Blame It On The Rain: Annual Meeting Becomes An Inside Job

by Brent Brotine and Cindy McEwen
photos by Stan Kotecki and Mike Tanimura

Like PigPen in Peanuts, rain clouds seem to follow C3 wherever we go for our annual meetings. That’s why our original outdoor picnic and movie night became an indoor event at the Rosedale Park field house, where we still had a good time and great food.

Nineteen C3 members and guests enjoyed this year’s tasty vittles, including fried chicken, potato, pasta and quinoa salads, hummus and dip, fruit, chocolate cake, brownies and those fantastic cookies from Auntie Jo’s Yummies courtesy of Mike Tanimura’s cousin Jo Yamamoto.

For the business meeting, we thanked outgoing board members Jeff London and Nate Marks for their years of service (and while they’re each taking a break from office we’re glad they’re not going away.) The new slate of officers was introduced, nominated and voted in unanimously. (Sorry, drama lovers, nothing to see this year.)

The highlight of the evening was the presentation of two awards to two deserving honorees:

- **Nate Marks** received our 2012 Friend Of C3 Award for his many contributions over the years that have made C3 a better place for all … dating way, way back to our predecessor organization.

- **Marilyn Jones**, President of Consolidated Printing, received our inaugural 2012 C3 Patron Award in appreciation of her generous and enduring support for C3.

Happily, our popcorn did not go to waste as everyone helped take home bags, along with leftovers, on their way home. Next year, we’ll see if the bad weather curse continues.
I was talking with an architect the other day, and we got into one of those discussions about what students today aren’t being taught in schools. His big complaint was that students started with CAD (computer aided design) drawing programs. They didn’t learn one-point perspective at a drawing board with pencil and triangle—they set a perspective point on their computer and lines magically converged. They didn’t even know how to draw a tree, he mocked—they just selected the kind of tree they wanted from a drop-down menu and clicked with their mouse when they wanted one to appear.

I was ready to chime in with the same tale of woe regarding photography and graphic design, when I realized I was about to utter those words, “Why, when I was young …”

(The snow was over our heads, wasn’t it, on our 5-mile treks to school, wearing Wonder Bread bags over our socks to keep our feet dry?)

Okay. We all know times have changed. I don’t need to constantly remind myself of that, because Leah and David do that for me. They try to keep me rooted in the now, not the past, and quickly shush me or LOL when I talk about the way we used to do things, or gripe about having to rearrange my brain to yet another way to develop websites.

For better or worse, we are all constantly moving into the future. As I used to tell my mother when she complained about being old, “Consider the alternative.” Then she’d smack me.

My latest retraining has to do with Social Media, dreaded words for the over-40 set. And yet, in terms of its application to business marketing, something we all should be engaged in, no matter how far north of the Mason-Dixon line we are.

In terms of that which seems the least painful, I’m interested in figuring out how to do good blogs. As you might be able to tell, I don’t mind stringing words together, so it seems less foreign to me. And those that know me will concur that I don’t mind acting the authority on some topic (hopefully ones I know a bit about, at least).

Blogs can help with SEO (search engine optimization)—how high you come up in search results, set you apart from the crowd by establishing you as an authority and resource, and individualize you by allowing your personality to be associated with your professional work.

In order to make it easier for C3ers to ply the blog waters, the newly designed and soon to be published chicagocreative.org website has been developed with member-blogging in mind. The Design Resources, Arts & Creativity Resources, and Small Business Resources sections will feature blogs written by members. And every blog you write will display information about you, including links back to your C3 Portfolio page and website.

And because your blog entries are not being self-published, but will exist on a non-profit’s long-standing and oft-updated website, the more you write the more you enhance your SEO.

So let’s all take pen in hand start typing away on topics in which we have some knowledge we can share with others. To be really adventurous (and further enhance our SEO and provide links to our websites), we can comment on each other’s posts.

For me, blogging regularly will have one added benefit—it will keep Leah and David off my back!
Upcoming Programs

by Stan Kotecki
and Mike Tanimura

We’ve got some great programs lined up that will help members achieve greater professional success and personal happiness (wow!).

On October 11 there will be a For Members Only+ program on blogging, to help members populate the new C3 website with content and achieve greater search recognition. Members may bring a guest.

You won’t want to miss our 13th annual Gallery Walk; Chicago Gallery News publisher Ginny Van Alyea is again promising a terrific lineup of places to visit. And we’ll be getting an update on the new Adobe® Creative Cloud™ and CS6 on November 7 from guru Gary Adcock.

In the spring there will be a 3-part program-workshop-roundtable that will help members focus their creative business, learn how to maximize the influence of their personal vision on their professional work, and how best to showcase that work to prospective clients.

And of course, our Holiday Party and Annual Meeting will be back with food, fun, and festivities.

Speaking of our upcoming new website, that will be more than ever your best place to check out all the activities coming up. So be sure to bookmark it.

Mark your calendar
How to Blog for C3’s New Website
Thursday, October 11
6:30 pm
T.J. Hine Photography
346 North Justine Street, Chicago

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.

2012–13 Board of Directors

President Michael Tanimura
Vice President Steve Starr
Secretary Karen Woodbury
Treasurer Carolyn Aronson
Programs Stan Kotecki
Membership Michael Tanimura
Newsletter Cindy McEwen, Brent Brotine
Internet Jason Feinberg
Social Media David Tanimura
Marketing and PR Brent Brotine
Education open
Special Events T.J. Hine

C3 Board meetings are open to all. They’re held the first Wednesday of the month from September–May at 6 pm. Join us.

C3 Newsletter

Print and Mail Services Marilyn Jones, Consolidated Printing
Newsletter Staff Brent Brotine, Cindy McEwen, Gerta Sorensen

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 or 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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Board News

by Karen Woodbury

The C3 board of directors conducted the C3 annual meeting on Friday, July 13. It was nice to see some familiar faces and get caught up on C3 news, most of which centered on change. A few C3 members have stepped down from their board positions and a few new members have stepped in to take their places.

Our fearless leader T.J. will be taking a break as Board President and assuming the direction of Special Projects. Thank you T.J. for all of your tireless service over the past few years. Michael Tanimura will be taking the lead as President, and we look forward to seeing what he has in store for the upcoming year.

The C3 board of directors is looking forward to a year of unique and insightful programming, enhanced networking and social media opportunities, and strategically positioning our membership for the future. As with anything, our members receive the best benefit of belonging to C3 when they get involved. So the board encourages all of you to speak up and let us know what programming you’d like to see, what networking opportunities would be most effective, and how C3 can serve you and your creative endeavors. Together we’ll make it a great year!
It’s The Final Hackdown:
Moving to Beta at Hackathon Part IV
by Brent Brotine
photos by Stan Kotecki

The fourth and final session of our C3 website Hackathon, a cooperative effort with Chicago Web Professionals, took place on Saturday, July 19. We again met at coLab Evanston, a member-only co-working space at Main Street and Chicago Avenue.

Our goal for the day was to complete the WordPress front end and theme, and begin to port over content from the old site. Chicago Web Professionals led the day’s technical activities, with Jeff McNear, Becky Davis and our own Steve Starr guiding the assembled volunteers.

One of the new site additions that many of us began to populate was the Member Profiles area. C3 members will have more power than ever to upload portfolio examples and comprehensive work histories. Look for a set of guidelines for creating profiles and posts to arrive via email shortly.

We also made progress in nailing down our home page rotating slider, incorporating images that relate to upcoming programs and the C3 mission. If you have photography that you’d like to contribute for the site, please email a note to Cindy McEwen of our content team.

While we are still making styling refinements, adding functionality and tweaking code behind the scenes, you can view our development site at www.chicago creative.org/dev.

C3 WEBSITE

You Are The Missing Link To Links On The New C3 Website
by Mike Tanimura

C3’s new social media and search engine-friendly website “will soon be up and running and only missing your involvement!”

Developed last year over four programs as a collaborative effort between C3 and the Chicago Web Professionals Meet-Up, the new site will enhance the web presence of the organization, as well as its members. Built with WordPress as its content management system, the site makes uploading and editing content a breeze, while at the same time being extremely social media-friendly.

At the first website program, the attendees helped establish goals and targets for the new site. Building membership was identified as the primary goal for C3 as an organization, and professional success (getting clients) was the top wish of members. The primary development committee—Jeff London and Michael Tanimura from C3, Jeff McNear and Becky Davis from the Web Pros, and Stephen Starr and Francine Ziev who belong to both—decided that making the site a resource on the web for authoritative information on media arts would be the best strategy for realizing both goals.

The new website is poised to fulfill these goals. What is needed to ensure the mutual success of C3 and its members is additional content.

Each member has the responsibility to login and input Profile information, and upload their Portfolio (instructional blogs are available on the site to provide assistance). By doing so, each member increases how or her footprint on the web, and collectively this information attracts more potential members (and prospective clients) to the C3 site.

C3ers also need to share their professional expertise by authoring blogs. By doing so, each author will be more visible to search engines and potential clients, and C3’s stature as a resource will increase.

Blog topics should fit into one of these broad Resource categories:

1. **Design Resources.** How-to info about the things members do and the tools they use to accomplish them. A blog about overcoming some difficulty on a recent project would provide meaningful technical information as well as market the C3er.
2. **Arts & Creativity.** Articles about ways to make that spark happen, or describing recent leaps would go here, as well as fine art projects by members.
3. **Small Business.** Helpful information on marketing, sales, insurance, intellectual property rights, etc. In short, the business side of the creative business.

There will be a C3 program in October on the ins and outs of blogging to help members become better raconteurs, but the best time to start is right now, since we need to reach a critical mass of content for goo dustings to happen. And, just like the programs and attendees that developed the new site, how well this site meets its goals—our individual and group success—is tied to this collaborative effort of creating.
A C3/CanDo Networking Event with IWOC

by Nate Marks

We changed the June CanDo Networking Dinner a bit for our June meeting. Instead of simply a dinner, great talk, and industry support—we combined with the Independent Writers of Chicago to have a social mixer. The event was held on a lovely summer evening at the D4 Irish Pub & Cafe on east Ohio Street.

The event was quite stimulating, and there were many contacts made between individuals in the two groups. Hopefully, this will lead to collaborations on interesting projects. Approximately forty people turned out for this fun-filled evening. From time to time we are hoping to combine with other creative groups in order to enhance our visibility in Chicagoland.

The CanDo networking dinners were begun three years ago, and have met monthly ever since. CanDo is supported by C3, and is a monthly dinner, networking and support group where people in the creative business community can sit down and talk to one another on a one-on-one basis. The discussion is business based, but that doesn’t stop people from interjecting personal stories, or discussing other aspect of life that are of interest to the attendees. In addition, sometimes people bring in examples of their latest commercial, or fine art endeavors, to show around.

Thanks to all who have attended the CanDo dinners.

Correction

We apologize for mislabeling Paula Tsurutani’s photo in our last newsletter; however, we’re pleased to have a much better photo of Paula on this issue’s back cover.

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.

Sponsorship Programs

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. For more information, contact T. J. Hine at tj@hinephoto.com.

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1. Poster for a children’s theater production of Joseph and the Amazing Technicolor Dreamcoat
2. Jobs poster concept
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4. Web page for chicagotailgators.com
5. Web landing page for the JCC Camp Chi
6. Spread from a preschool brochure
7. Spread from American Liver Foundation newsletter
Anne and Larry Huene attended the wedding of their son Larry and bride Danielle in Hawaii on July 7, at St. Peter’s by the Sea Catholic Church in the Kona district on the Big Island.

Tom McEwen, brother to member Cindy McEwen, was wed in Sentinel, Oklahoma to Janet King on July 6. Cindy and her dad, Conrad, attended. Both the bride and groom were giddy like teenagers and spent a lovely honeymoon in Durango Colorado. It was a great opportunity for Cindy to visit with her nephews, great nieces and great nephew.

Cindy and husband Gary Adcock, spent a Saturday touring Slagel Family Farm in Fairbury, Illinois (below). They enjoyed seeing the all-natural farm environment, viewing a pork-butcher demo by butcher Rob Levitt of Chicago’s Butcher and Larder, and enjoying a delicious family-style dinner by Chicago chefs Jason Vincent of Nightwood Restaurant and Chris Pandel of Bristol Restaurant. It was a very “filling” day. Slagel Family Farms supplies all-natural meats, cheeses and eggs to some of the best butchers and restaurants in Chicago.

After winning a Graphic Design USA American Web Design Award for gourmetdestinations.com, Stephen Starr took a well deserved break! He spent a week in San Francisco visiting friends, a weekend attending a niece’s wedding in Walnut Grove and a week in the Russian River area, kayaking the river, hiking Armstrong Redwood Forest and hiking Sonoma Coast State Park’s Goat Rock Beach in Jenner and Bodega Bay. A day of touring the Russian River wineries made the trip complete. (What’s a good vacation without some quality wine drinking?)

Karen Woodbury and her husband Doug have just launched their retreat center The House at French Creek. Nestled along the Mississippi River in Lansing, Iowa, this century-old farmhouse provides space for facilitators and students on creative, culinary, and personal discovery adventures. Current course offerings can be found at www.frenchcreekfarmhouse.com.

Lila Stromer spent part of June in California, helping care for her brother-in-law who was diagnosed with end-stage lung cancer in May. She brought her camera and put together an e-photo book of her brother-in-law and sister together, which meant a lot to the family. (And on a brighter note, she took photos of pigeons in New York City with her iPhone, below.)

In July David Tanimura had one of his collages on the cover of the The Weekly Digest, a magazine published by Loyola. Each issue features an artist whose work deals with the focus of that week. This issue dealt with Inter/Transnational World politics through the lens of feminism. The piece titled “to End all Wars…” is a commentary on Armistice day and the drastic societal changes in the wake of the Great War. It is part of a series of digital collages called Apocalypto Nouveau. For more information, visit David’s blog: www.musashimixing.com/2012/02/to-end-all-wars/.
C3 Talks with Paula Tsurutani

Name Paula Tsurutani

Occupation I am a marketing communications consultant and writer, focusing especially on arts organizations, nonprofits, associations and professional service firms. I have a particular interest in conducting interviews and Q&As. But I like any kind of writing that lets me uncover qualities about a person, place or thing.

Current project Researching and writing a feature article about changing roles in law firms. I’m also planning a series of interviews with arts professionals and will be focusing more time on development writing for nonprofits.

Hobbies/interests Classical music, gardening and doing various artsy-craftsy projects.

Gadget I can’t live without iPhone

Favorite movie Cinema Paradiso

Book I’m Reading Right Now I Remember Nothing by Nora Ephron

Favorite Web Site www.designsponge.com—a design blog about homes, décor, entertaining and DIY projects

Dream job I’d love to have Anthony Bourdain’s (of No Reservations fame) job. Meeting and talking with a wild assortment of people—famous and common. Traveling around the world. Eating terrific local food. Writing and filming about all of it.

Favorite city for business travel New York—so many concerts, museums, fascinating neighborhoods, good restaurants and great shopping!

Favorite magazines Rolling Stone—their interviews are revealing portraits and usually excellent studies that capture personality and tone.


If I had a talk show, I’d want to invite these three guests Choreographer George Balanchine, contemporary theatre director Peter Sellars and the Burmese opposition leader Aung San Suu Kyi.

Prized possession A 1927 Steinway grand piano, although I’m sorry to say I don’t practice or play as often as I should.

My inspiration comes from Nature, music, documentaries and great visual design. Also, The Moth for its emotion and daring storytelling.

Best meal An amazing Thai meal at Arun’s—a visual and gastronomic tour de force.

Favorite TV show Like many, I’m a big fan of Mad Men.

Favorite radio station(s)/air personalities WBEZ (especially This American Life) and WFMT.

I Always Find This Funny The Daily Show with Jon Stewart

Favorite way to chill out Walking around in various Chicago neighborhoods. Exploring the Chicago Botanic Garden.

If I won the lottery, I’d Do more volunteer work. Practice piano a lot more. Travel. Take art classes. Do more yoga. Remodel or redecorate my condo. Spend time on family genealogy projects.

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How to join C3
The easiest access to a C3 membership application is through our website: www.chicagocreative.org/memberapp.php.
Pay online through PayPal or contact mike@sicreative.com for a membership application to fill out 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

PHOTO BY CHICAGO HUSTLE.