C3 Members Steal the smARTshow

by Brent Brotine and Cindy McEwen

One of the highlights of the Chicagoland holiday season is the smARTshow at Wicker Park’s Flatiron Arts Building, highlighting the works of over 150 local artists. This well-known building at the triangle intersection of Damen, North and Milwaukee is home to a number of artist studios, including C3er George Berlin.

This year, 13 exhibitors were C3 members — who showcased not only their individual creations but the good cheer of C3 membership. Sharing a joint space, our participants were ready with C3 fact sheets and membership applications for attendees. In addition, they handed out recycled pen/pencil/sharpeners kits as a C3 “holiday gift” for interested prospects.

Opening night on Friday December 11 was very well attended despite the cold weather, replete with wine and snacks for our visitors. The show continued throughout the weekend, with a visit by 3 costumed cast members of Cirque du Soleil’s Banana Shpeel a special highlight.

C3 participants
Kathy Quintinar acrylics on canvas
Mike Tanimura photographic time studies
Nate Marks acrylic on canvas abstract
Susan Marx acrylic on paper abstracts
Carolyn Aronson jewelry
Lou Russo photography
Steve Starr wood sculptures, 3D and mixed media
Stan Kotecki photography & greeting cards
Cindy McEwen handmade lampwork glass beads & jewelry
T. J. Hine food photography
Carol Backe “Bean” digital pop art
Bob Tolchin photography
George Berlin acrylics on canvas (in his studio space)

Steve Starr’s toothbrush sculpture and Stan Kotecki’s Buckingham Fountain photo were featured on a video that will be soon posted to the building’s website: www.artsentertainment.com.

After the smARTshow teardown on Sunday, December 13, C3ers moved the action to T. J. Hine’s studio where we held our annual Holiday Party and White Elephant Gift Exchange. The treats came during our potluck dinner, where we enjoyed a spread of appetizers and main dishes topped by four different homemade pies and other goodies.

But as usual, nothing is as eagerly anticipated as our gift exchange that gives everyone a shot at fabulous one-of-a-kind treasures and objets d’art that have been scoured from the finest closet shelves, attics and basement corners. Lucky members took home such (re)gifts as a ceramic Santa, cowgirl apron, giant bubble wand, box of yarn, wooden snowman and bird, vintage VHS movies, and the most-wanted item of the night, a singing squirrel.

Regrettably, there was no sign of the past favorite, the monkey bookends.

Holiday Party Treats & Trinkets by Cindy McEwen and Brent Brotine

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Not Going To Take Lax Networking Any More
by Jeffrey London

From Network (1976):
Arthur Jensen:  How are you now?
Howard Beale:  I’m as mad as a hatter.
Arthur Jensen:  Who isn’t?
(Ned Beatty as Arthur Jensen and Peter Finch as Howard Beale)

Is “Networking” working? Sure, it’s possible to find community and wonderful information online, but does this turn into opportunity, experience, or just a trip down memory lane? Does it maintain and/or create business?

Perhaps, I am not doing this right. I find that it is much easier to connect with my past than to create opportunities for my future using the social networking systems on the web. On the LinkedIn service, for example, I can link to individuals that I have worked with at jobs past — I may discover that they have linked to someone else that I know. Maybe there is a reason why I haven’t seen or heard from these people for years. Maybe I am a social misfit. Do you want to be my friend?

Yes, I have “connected” and I have heard success stories of connections made that result in an opportunity, but I think that there is more at work in these instances than “friending.” We owe it to ourselves to be more interesting than our best “elevator speech.” We are more than what we do and having something else to discuss is probably the most effective way to network. A conversation is an opportunity to create a memorable experience — go for it!

I would like to suggest, that to make a meaningful connection with someone might actually require the ability to share an experience. C3’s programs committee produces a number of events, and whatever the topic, they bring people together, in the same room, around a common interest and that usually leads to a good time, an experience, a connection. I hope that you will come out for C3’s next FMO have fun and get connected.

Technology allows us to work and relate to others at a distance. The distance maybe physical or temporal, but, there is really no substitute for meeting in person. “In the same room” means that you are present in the same circumstances and can share a moment. Recently I have found that scheduling one day a week, on site, at my client’s office has served to clarify project details and solidify the client relationship.

Regarding the distance over time “friend” invitations from profile photos taken 20 or 30 years ago have often revealed a heyday that is not today. Point is that dredging the past is not the same thing as creating opportunities for your future.

Send your networking testimonials to c3list@ChicagoCreative.org and let us know if “Networking” is working for you.

Jeffrey London

president’s letter

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We welcome editorial submissions (including opinion pieces) that may be of interest to our readers. Send your articles or ideas to Brent Brotine at Chicago Creative Coalition, P.O. Box 578477, Chicago, IL 60657-8477 at e-mail them to him at brent@brotine.com. Please note that we reserve the right to edit or reject any articles submitted to C3. Note that this newsletter does not return unsolicited materials. The views and opinions expressed in this newsletter are those of the author(s), not those of Chicago Creative Coalition.

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From the Board

Leaving Our Comfort Zones  by Stan Kotecki

One of the fringe benefits of serving on the C3 Board is that it often gets members away from their usual area of professional expertise and helps build new skills. When I was elected (OK, unopposed) to be Secretary, I found myself a little out of my comfort zone and in a position where I had no previous experience. As it happens, it’s been both challenging and interesting.

At our monthly board meetings, trying to figure out what conversations are important and what items should be recorded turns out to be a great way to improve listening skills. Compiling short and concise meeting minutes that cover the important decisions is a crucial task, and I’m happy to be doing it. The lesson seems to be that today’s economic times are putting all of us out of our comfort zones and we have to adapt to the changes that affect us.

And because these are difficult business conditions for many of us, the Board is focusing on new and relevant ways to help members in the upcoming decade. From targeting our program content to holding the line on program prices, from planning special events in the real world to arranging meet-ups in the digital cloud, we are eager to make 2010 a year where C3ers can renew and refresh their businesses.

upcoming programs

We have some exciting programs planned for 2010, so please make plans to join us.

January 14 we’ll be hosting a speaker from Constant Contact who will address e-mail marketing. If you’re thinking of putting out an e-newsletter for yourself or a client, don’t miss this.

Other programs we have in the works include: New Places for Old Skills: Motion Graphics, A Member Show and Tell, Making a Living in a Digital World, and Business Development Using Social Media.

Please be sure to check our e-mail announcements as well as the C3 website.

We’re always looking for help with our programs, especially for our Annual Event event in June. Please contact Susan Marx (shmarx@yahoo.com) or T. J. Hine (tj@hinephoto.com) if you’re interested in helping out or have any program suggestions. Programs are subject to change.

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

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 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.
A Taste of Animation
by Brent Brotine

It seems everybody wants to be able to do their own Adobe Flash animation, but the imagined learning curve puts a lot of people off. But simple Flash animation is surprisingly simple once you know the ropes, and C3 member (and animator) George Berlin showed us just how to get started on Wednesday, September 16, at T. J. Hine’s studio.

A dozen members watched, and took plentiful notes, as George showed us how frame by frame animation is drawn and how Flash can speed the process. George took us through the Flash interface with the timeline at the top of the screen, library panel on the right, properties below, and the main window, called the “stage,” in the center.

As a key frame-based animation program, Flash records the information about an object at a particular point in time. You can change the shape, color, position, rotation, scale and opacity at any time point. When these characteristics change over time, you have animation.

George showed how Flash provides “tweening,” the animator’s term for having the program fill in the in-between frames from your starting frame and ending frame. Flash can tween both shapes and positions, and while the result can sometimes be unpredictable it is a great time saver. He showed us how tweening works with a bouncing circle, a tree growing and animated text.

Another helpful tool Flash provides is “onion skinning” — where you can see the frame before and the frame after when you are in drawing mode. This replicates how conventional animators used to prepare individual cell drawings.

While George prefers a program called Toon Boom for many of his own commercial animations — due to its greater control and complexity — he certainly recommends sitting down with Flash and seeing how easy it can be to create basic animations.
At least to our eyes, a turnout of fifteen creatives looks pretty darn impressive. That’s who showed up as we returned to the River North art gallery area for our annual Gallery Walk on Wednesday, October 21. With able organization by Susan Marx, and expert commentary by tour leader Ginny Berg, publisher of Chicago Gallery News, we enjoyed exclusive walk-throughs at four top contemporary art galleries.

Our first stop was Jean Albano Gallery at 215 W. Superior, specializing in contemporary painting, sculpture and mixed media. Their current exhibition displayed Gregory Gummersall paintings and Jenny Gummersall photographs. Gregory Gummersall was a cowboy before becoming an artist, and his works feature collages, layered paintings and more. We also viewed pieces by Margaret Wharton, who is known for cutting up objects and creatively using the pieces.

Our second stop turned the corner to Addington Gallery at 704 N. Wells, featuring artists who work in a wide range of contemporary styles, subjects and mediums. We viewed new works from Chicago artists Susan Kraut and Julia Katz. Kraut displayed an interesting technique where she uses pieces of copper from the trash as her oil painting surface, creating art that jumps off the wall while evoking a Dutch still life. And her studio roommate Katz was discovered by gallery owner Dan Addington at a portfolio workshop; Dan has nurtured her art, focusing on movement painted in exciting ways, ever since.

Our third stop was a return to an old friend, Andrew Bae Gallery at 300 W. Superior. Andrew features works by Asian artists, highlighting Korea and Japan. We were particularly taken by Jae Ko’s paper sculptures with sumi ink; while they look like formed wood they are actually dyed adding machine paper.

We ended our evening at Roy Boyd Gallery, another repeat visit, at 739 N. Wells. The gallery primarily focuses on abstraction in paintings, works on paper, and sculpture, featuring artists from the Chicago area, both coasts and Europe. They have taken on the role of championing abstract art in a city known for figures and images, and their current collection — Minimal Works: Buck, Fraser, Gonzalez, Katznelson, Muller — encompasses stark, simple pieces all influenced by form, motion and shape. We stayed around for conversation, camaraderie and the traditional wine and cheese sideboard.

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JCC Camp Chi Brochure  For this brochure for an overnight camp in Wisconsin, I served the lead designer and took a good deal of the photos. The mostly challenging part of this project was getting the photo mix right. The end result is a contemporary look that gives the reader an in-the-moment feeling of being at camp.

JCC Young Actors Ensemble Charlotte's Web Poster  The JCC Young Actors Ensemble performs 2–3 shows per year at JCC Chicago and one of the perks of my job is that I get to design the posters. I don’t usually get to spend a lot of time on them, but that’s almost part of the fun/challenge.

John Legend, New York, NY Website  This was the second incarnation of John’s web site in the early stage of his career. The first iteration was done when he was just starting to do some gigs and build a fan base. We did this redesign when he started talking to labels and further defining his sound. This is a classic case of music being inexorably linked with my design process/inspiration. The colors, the energy, the textures, even the type were all there in his music.

Jewish Community Center of Chicago Logo Design  This logo was designed for JCC Chicago as part of a massive (and ongoing) rebranding effort to bring the agency’s image into the 21st century. I used Avenir, a typeface that to me is friendly and welcoming and that reads well at any size. The Jewish star is embedded in the logo, echoing the Jewish values embedded in all JCC Chicago programming.

Svigals + Partners, LLC, New Haven, CT Brochure  A self-promotion piece developed for an architect in New Haven, this particular book focused on higher-education architecture. One advantage to designing for architects is you’re often working with beautiful photos. One disadvantage, is that you’re also working with architects.
George Berlin is seen playing with on a CTA train with his band “Black Bottle Junction.” This was part of “Art on Track Chicago 2009”, an 8-car train full of art installations and music! George played for three hours on a train circling the loop in the Flatiron Artists Association car (he’s a member in Gallery 203 at 1579 N Milwaukee) If you look closely, George is actually strapped to the handrail with his upright bass so he doesn’t fall over! See more at http://www.chicagoartontrack.com/

Stan Kotecki reports that a good friend in Des Plaines really goes all out on Halloween — and sent a photo to prove it. Stan’s friend and his family live in a 1920s brick house appropriate for decorating. His birthday is on Halloween, so he really enjoys decorating his front yard with witches, goblins, werewolves, Dracula, giant spider webs, skeletons, 2 graveyards, skulls, jars of eyeballs, hands & fingers, etc. A fog machine at the front doorway making the entry scary.

In September, Barbara Counterman and her husband Tony Sanchez took a fun-filled trip to Spain and France. In Barcelona they sampled the local drink called clara and in France they had some terrific Chinese food. Highlights included driving a zippy little European vehicle called an Ibiza through the southern part of France and stopping in several medieval towns for chocolate crepes and regional sausages. Lastly, being excellent drivers, they rode Segways around on a night tour of the sights in Paris. Her trip photo is from a small medieval town in France called St. Cirque Lapopie; some of the lower parts of the building walls date from the Romans!

Marilyn Jones of Consolidated Printing announces that for the 3rd time, they’ve won the Illinois Governor’s Sustainability Award. This award goes to organizations that demonstrate a commitment to environmental excellence.

New C3 Members

Larry Huene
Larry Huene Photography
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Emily Rapport
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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
**Creative's Corner**

**C3 Talks with Jan Smith**

**Company** Jan Smith Communications  
**Occupation** Writer, editor, compulsive proofreader of menus, blogs and other frequently misspelled documents  
**Current Project** Website for an association of women attorneys to help them be found by people who want a woman attorney. Of course, working with a professional association is a lot like herding cats. Since I have a cat, I’m used to it.  
**Dream Client** Creative, energetic professional who wants me to edit a blog and write a bi-weekly newsletter  
**Family/Kids/Pets** My husband Bill is chief cook and bottle washer of Evanston Now (www.evanstonnow.com), an online newspaper for Evanston. My cat Monty is purrmeister and mouse-catcher-in-chief.  
**Hobbies/Interests** I’m an avid quilter and knitter. From May to October I volunteer in the interpretive program at the Chicago Botanic Garden. I also enjoy gardening in my own yard, except for the pulling weeds part.  
**Three Words that Best Describe Me** Smart. Funny. Beautiful. Those words were used to describe the first magazine I worked for, a Ziff-Davis startup called PC/Computing. I’ve adopted them as my own, although these days beautiful applies more to the inside than out.  
**Gadget I Can’t Live Without** My sewing machine  
**Favorite CDs/Recording Artists** James Taylor is my favorite. I also like bands from the 60s and 70s — I just bought a 4 CD set by Hall and Oates — as well as Frank Sinatra and the big bands. Oh, and Yo Yo Ma.  
**Book I’m Reading Right Now** That Old Cape Magic by Richard Russo  
**I’d Give Anything to Meet** Michelle Obama  
**Favorite Food** Macaroni and cheese  
**Places I’ve Traveled** Europe and the Soviet Union (in 1971), including Kiev, Moscow, Leningrad (now St. Petersburg again), Sammerkand, Tashkent, Tbilisi

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**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.

**CHICAGO CREATIVE COALITION**

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