Three To Get Ready: Hackathon Part III Sets The Stage

by Brent Brotine
photos by Mike Tanimura

The third session of our four-part C3 website Hackathon covered planning for technical development, and prepared participants for the full-day production session to come. Hosted by Chicago Web Professionals, our partners in building the new site, the meeting took place at coLab Evanston, a member-only co-working space at Main Street and Chicago Avenue where many web professionals hang their hats and ball caps during the day.

Nearly 30 C3 members and Chicago Web Professionals members joined forces to finalize approaches and determine roles for site production. The meeting was opened by C3’s Steve Starr who, as a member himself, introduced the audience to coLab and their membership plans. Steve noted that coLab is offering our members 50% off the first month’s membership on any plan.

Steve and Jeff McNear from Chicago Web Professionals gave a recap of the last two sessions, and brought everyone up to date on the decisions made so far: how branding will work, the use of tabs and navigation, a featured member column, a blog post aggregator, and the use of Open Sans from Google Web Fonts. Steve also showed how the portfolio section is intended to work, with sample pages.

The WordPress content management system is going to power the site, and Jeff discussed the details that have to be hammered down. We talked about what people want to see on the profile pages, and how different portfolio examples could be handled. And we discussed whether members should be “contributors”—people who can write and manage their own posts but not publish them—or “authors” who have publishing rights.

At the end of the evening, we broke up into four main teams for the Saturday session:
The Content Generation team will extract old content, generate new content and manage usage.
The Editorial Control team will review content, set policies, proof content and check facts.
The Site Administration team will administer WordPress functions, manage calendars and ad placement, and coordinate event promotion.
The Site Configuration team will author WordPress themes, manage typography rules and select and configure plug-ins.

Part IV of the Hackathon—where it all came together—took place on Saturday, May 19 at an all-day session at coLab. Watch for a recap in the next newsletter.
Change. It’s inevitable as we get older, the more life will change, whether we want it to or not. Sometimes the change is good; sometimes the change is not what we expected; and sometimes only time will tell.

My brothers and sisters got together recently to pack up my parents to move them out of their home of 48 years and to a new state. I knew one day this was going to happen, but it’s still a hard change to reconcile. The biggest difference is the change in our Christmas traditions, and the friends and family I won’t be able to see during the holidays. I will miss the home I was brought up in and the neighborhood I played in. I did get a chance to look through (and finally throw away) old letters from high school and my first years of college. I can look back and see the many changes in my life and my philosophy by reading those letters. I may not have made all the right choices, but those changes have made me the person I am today and that’s not too bad.

The change for my folks will be a good one. I am looking forward to the new experiences and the new traditions we will set as a family and still look back to the past and not regret the changes we have made.

C3 is in the middle of some changes. Most for the better. An exciting new web site, new members, and some new member benefits. We are also seeing the strain of the economy as we have lost many old members. I hope the change for them is positive and wish them the best. The board of directors will go through a few changes, but we need your help. Let’s keep the changes to C3 positive ones. Please help out the board by volunteering. We need additional board members to keep our organization moving forward. I can guarantee the change you make by helping C3 will be the right change.
by T. J. Hine

**Summer Outing and Annual Meeting—Save The Date.**
Good weather has always been on our side when C3 hosts outdoor events, and we’ll (almost) take it for granted this year will be no exception. So unless the skies open up and nobody shows, we’ll be enjoying dinner, a movie, and a meeting to boot at one of the Chicago Park District’s Movies In The Parks events:

**Friday, July 13**
6 pm Meeting with Dinner On C3
Followed by Outdoor Movie: Ghostbusters
Rosedale Park
6312 W. Rosedale Ave.

Simply bring chairs and/or blankets, and C3 will provide chicken and fixings for a traditional outdoor picnic feast. Come hungry! (And the evening’s sponsor, 45th Ward Alderman John Arena, is a former C3er from his graphic design days, so expect the usual libations to accompany the food.)

**Summer Barbecue Party—Help Needed.**
It wouldn’t be summer without our outdoor barbecue get-together, so we’re calling on all C3ers to help us get this event going. If you can help with arrangements — looking for space, planning family games and entertainment, etc. — now’s the time to shoot an email to T. J. Hine at tj@hinephoto.com

**Fall Gallery Walk—Stay Tuned.**
We’re working with Ginny Berg of Chicago Gallery News to visit some great new places this year. Watch for details.

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**How to join C3**
The easiest access to a C3 membership application is through our website: www.chicagocreative.org/member app.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@chicago creative.org or to the Membership Director: mike@sicreative.com

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**CanDo Dinners**
Mark your calendars for the upcoming June CanDo Social Mixer, held jointly with Independent Writers of Chicago (IWOC).

**Thursday, June 21**

**Time** 5–7 pm
**Location** D4 Irish Pub & Café
**Note new location**
345 East Ohio Street, Chicago (enter on Grand)

The CanDo Dinners will be on hiatus July and August, but will resume in September. Details about fall events to come. For more information visit www.ChicagoCreative.org.
Wow! What an enjoyable evening.

by Nate Marks
photos by Stan Kotecki

C3 and CanDo had their second annual Social Mixer on Thursday evening (26 April) at the Superior Street Rehearsal Studios. Karen Woodbury was our host and provided us with a lovely room to have our event. We expanded the event from last year by adding live music, fine art, and examples of our member’s professional work.

C3 member George Berlin, accompanied by Ben Hersey, of the “Totally Different Animals” provided the music and the art show was arranged by Stan Kotecki. Steve Starr and T. J. Hine provided a grand array of food and drink—and of course—JoAnne Yamamoto again provided us with tasty treats for dessert. In addition to those mentioned Mike and David Tanimura, Carolyn Aronson, Cindy McEwen, Laura Marie Sanchez, Karen Uchima, Mira Temkin, and many, many others contributed heavily to making this an outstanding evening.

The event was open to all C3 Members, their guests, friends, and those curious about C3 or the CanDo networking dinners. After the event we had a drawing for a free one-year Membership to C3. The membership was won by Paula Tsurutani. She is writer and marketing communications consultant to nonprofits, arts organizations, associations, and professional service firms.

The CanDo networking dinners were started three years ago and have we have meet monthly ever since. CanDo is supported by C3 and is a monthly dinner, networking, and support group when 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 live and are of interest to the attendees. Sometimes people bring in examples of their latest commercial or fine art endeavors.

Hopefully, we will see you all at our upcoming CanDo dinners, and again at our third annual C3/CanDo Social Mixer in the Spring of 2013.

C3 Exposed at the Expo

by Nate Marks
photo by Mike Tanimura

This year’s Chicago Creative Expo was a two-day event held on Friday, March 23 and Saturday March 24 from 10 am–4 pm in the Cultural Center at Michigan and Randolph and was presented by Chicago Department of Cultural Affairs. This was the 9th annual Creative Chicago Expo and the 4th year that C3 has had a booth at the Expo. It was an interesting two-day event and we meet a lot of people from the various creative fiends.

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, David Tanimura, Stan Kotecki, Merna Motew, Robin Rapp, Cindy McEwen, Lila Stromer and Nate Marks helped set-up, break-down, and attend 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 basket to collect business cards. We collected just under 200 cards and emails and at the end of the event we pulled a card for a one-year free C3 membership. The membership was won by Juanita White. It was really a lot of fun meeting and greeting everyone and helping to promote C3 and our events and activities.
Every C3 member wants to maximize his/her creative potential—but how? Formal study? Passion? Hunches? Periods of starvation? While there may be no single answer, there are many considerations worth exploring—and forty C3 members, guests and Harrington College students did just that at our March 8th meeting.

Held at Harrington College of Design, the meeting featured a panel discussion among six creative professionals, with plenty of audience participation. The panel was moderated by two-time Emmy nominated writer/producer Steven Fischer, of Blue Dog Productions in Maryland. Steve’s personal journey to develop his creativity brought him into the lives of some of today’s most illuminated artists: actor Brian Cox, jazz great McCoy Tyner, and legendary cinematographer William Fraker among them. The journey was recorded by camera crews and released in 2011 by Snag Films under the title *Old School New School,* and can be viewed online at: www.snagfilms.com/films/title/old_school_new_school.

Representing the graphic design community were C3’s own Steve Starr, principal at Stephen B. Starr Design in Evanston where he serves healthcare, professional associations, banking, closely held businesses and nonprofit organizations. And Natalia Kowaleczko, Senior Designer at Leo Burnett whose interests also include photography, illustration and ceramics.

We were very pleased to have two Chicago photographers with renowned reputations plus firm footings in academia as adjunct faculty at Columbia College. Nature photographer Terry Evans is a Guggenheim Fellow with work in major museums from the Art Institute to the Smithsonian to MOMA. And animal photographer Colleen Plumb has been widely exhibited at galleries and museums worldwide; her monograph *Animals Are Outside Today* was recently published.

Rounding out the panel was Ed Wesley, from the full-time faculty of the Digital Photography program at Harrington College. Ed has been teaching about photography, optics, lasers and holography for over 30 years, and for most topics in optics either has a sample of the device or pictures of it!

Among the many nuggets of creative wisdom our panel dispensed are:

• Get rid of the inner critical voice that says you’re no good, and do it from the start
• Creativity can be something no one has ever seen or thought of before … or it can be a new expression of an old idea.
• Don’t take rejection personally; you can’t rely on instant success.
• There is no such thing as arrival; you are always on a journey.
• Real life says you won’t be as great as your greatest fantasies, but you won’t be as worse as your worst.
1 Client: JCC Chicago Daycamp
Purpose/goal: This brochure and the creative concept were to achieve 3 main goals: 1) Cut down the price and copy of the printed piece done the year before which was a 6 panel brochure with a 4 page insert, 2) Design an updated concept that could be used for eight separate camps with individual needs, and 3). Create a design that will last more then the initial year that it is produced.

2 Client: JCC Try Chi Campaign
Purpose/goal: Create a design concept that will carry an entire campaign directed toward 3rd–6th graders which achieves both a fun and interesting look for kids and at the same time, lets parents know their children will be safe, cared for, and will have a great time at this overnight camp.

3 Client: Flamingo Surprise
Purpose/goal: This company had a very basic branding and an overall simple marketing plan. The goal was to really grasp the concept of lawn displays and the secret planting of the ornaments to surprise the recipient. Along with creating a consistent look for the print suite, this E-Commerce site was created.

4 Client: Project Leadership Associates
Purpose/goal: To create a structured web presence that will embody easy navigation through the multiple products and areas of the business, while also allowing for dynamic content and something visually pleasing to keep the viewers intrigued.

5 Client: T-shirt designs
Purpose/goal: These are various designs to market small community theater productions, gymnastics programs and to celebrate a 10 year milestone in JCC Apachi Day Camp history.

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For your consideration, the following slate of officers will be voted on at the 2012 Annual Meeting:

**President** Michael Tanimura
**Vice President** Open
**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

**CanDo/Special Events**
T. J. Hine

**What’s missing from the above list?**
Perhaps you! We’re looking for a few good C3 members to join the board this year; it’s a rewarding way to meet more C3ers and raise your awareness among potential sources of referrals. Board meetings are held monthly in the West Town area after work. If you’re interested—and if you’re not quite ready to raise your hand but may be in the future—please email T. J. Hine at tj@hinephoto.com

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**New C3 Members**

Robin Rapp  
Ageless Imaging  
312.498.2467  
rrapp88@gmail.com

*Chosen from the Creative Chicago Expo:*

Juanita White  
UnycDesign  
773.407.2304  
unycdesign@gmail.com

*Chosen from the CanDo Social Mixer:*

Paula Tsurutani  
Marketing Communications  
ptsurutani@gmail.com

1. **Blanca Robledo-Atwood** and her husband took advantage of a government program this Spring to reforest six acres at their northeast Iowa farm by planting 5,550 trees. Their land has a big population of deer, raccoons, rabbits, birds, turkeys, pheasants, even bald eagles and snowy owls—so they are currently placing tree shelters (the white tubes in the photo) by hand.

Brent Brotine (left) is thrilled and simultaneously contemplating botox by becoming a grandfather. Congratulations to son Barry and daughter-in-law Maryam at the arrival of Jacob Fred Brotine, who is already posting to his own Facebook page.

2. **Lila M. Stromer** was one of three featured artists at April’s Art in the Park exhibit in Lincoln Park, which is a Bridgeview Bank Group Artists Among Us exhibition. Lila donated a portion of the proceeds from her photography to Tree House Humane Society. She also photographed production shots for ShawChicago’s Mrs. Warren’s Profession.

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C3 Talks with Kathleen Kearns

Name  Kathleen Kearns
Company  Kearns Design Group
Occupation  re-inventor, creator, initiator, educator otherwise known and graphic designer
Current Project  Actually just finished a few, this was my favorite: Transformational Leadership Symposium brochure program
Dream Client  A client that believes in partnership and mutuality, and acknowledges that design creates value and is a critical strategic business asset not a commodity.
Family/Kids/Pets  Daughter, Kaitlyn, a complete joy
Hobbies/Interests  travel, food, wine, art, politics
Three Words that Best Describe Me  I love life
Gadget I Can’t Live Without  iPhone
Favorite Movies  A Passage to India
Favorite CDs/Recording Artists  I have a long list, all time favorites: Van Morrison, Talking Heads, Mark Knoppler, Mark Cohn, Bonnie Raitt, Ottmar Liebert and moe
Book I’m Reading Right Now  Creating a World Without Poverty by Dr. Muhammad Yunus, Nobel Peace Laureate and founder of the Grameen Bank
Favorite Web Site  organicwinejournal.com
My Fantasy Is  I own a green home that is in close proximity to the ocean and I own vineyard that produces organic wine.
I’d Give Anything to Meet  at the moment it is Georgia O’Keeffe
Prized Possession  my creativity and common sense
My Inspiration Comes  From  everyday heroes
Favorite Food  anything with avocados or cilantro
Favorite Restaurant  Cafe 28
Favorite TV Show  long time ago Dark Shadows, now Once Upon a Time, yep, fantasy
Favorite Radio Station(s)/Air Personalities  WBEZ, WXRT, Classical
Places I’ve Traveled  all over Europe, Greece, Ireland, England, Barbados and 25 of US states
The One Thing Nobody Knows About Me  I like doing door-to-door campaigning
Three Things in my Medicine Cabinet  toothpaste, wrinkle cream and my favorite perfume
Aromatic Elixir  I Always Find this Funny  that people don’t understand that there are consequences to their actions
Favorite Way to Chill Out  hanging out with friends, especially in Nancy’s backyard, with great food and wine.
If I Won the Lottery, I’d  donate, invest and buy the fantasy green house, and not worry about paying my daughter’s college tuition