While our April program promised C3 members and guests “7 Things You Must Know Now To Make A Living In This Digital Decade,” in fact we had an avalanche of ideas and insights, thanks to the frankness and eagerness of our three guest panelists.

Over 20 C3ers and guests kept the questions coming, along with panel moderators Steve Starr and Carol Backe. Providing the answers were Scott Giannini, Managing Director at Schawk Giannini Creative Group — a Chicago studio specializing in creative retouching and CGI for 3-D animation. Melanie Adcock, Business Development Specialist at OutStart Software in Boston who also consults for high-tech start up companies on marketing matters. And Peter Hawley, Head of the Film Program at Tribeca Flashpoint Media Arts Academy — Chicago’s new digital media arts school which is now partnered with Robert DeNiro’s Tribeca Enterprises.

The panel discussed how important it is for mid-career professionals to acclimate themselves to today’s media tools. Because print advertising is in a steep decline, and the price point of technology has dropped so dramatically, it is imperative that you adapt to audience and client preferences. Scott emphasized you can’t be a one trick pony any more, and that your competition likely has been cross-trained in many disciplines. Melanie predicted that print will take on a luxury element, and that mobile applications will take over practically everything in the next five years. Peter told us why developing soft skills is equally important today, and that one of the problems he finds is that younger creatives have little or no training in how to deal with clients. All agreed that the middle is going away, and that creative production is segmenting into either the super luxury category or the bargain basement. It is the same with screen size; the younger audience only wants small mobile screens or super-big video screens — nothing in between. Specialized and local microblogging — social media for very specific communities — was discussed as the next big thing and an important skill to learn.

The evening ran overtime with enthusiastic give and take, and our thanks to Steve and Carol for arranging the stellar panel.
Dear C3 Members,

I am writing to tell you that you missed it!

Unless, of course, you were there in which case you know that it was a great discussion between distinct perspectives that spanned the arc of a creative career. C3 members Stephen Starr and Carol Backe moderated the program. I am not writing a review — see Brent Brotime's report on the program for that.

The point I would like to make is that as a C3 member you can be part of the conversation. C3's Programs Committee has worked hard and had a few laughs along the way to produced some wonderful events this year. Programs and FMOs ranging from; gallery shows/tours, discussions of video game production, email marketing, and a member show and tell. Stephen and Carol are two C3 members that have participated by joining the committee.

It is not too late to help plan next year's schedule. This summer you will receive an email inviting all C3 members to a cookout. Be there! Be there, especially if you have not made it to a C3 program. This is your chance voice your ideas. What topics would you like to learn more about? What kind of event you would like to attend?

Join The Conversation
by Jeffrey London

Don't Forget About C3s Sponsorship Program

C3 offers both members and non-members an opportunity to place products and services before of our membership through two Sponsorship Programs: an Individual Program Sponsor and an Annual Sustaining Sponsor. We offer these programs to our members, suppliers and vendors for the benefit of our membership.

To become a C3 Sponsor, or for more information on our Sponsorship Program, please contact Nate Marks, Sponsorship Director, at nate@AD-BIZ.BIZ.
upcoming programs

this summer

Please join us for our Annual Meeting and Event, Friday, June 18 for a tour of historic Printer’s Row with dinner following at Eduardo’s Natural Pizza Restaurant. We’ll meet at Dearborn Station, on the corner of Dearborn and Polk at 5:30 for a guided walk by Chicago Elevated Tours. Spouses/kids/significant others are all welcome. Please check our website for RSVP and payment instructions. We know this will be a fun event for all!

In addition, please look for an email notice to our Programs Planning Meeting this August. This gathering is where we plan meeting topics for the entire season. Get your voice heard by planning to attend! If you have any comments about past programs or ones you’d like to see in the future, please feel free to email me at shmarx@yahoo.com

For the latest information on any upcoming event, check the C3 website www.ChicagoCreative.org or Nate Marks at nate@AD-BiZ.BIZ

From The Board by Stan Kotecki

Truth be told, I was somewhat reluctant to get involved with the C3 Board, as I didn’t know how to answer the question “what could I bring to C3?” What I found was that the best way to get to know what C3 is about is to join the Board and become involved in planning and executing events. Since I joined, I have had several referrals, participated in our successful art show at the Flat Iron building and came into contact with a gallery where I will have a photography exhibit this summer.

The board is a colorful, artistic group of creatives — and as I found, very diverse (only myself and two others are photographers.) So if you’ve been thinking about becoming more involved in C3, use me as an example and please step forward — you’ll be glad you did.

2010–2011 Board Nominations

President—T. J. Hine
Secretary—Stan Kotecki
Treasurer—Carolyn Aronson
Programs—Susan Marx, Carol Backe, T. J. Hine
Membership—Michael Tanimura
Newsletter—Cindy McEwen, Brent Brotine
Internet—Jeff London, Jason Feinberg
Social Media—David Tanimura
Sponsorship, CanDo—Nate Marks

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

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.

CanDo Dinners

June 10
Jumbo House Buffet
3026 N. Ashland Ave., Chicago

July 8
August 12
September 16
October 14
November 11
December 9
Locations to be announced for upcoming dates

For more information visit www.ChicagoCreative.org or contact Nate Marks at nate@AD-BiZ.BIZ.
How long had it been since C3 held a member show-and-tell session? For those of you with good memories, prior to this year the answer was November 11, 2004 back at the Portage Park Center for the Arts. So since such an event seemed long overdue, we rectified the situation with a well-attended Member Show And Tell FMO on Thursday, March 18, 2010.

The FMO took place at a new meeting location; neighborhood bar Paddy O’Splaines at 2434 W. Montrose. Inside Paddy’s private meeting room, we set up eighteen tables that featured intriguing and eye-catching member portfolios and full-size displays. Hot appetizers were complementary, along with a cash bar.

On display were design, illustration, web development, photography, printing and more, representing the diverse talents of C3 members. Our member exhibitors included:

Carolyn Aronson  Nate Marks
Carol Backe  Susan Marx
George Berlin  Judith Orr
T. J. Hine  Victor Powell
Chris Howarth  Gerta Sorensen
Larry Huene  Michael Tanimura
Kathleen Kearns  Gail Thompson
Stan Kotecki  Judy Zeddies
Jeff London  Francine Ziev

Attendees had the opportunity to review each other’s work, exchange ideas (and business cards) and form working relationships. In addition, the event marked the debut of our traveling business card display — a new C3 member benefit — where we encourage everyone to place a supply of their cards for access at C3 events.

Correction—
On page 3 of the last newsletter, there was a little extra “t” and “a” in the headline of the article on Consolidated Printing’s SGP status. Sorry Marilyn.

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

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On page 3 of the last newsletter, there was a little extra “t” and “a” in the headline of the article on Consolidated Printing’s SGP status. Sorry Marilyn.
Encore Visit To Creative Chicago Expo
by Brent Brotine

For the second year, C3 was an exhibitor at the Creative Chicago Expo on April 10, 2010 at the Chicago Cultural Center. This annual event features more than 100 exhibitors from arts organizations and creative services, and presents a full day of workshops on everything from arts marketing and raising funds for nonprofits to self-promotion for performers and using social media.

At the C3 table were Jeff London, Cindy McEwen, Nate Marks and Kathleen Kearns. Thanks to George Berlin and Francine Ziev, we had a continuously-running laptop Flash presentation that drew passers-bys and pitched C3 membership. We made new friends for C3, laid the foundation for some great partnerships with other organizations, and certainly raised C3's standing within the Chicago creative community.

Also seen at the Expo were C3 members Marilyn Jones of Consolidated Printing, Carol Backe, Chris Howarth, and T. J. and Claudia Hine. The Expo was a big success with over 4,000 attendees, and more information on the artists, vendors and consultants present — including audio recordings of the day’s workshops — is on the Chicago Artists Resource website, www.chicagoartistsresource.org.

Multi-disciplines: a sign of the times
by Nate Marks

I recently helped out at the C3 booth at the annual Creative Chicago Expo. The Chicago Artists Resource, the City of Chicago Department of Community Development and others sponsor this one-day event, at which over 100 vendors show their wares at booths on the first and second floors of the Center at Michigan and Randolph. In addition to the convention area there are workshops ranging from such topics as “Art in Vacant Storefronts” to “Using Social Media.”

What I noticed different about the attendees this year — as opposed to last year’s attendees was the question of their occupation. As people stopped by our booth I would ask them what they did for living. Last year most people would answer the question by giving their occupation, such as: photographer, graphic designer, web developer, dancer — or they would say that they were undecided and that they were coming to the Expo to see what was available in the creative fields. But, this year, with the economic conditions in America still uncertain the answers were a little different. Yes, some people still considered themselves photographers, graphic designers, etc., but most people answered my question by saying “this and that.” When I would ask them to be more specific they would say something like: “I’m a dancer, but I also do websites and some writing.” Or, “I do web development, but I’m trying to get into photography, and I also do some graphic design and performance art too.”

I quickly realized that most people were becoming multi-disciplined, because the traditional jobs are very scarce to get everyone has to take on many hats just to survive in this economy. Will it continue this way as the economy improves, or will people go back to their traditional occupations? Interesting question – I’ll see what people answer at next year’s Creative Chicago Expo.

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 & 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

www.ChicagoCreative.org
1. St. Michael — a custom drawn illustration of St. Michael the Arch Angel. We developed this illustration so it would be reproducible on textiles, offset printing and in digital format.

2. These are three of our fire and rescue designs that we've created for multiple clients out east and here in the midwest. These designs were silkscreened onto T-shirts.

3. The Ritz Carlton, Battery Park, NY Grand Opening Special Event Bath Book. We designed and sourced this cushion bath book for the grand opening of the Ritz Carlton, Battery Park, NY.

4. Drain Cleaner. This design was developed for Topco Associates’ client, Lowes Food, who needed a label designed and produced for a private label drain cleaner.

Emily Rapport was among the exhibitors at the Cornelia Arts Building Spring Open House on Friday, May 21. The event had more than 30 local artists working in a range of media, displaying artwork that included paintings and drawings, sculpture, photography, printmaking, ceramics, mixed media, and jewelry.

At the event, the building artists curated a hallway exhibit titled Urbs in Horto — inspired by Chicago’s Latin motto meaning “City in a Garden”.

Located at 1800 W. Cornelia Avenue in Chicago, Illinois, the Cornelia Arts Building has provided studio space to local and international working artists since 1986. More information is at http://corneliaartsbuilding.com.

Nate Marks recently moved his AD-BIZ/DesignMarks.biz office to 6007 N. Sheridan Rd. He says that the move has given him more space to work as well as a spectacular view of Lake Michigan and the Loop skyline.

Recently, Nate served as judge for Chicago City Treasurer Stephanie Neely’s first annual cover design competition for the 2010 Public Annual Financial Report. It was held in conjunction with the Chicago Public Schools, and had about 40 entries from CPS students.
Francine Ziev recently completed a new logo design for an online news site, Evanston Now.

Evanston Now

In March, Marilyn Jones at Consolidated Printing participated in the National Environment, Health and Safety Conference in Indianapolis. As last year’s winner of the William D. Schaeffer Environmental Award, she presented this year’s award to Doreen Monteleone, Ph.D.

As the only known 100% petroleum and toxin-free printer in the United States, Consolidated was also featured on April 22nd as part of NBC News Chicago’s Earth Day coverage.

Steve Starr spent the last week of March in Puerto Vallarta, Mexico enjoying the beach, hiking in the mountains, snorkeling, swimming in the ocean surf, eating too much good food and learning more about our neighbors across the southern border. He actually tried parasailing and found it to be incredibly peaceful, but won’t be jumping out of planes any time soon.

Susan Marx and her husband Jordan began foster parenting in February. In their care is Marcus, a 3 year old boy and quite a joy so far. What’s planned for the near future? A train ride and trip to the zoo.

T. J. Hine Photography has installed a Naturemill XE Series automatic indoor composter as part of a continuing effort to become a greener business. Now, food scraps left over from a typical photo shoot will be turned into concentrated compost fertilizer in just two weeks. Over its life, the composter is said to divert more than two tons of waste from landfills.

T. J. also has released an updated website, www.hinephoto.com, with new photos, behind-the-scenes stories, and an awards section that celebrates the accomplishments of his clients.

The April program for the Bead Society of Greater Chicago was a presentation by Cindy McEwen entitled “How Did I Get Here? My Life as a Glass Beadmaker.” This was Cindy’s first presentation for the group. It gave her a good reason to learn Apple’s Keynote application. She was told she did a great job.

Stan Kotecki just installed a photography exhibit at the Indian Prairie Public Library in Darien, featuring his photography of the Methodist Campground in Des Plaines. This is the 150th anniversary year of the campground, which was instrumental in transforming the area from farming village into thriving community. The library is located at 401 Plainfield Road in Darien, and online at indianprairielibrary.org

New C3 Members

Nancy Somarriba
Visualizations
773.594.1539
jsomarriba@ameritech.net
visualizationsllc.com

David Tanimura
Silver Image Creative, Inc.
design associate
david@sicreative.com

Adam Daniels
Adam Daniels Photography
312 504 0728
adamdaniels@mac.com

T. J. Hine
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C3 Talks with
Laura Marie Sanchez

Name Laura Marie Sanchez

Company Principal at the wishing well of future endeavours — (self-employed presentation media artist, production designer and producer, creative director, graphic designer, architectural illustrator)

Current project see above, there’s a little of each

Dream Client one who pays me a lot of money for something I love doing

Birthplace Chicago, IL (south side)

Family/Kids/Pets two sisters, two brothers, one nephew, twin nieces, one brother-in-law, three sisters-in-law, one of whom you all know (Barbara Counterman). And Henry & Ginger, my babies (they’re cats).

Hobbies/Interests I also work in stained glass, mosaics, beads and other mixed media

Favorite Movie Gone With The Wind, Sunset Boulevard, Jeremiah Johnson

Book I’m Reading Now The Women (T.C. Boyle), Collected Short Stories Vol I by W. Somerset Maugham

Favorite Web Site any one that teaches me something I did not know before

My Fantasy to pilot the Starship Enterprise

Prized Possession my Tiny Tears doll, View-Master, books, old photos

My Inspiration Comes From mostly people and nature

Favorite Food toast and chocolate

Favorite Restaurant Frontera Grill

Favorite TV Show Lost, anything on TCM, True Blood, Big Love, The Tudors

Places I’ve Traveled some deserve revisiting . . . like Paris (sigh)

The One Thing Nobody Knows About Me I can sew

I Always Find This Funny Alec Baldwin just makes me cry. Also, the old movie Bringing Up Baby still cracks me up.

I Wish I Could Stop saving stacks of things, I’m the worst pack- rat

Best Advise I Ever Got become debt-free (and did I listen? no!)

Favorite Way to Chill Out napping

If I Won the Lottery I’d share the love: give some to my family, my friends, my alma mater’s, my favorite causes . . . and then I’d save my house and buy a few more, travel, and otherwise enjoy the comforts that come with not having to worry about where the next dollar comes from.

My Friends Like Me Because I’m generous and true, they claim

Three Words That Best Describe Me intense. enigmatic. colorful.

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

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

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