Every time creative services consultant Maria Piscopo presents to C3 members, it’s a win-win for everyone in the room — and this by-popular-demand return visit was no exception. Maria held 60 C3 members and guests, plus our colleagues from American Society of Media Photographers (ASMP) and America Photographic Artists (APA), spellbound on April 28th at this joint event at Harrington College of Design.


Among Maria’s noteworthy tips were:

- Change the client’s perception of your value by changing the question “What do you charge?” to “What does it cost?”
- Ask clients, “What is the total project budget?” rather than single line items.
- Be sure to start with a complete and thorough job description.
- Never agree to less money without negotiation of some part of the overall project.
- Clients respond to what you say, not how you feel.
- Never just drop your price, because clients will tell their friends!
- To pay less, clients must give you more — time, credits, payment terms, samples, etc.
- Package your price to help sell it to the client.

More information from Maria is on her web site, www.mpiscopo.com. After questions from the audience, lucky attendees won copies of Maria’s books in our door prize drawing.

(left) T.J. Hine takes attendance and gives a stern reminder on term paper due dates before realizing he’s at our Maria Piscopo event.

(right) As the paparazzi and news photographers click away, T.J. and Maria gush at how much they love being in Chicago and visiting our lakefront.
Team Players Wanted

I had a chance a few weeks ago to attend a skydiving invitational event, joining jumpers from all over the world. We were attempting to build a difficult formation that resembled a mythical bird – the Phoenix.

After each failed attempt, we debriefed the jump and discussed individual performances and mistakes and how to fix them. It took a few failures before the organizer spoke not about individual performances, but the “team” effort instead. We were not just 185 individual skydivers, but also a team of jumpers attempting to reach the same goal. As a team, we built a 185-person formation resembling the Phoenix. (Pictures can be seen on my FB site).

After listening to Maria Piscopo speak at our latest C3 program, I realized I needed the same mentality for my business. I do not take pictures; my “team” creates images. This attitude proved itself on one of my latest assignments. We had multiple art directors, a stylist, and me working this job. However, one AD was not working as a team member but as an individual. This presented problems on the shoot that could have been avoided. We did create great images for their use, but it could have been smoother, more enjoyable, and more cost efficient.

C3 is a team, made up of individual board members and general members. This team has made great strides in keeping C3 moving forward and being an asset to our members’ businesses. We still need help. We need team members from the general membership to step up and assist us as board members. We have areas that need directors and committees that need volunteers.

I thank the board members that have re-signed for another year and say a special thanks to Carol Backe, who will leave the board after years of work, including a stint as secretary. A special shout out to Susan Marx, who took on the hardest and most important job in C3, that of its program director. Thank you for your tireless work and also for volunteering to stay on the Programs Committee.

Please take a look at the openings we have on the board (listed in this newsletter) and see where you can help out the team. We would love to have you.  

T. J.
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.

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.

- Social events and outings
- Reduced rates for C3 Program events
- 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

upcoming programs
by Susan Marx

Sunday, June 26 is our Annual Meeting and Event, a 2-hour tour of Graceland Cemetery by the Chicago Architecture Foundation with dinner following at nearby Andies Restaurant.

Graceland was established in 1860 and holds many interesting stories of prominent Chicagoans as well as a beautiful landscape design. The tour begins at 2:15 at the Cemetery at 4001 N. Clark. We’ll meet at the front gate at 2:00.

Afterwards, we’ll hold dinner and our meeting at the Andies, 1467 W. Montrose at 4:30.

Cost for the event is $20.

We’ll be having a Programs planning meeting again this summer. Get your voice heard by planning the programs you’d like to see! Date and place to come.

For the information on an upcoming event, check the C3 website—ChicagoCreative.org or contact shmarx@yahoo.com.

Mark your calendars for upcoming CanDo dates.

14 Jul
11 Aug
8 Sep
13 Oct
10 Nov
8 Dec

Locations to be announced.
For more info visit ChicagoCreative.org or contact Nate Marks at nate@AD-BIZ.BIZ.
Don’t Give it Away
by Nate Marks

Hard times bring out both the best and the worst in people. On the one hand people tend to band together to help one another: on the other hand we find people who try to make money on the backs of others. Lately we’ve been hearing the term “crowdsourcing.” This is a problem-solving and production model, whereby problems are broadcast to an unknown group of people called in to give their input to provide a solution for a problem. These are usually sent out as calls for a competition whereby the winner is rewarded a prize. Remember the keyword is winner — there is usually only one winner — and all the rest of the submitter’s are losers.

With the economy still suffering from this long recession we keep finding companies that are preying on creatives with their song and dance routine of bringing us opportunities to make money, or to be of service for the common good. However, when one analyzes these “opportunities” they fall far short of their promises. Beside all of the graphics competitions out there, there are several well-published organizations that you might want to avoid doing business with.

Their hook is that they will find companies that are looking for help with developing logos, designing brochures, photography, copywriting, etc. — no sales time is required for you. How cool is that! One says that it will charge the client $2,000 for a logo and then turn around and find a designer to handle the job for $1,500. That $1,500 sounds good on the surface, but looking into the situation it seems that company is working to build teams of designers and businesspeople to produce that logo. The $1,500 will then be divided between all the members of the team — taking that $1,500 down to a couple of hundred dollars (or less) — but only if YOU are the winner out of several hundred (or thousands) people who have answered this call. Don’t believe me? Check the arrangements out for yourself. Each of these companies has good publicity and large websites. They are all trying to get creatives to do something for nothing. One of these companies even boasts that it draws from a pool of 87,000 people — worldwide. Each one of these people willingly sends the company free artwork, photography, writing, etc. hoping that they get a chance to be picked for a job that will pay a couple of hundred dollars — or less.

Another company bathes itself in the light of doing something for the common good. But, analyze exactly what they do. They build teams of volunteers from professional disciplines, and put them together to solve one of their client’s problems. The selection of the team is derived from the available pool of volunteers — some qualified, some not so qualified. The company takes the money (mostly from large community funding sources) and the volunteers do all the work on a pro-bono basis. The projects (when finished) are not as professional as if team of real experts had produced them. There will probably be a lot more of these crowdsourcing companies coming into the marketplace, because the companies themselves are very profitable and many more people will want to get into the game. You are a professional, so be wary — and read the text before taking on assignments from them. If they ask you to submit your work on the project for free — and afterwards they will put your work in for consideration — say NO.

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.
This year’s Chicago Creative Expo was held on Saturday March 12 from 10am to 5pm in the Cultural Center at Michigan and Randolph and is presented by Chicago Department of Cultural Affairs. This was the 8th annual Creative Chicago Expo and the 3rd year that C3 has had a booth at the Expo. It was an interesting day because this year the Expo was held on the same day as Chicago’s famous St. Patrick’s Day Parade — so there was a lot of green to be seen both on Michigan Avenue and in the Cultural Center.

The Expo connects individuals and organizations working in all creative fields — music, film, fashion, theater, dance, literary and visual arts, design and new media — with funding, space, housing, business and social resources. Admission to the Expo and to all workshops was free and open to the public. This year more than 5,500 people participated in the free, day-long event that takes place throughout the Cultural Center. This year’s Expo also featured more than 150 exhibitors, 25 workshops, and the return of “Consult-a-thon”, with 50 consultants available for one-on-one appointments. Local and national specialists in social media, public art, performance marketing, fiscal sponsorship, and website design join space and housing developers, community development organizations, and legal and insurance providers.

Mike Tanimura, Jeff London, Carol Backe, Blanca Robledo-Atwood, Mary Badinger and Nate Marks attended to the C3 Booth. They passed out C3 and CanDo literature and asked people to sign our sheet requesting more C3 info. There was also a fish bowl to collect business cards — and at the end of the event we pulled a card for a one-year free C3 membership. The membership was won by graphic designer Pon Angara, the owner of Barkada Creative. It was really a lot of fun meeting and greeting everyone and promoting C3.

CanDo Appreciation Reception
Céad míle fáilte  
by Brent Brotine

The welcome mat was out on March 22nd for C3 members, guests, and most importantly, CanDo networking dinner attendees — many who had not been at a C3 event before. And this was a good one to start with, because just like our CanDo dinners, the meeting agenda was totally social. What’s more, the setting couldn’t have been more conducive: the Irish American Heritage Center on the northwest side.

Amid the mahogany bars, fireplaces, crests and other pub-style trappings, approximately 40 revelers made new friends, exchanged contact information and learned more about C3 and our programs. Our traditional wine and cheese spread helped the conversation flow; unfortunately the Center was not doing the same with their stock of Guinness, but then again their pub is only open on weekends.

CanDo honcho Nate Marks and president T. J. Hine served as convivial hosts, and capped off the evening with a drawing for a free C3 membership — won by Tom Biancalana, a corrective exercise coach and personal trainer whose creativity is definitely of the hands-on variety.
1. Arlington Heights Memorial Library
A website redesign for the Library made it easier to navigate and more user friendly.

2. Jewish United Fund Book of Life
Yearly fundraising piece honors contributors and explains the year’s fund-raising efforts.

3. Neighborhood Housing Services of Waterbury, Inc.
Two website designs for the housing agency. Both are easily navigable for viewers who might not have great experience on the web or even with computers.

4. Meritus Homes logo and brochure
Created a friendly, but sophisticated logo that was carried through Meritus Homes’ auxiliary materials. For the brochure, squares of the logo were used as a launching point to show images of their clientele, properties and surrounding neighborhoods.

Susan Marx Design
Art Director/Designer
http://susanmarxdesign.com
susan@susanmarxdesign.com
773.275.1315

Board Nominations 2011-12
These positions will be voted upon at the Annual Meeting. Please contact T. J. Hine if you would like to volunteer for an open position or committee.

President - T. J. Hine
Vice President - open
Secretary - Stan Kotecki
Treasurer - Carolyn Aronson
Programs - open
Membership - Michael Tanimura
Newsletter - Cindy McEwen, Brent Brotine
Internet - Jeff London, Jason Feinberg
Social Media - David Tanimura
Marketing and PR - open
Education - open
CanDo, Sponsorship - Nate Marks
New C3 Members

Pon Angara
Barkada Creative LLC
773 852 3522
pon@barkadacreative.com

Tom Biancalana
773 251 0811
tom@gutrehab.com

Marna Motew
4250 N. Marine Drive, #2701
Chicago, IL 60613

Getting Down to Business on Facebook
by David Tanimura

The most precious commodity a small business has is its identity. The advantage of social networking is that your company’s identity has never been easier to share. In this sense, Facebook has finally come of age.

It is now possible to create a business page on Facebook and then literally assume the identity of your business in order to interact with individuals, fellow organizations or to market directly to your possible clients.

Follow the link below to start your web 2.0 business adventure: http://www.facebook.com/pages/create.php

Once created, start posting and inviting your friends or fellow business partners to join. Integrate your Facebook page into your homepage or newsletter to get more fans. Don’t be discouraged if building a fan base is slow-going. It takes longer than you might think, but once attained the pay-off is priceless.

Katie Hawkey and hubby Jacob had a baby girl! Olivia “Olive” Rose Swindler was born March 17, 2011 at 11:49am, 7lb 1oz. All are happy and healthy!

Judy Zeddies is participating with her artwork at many art shows this summer including North Shore Art League Art on the Plaza in Wilmette June 11 & 12; Krasl Art Fair on the Bluff, St. Joseph, MI, July 9 & 10; and Geneva Fine Arts Fair in downtown Geneva July 23 & 24. Updates can be found at www.judyzeddies.com

Victor Powell is proud to report that Powell Photography received a Supplier of the Year Award from the Chicago Minority Business Development Council. He has been a member of the Council for over 10 years, and credits this as part of his continued success. Victor was noted for his mentoring of young people that show an interest in photography, because of the difference mentoring made in his own career.

Marilyn Jones was pleased to have Consolidated Printing selected by Chicago Together to produce the invitation and accompanying materials celebrating the inauguration of Mayor Rahm Emanuel and other newly-elected leaders. Nationally known for its eco-friendly practices, Consolidated has been recognized by the Illinois Environmental Protection Agency as the first printer in the state to voluntarily reduce pollution and toxins.

Facebook
http://www.facebook.com/group.php?gid=134133816610943&v=wall

Twitter
http://twitter.com/C3_connect

LinkedIn Group
Chicago Creative Coalition (C3)
http://www.linkedin.com/groups?viewMember= &gid=1895594&skid=1282930056389

CanDo Networking Dinners
http://www.linkedin.com/groups?mostPopular=&gid=2088460
C3 Talks with Marilyn Markle

Name Marilyn Markle
Company MarkleDesign Group
Occupation "Communications With Vision"
Current Project Reinventing my life. Help is welcome!
Dream Client Someone who understands the value of intelligent, creative communications and likes the collaborative process.
Family/Kids/Pets My wonderful husband Nick; Ziggy the wonder cat and his rather disappointing older brother; three turtles, Shelly, Bullseye, and Arrowhead.
Hobbies/Interests Human Potential (especially mine), painting, tennis, juggling (both literal and figurative), swordfighting, and studying everything in the world about design, advertising, marketing, etc. I keep thinking I can figure it out.
Gadget I Can’t Live Without If only this were more interesting, but probably the universal remote.
Favorite Movies Glory, Blade Runner, Zulu (NOT Zulu Dawn!)
Book(s) I’m Reading Right Now Ogilvy on Advertising, and 59 Seconds, which discusses current research supporting the actual science of “rapid change.”
Favorite Web Site Amazon is way up there...Lately I discovered duinwaigh.com (pronounced “doorway”). Love the art, the sentiments, and that they are inventing their lives from their own creativity.
My Fantasy Is I never have to worry about money again.
I’d Give Anything to Meet Merlin, or the Olsen twins.
My Inspiration Comes From Just looking around me all the time.
Favorite Food Sandwiches.
Favorite Restaurant It’s a toss up between Grande Lux Cafe and Bakers Square on free pie Wednesday— since my favorite food is sandwiches.
Favorite TV Show That would have to be Supernatural, since we don’t have cable, or Spartacus Blood & Sand, for the gorgeous men and over-the-top fight choreography. Oh, and, Upstairs, Downstairs... the new one.
Favorite Radio Station(s)/Air Personalities Peter Sagal comes to mind. And of course Paula Poundstone on Wait, Wait... She is really quick.
Places I’ve Traveled My favorite so far is definitely Costa Rica. Went to Burning Man once, which was enough for me, although I have some friends who think we should be there when the world ends. We ARE planning a trip to Brazil.
The One Thing Nobody Knows About Me I am easily amused. Actually, probably everyone knows this about me.
Three Things in my Medicine Cabinet Hair gel, homeopathics, hairball remedy. Oh, I thought you asked for three things beginning with “H.”
I Always Find this Funny When I say something I think is outrageous, and the response is even way more outrageous. Or cats in boxes.
Favorite Way to Chill Out Unprintable, but it involves lots of towels.
If I Won the Lottery, I’d Start a commune. (Of course, I get to be the Ultimate Arbiter.) Applications are being accepted on a continuing basis.

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@sicreative.com
ChicagoCreative.org

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