line of defense, working with ISPs to allow their emails to go through as they have already been screened.

Constant Contact® provides reports that tell you who opened your email, what links were clicked, how many times the information was forwarded, who unsubscribed, and what, if any, messages were undeliverable. Like most service providers, they offer a wide array of easy-to-use templates that let you plug in your logo, pictures and copy for a perfectly-formatted HTML mailing.

To find out more, visit constantcontact.com.

You Have a Choice
by T. J. Hine

Constant Contact® presented a great program. We learned how important e-marketing can be. But is Constant Contact® the only service provider out there? Is it the best?

Before signing up, you need to research other possibilities. Searching the Internet, you will get a lot of information about e-marketing companies. It's a great way to determine which may be the best for you.

It's also a good idea to check with colleagues who are already using these companies. I did. Here's what they had to say.

Stan Kotecki uses Constant Contact®. He chose them after attending a Chamber of Commerce-sponsored seminar, saying it was “education with a soft sell.” Stan finds Constant Contact® easy to use. “There are many templates, clip art, and images. I use the basic business format.” He says the customer service is excellent, but as a photographer, he is disappointed they added a stock photo section.

Mail Chimp® has a comparison chart on its web site. Susan Marx chose this provider for the pay-as-you-go service. Says Susan, “I use one of their templates, which I’ve customized, so after a few newsletters, it’s very easy. Customer service responds quickly.” She adds that price was a big part of her choice. At the time, it was less expensive than Constant Contact®. She does not know if Mail Chimp has stock photos.

Silver Image Creative principal Michael Tanimura uses Campaign Monitor, which was recommended by his programmer because it is set up for graphic designers and their clients. Mike says, “We chose them, in part, because we could custom design a template that they would support in the client interface. Extremely easy for clients to use.” Campaign Monitor has templates, it’s fairly easy and intuitive, and seems not to have stock photos. Pricing was also a consideration, as was the ability to “resell” the services to clients. Customer service is described as “responsive.”

We learned that e-marketing can be a strong tool in your advertising campaigns. Which company? You have a choice.
In an industry that is among the top ten polluting industries in the world, Consolidated is producing nationally award-winning printing without the use of toxic chemicals. The all-vegetable inks are 100% natural without heavy metals in the pigments.

“Historically, many printers have not focused on a systematic approach to examine chemicals from an environmental perspective. What sets Consolidated Printing apart, is that they actively seek and push the envelope, asking suppliers to come up with new and innovative products that have less impact on the environment and fewer health concerns.”

Gary Jones
Director of Environment, Health and Safety
Printing Industry of America

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

Clients ask me to help them with promotion materials: direct mail, advertising or various other marketing materials. Obviously, nowadays budgets drive almost every project. “How can you produce “x” at the lowest possible cost—and still have the most impact on my target market?” The answer, of course, is we may be able to produce low-cost items, but they may not have the same overall effect as an item that has proper investment. Nevertheless, we produce what we can for pre-determined budgets—and with varying results in the marketplace.

All that being said, we do the best we can with what monies are available. We produce exciting, dynamic, interesting and eye-catching visual materials within the budgetary limitations. Obviously, under these limitations there are things that restrict the market share that the client is continually reaching for, such as:

1) limiting the distribution (and reaching only part of the target market) because of cost of producing the needed quantity, or the cost of distribution, i.e. postage,
2) producing the project without adequate time to carefully discern the market and the market needs,
3) producing the project with substandard materials, stock photography and stock illustration or limiting the colors so that they don’t work well against the competition.

But, worst of all is when the material is finally delivered—to hold back the distribution of marketing materials because the client thinks that the per price cost of the item is too costly to “give away.” Promotional, advertising and marketing materials that are NOT distributed are NOT working for the client. Holding back business cards, brochures, advertising specialties for a future time is a waste of the client’s time and money. Items that do not reach the marketplace do no good in either promoting the client or driving sales.

In summary, if your client buys your services he/she needs to realize that you are producing the material for your client to promote themselves and the act of not distributing marketing materials will lessen their visibility and lower their potential sales figures.

Wasting Effort, Time and Money
by Nate Marks
Eat Paint Studio creates *intuitive designs for web and print*. I use Dreamweaver and BBEdit to hand-code websites using HTML and CSS, integrating jQuery and javascripts for added interactivity. All websites include individual SEO, keyword analysis, installation of Google Analytics and integration of social networking/blogs when appropriate. I also create print collateral for businesses: cards, books, signage, logos, etc.

I’m also a painter with a studio at the Cornelia Arts Building. My current project is a website that features all of the artists in the building, designed in time for our Open House in March. My paintings can be viewed at www.emilyrapport.com.

1. **Company** Unicut Corporation  
   **Project** Full-page advert for trade magazine

2. **Company** Created under the direction of Teller|Madsen, Inc. for the Nature Boardwalk at South Pond, Lincoln Park Zoo  
   **Project** 24 interpretive signs that explore the habitat of South Pond and lead visitors on a self-guided tour along its new Nature Boardwalk.

3. **Company** Andrew Steiner Photography  
   **Project** Create logo and website for www.andrewsteinerphotography.com

4. **Company** Cloud Gate Acupuncture  
   **Project** Create a website, logo and supporting print collateral including vinyl window sign.

5. **Company** Proud2BeGreen, LLC  
   **Project** Re-design a website
George Berlin participated in the Flat Iron Artist Association’s special inaugural one-night only show for 2010 called “Now You See it, Now You Don’t” where, for one special evening, the walls of the Historic Flat Iron Arts Building acted as a giant canvas displaying a continuous flow of linear imagery that turned its interior into a massive work of art! This mural, an interconnected collaboration done by a select group of Chicago artists was debuted — and then painted over! — all in one evening. Plus, George and his band played that evening as well.

Recently the Des Plaines Public Library featured an exhibit by Stan Kotecki of his photographs of the Des Plaines Methodist Campground. Stan photographed the Campground over a period of several seasons, and considers the fall yellow, red and golden colors to be amazing.

The Tucson bead shows will never be the same after the Friday open-late night in the suite of glass beadmakers Cindy McEwen, Karen Ovington and Diane Tarullo. The show ran from 10am till 9pm that day and there was much silliness going on by the time it was over. Cindy spent a total of 10 days in Tucson after being delayed in returning due to 12” of snow falling in Chicago. But not to waste that day, the three women got to attend two shows that they normally wouldn’t have been able to see. A good time was had by all. And a few beads sold along the way.

New C3 Members

Chris Howarth
Howarth Design
chris@chrishowarthusa.com
773.754.0496

Laura Marie Sanchez
lms23@comcast.net
773.282.4860

Promote yourself at C3 programs even when you’re absent.

Your business card is still one of the best ways to keep your name in front of potential customers, and C3 will help you get the word out. Business card take-ones — for members only — are now on the check-in table at every C3 event. Bring a stack of your business cards to the next FMO, and we’ll make sure they’re available at all future programs.

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 printed newsletter with free and discounted advertising space
- Mentoring opportunities
- No-cost job postings plus Premium Listing at the Big Shoes Network website
- No-cost listing at the Creatives etc website

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

www.ChicagoCreative.org
### C3 Talks with Larry Huene

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<tr>
<th>Name</th>
<th>Larry Huene</th>
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<tbody>
<tr>
<td>Company</td>
<td>Larry Huene Photography</td>
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<tr>
<td>Occupation</td>
<td>Photographer</td>
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<tr>
<td>Current Project</td>
<td>Updating portfolio, website</td>
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<td>Dream Client</td>
<td>A guy like me</td>
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<td>Hobbies/Interests</td>
<td>Trumpet player</td>
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<td>Favorite Movies</td>
<td><em>Pulp Fiction</em>, anything by Quentin</td>
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<td>Favorite CDs/Recording Artists</td>
<td>Miles Davis, Wilco, Tom Waits</td>
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<td>Book I’m Reading Right Now</td>
<td><em>True Compass</em> by Edward Kennedy</td>
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<td>Favorite Web Site</td>
<td>Anything musical or photo related</td>
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<tr>
<td>My Fantasy Is</td>
<td>Beaches, palm trees, white sand</td>
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<td>Prized Possession</td>
<td>My instruments</td>
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<td>My Inspiration Comes From</td>
<td>Everyone I meet</td>
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<td>Favorite Food</td>
<td>Hot dogs, Italian subs</td>
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<td>Favorite Restaurant</td>
<td>Manny’s, Al’s Beef</td>
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<td>Favorite TV Show</td>
<td>Any movie</td>
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<td>Places I’ve Traveled</td>
<td>Anywhere I can go</td>
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<tr>
<td>The One Thing Nobody Knows About Me</td>
<td>I’m lazy</td>
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<td>I Always Find this Funny</td>
<td>Letterman</td>
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<tr>
<td>Favorite Way to Chill Out</td>
<td>Reading</td>
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<tr>
<td>If I Won the Lottery, I’d</td>
<td>Buy all new stuff</td>
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### C3 Partnering with Creatives etc Website

Creativesetc.com is a new site that provides an online guide to Chicago's creative professionals — and we're promoting each other to help further communication between area talent.

You can create a free listing in their directory that includes your contact information and a short description of your services. If you check the box that indicates you're a C3 member, your listing will include both a link to your own web site and to ours. An optional priority display is also available for $60 a year that includes your logo and a map.

To create your listing, visit www.creativesetc.com.