Supplementing Your Income With Alternative Revenue Streams

by Brent Brotine and Cindy McEwen

Art by George Berlin

As both creative professionals and individual artisans, C3 members often have income opportunities well beyond work done for hire. At our FMO "Alternative Revenue Streams" held January 16th at T. J. Hine’s studio, 20 C3 members and guests heard from three members who have successfully mastered both worlds.

While Judy Zeddies uses her part-time job as a graphic designer to help pay the rent, she has also sold her bead, jewelry and print work through hundreds of art shows, street fairs and studio open houses. Judy talked about the business of outdoor fairs, including allowing for startup costs, commission and booth fees, and jury fees in setting the sale price of your items. She recommends starting small at sales held by schools and religious organizations, working up to larger shows.

Judy also earns income through teaching, and discussed the differences between teaching through organizations and promoting your own in-studio teaching.

George Berlin was trained as an animator, but has expanded to illustration, caricatures, portraits, children’s books, pet art, iPad art and e-learning materials—in his words, he’s a “never say no” kind of artist. George has separate business cards for each type of art that he hands out at targeted venues. He also sells his work and services on multiple websites.

Among his newest offerings are live iPad art at conferences and corporate meetings, where his drawings are synced with a display to bring attendee and speaker comments to life. Dog portraits, done with ink and pencil in under 10 minutes, both at dog parks and as a promotion at fundraising events and pet stores. And online class artwork that illustrates information more engagingly than PowerPoint can. George has also teamed up with business coach Gail Zelitsky to do workshops where he handles the creative coaching side.

Graphic/web designer David Tanimura moonlights both as a judo instructor and an active seller of art online. David combines royalty-free period art with clip art to create his designs, which he sells on products from T-shirts to bags through print-on-demand websites. His preferred outlet is Society6.com, where he retains rights to the artwork and the ability to set prices while the site does all the printing, wrapping, shipping and billing.

David cautions against sites where it is possible to lose control of your original art and copyright. In particular, he mentioned that Zazzle.com has a checkbox that lets them share your art with other parties to sell; this can lead to outright copies and reworks that allow others to profit from your ideas.

The evening finished with an open discussion on stock photography, which did not show a lot of love for Getty Images among photographers in attendance. (iStockphoto.com seemed to be the consensus choice for reasonable pricing and contributor royalties.)
OK. *Let’s all agree at the outset that I could be considered lazy.* But really, after a few false starts and wracking my brain for the better part of an hour on what would make an interesting President’s Column, I thought, “What the hell, I wonder if I was President 10 years ago, and what I said then?” Lo and behold, what follows is that column from April 2003.

**The Way of the Snake, or, Grow or Die**

One of my hobbies is raising and breeding corn snakes. They’re really quite beautiful, good-natured and even-tempered, and for a pet, very low-maintenance. Give them a suitable temperate environment, a bowl of water and a mouse a week, and they do just fine.

One way you know they’re doing OK is periodically a snake will start looking darker and duskier, its colors will dull, and a milky or bluish film appears to cover its eyes. This is really just the top layer of its skin, loosening up to be shed. They need to shed because the outer layer of their skin becomes tough and inflexible over time, and has to be replaced by a newer, more elastic layer. This needs to occur because snakes, like other reptiles, continue to grow throughout their lives. Although growth slows as they age, it continues right up until they die.

Now that I have this potential metaphor firmly in place (that place, I hope, being the back of your mind), let’s get on with this quarter’s missive.

**C3 Programs**

Each year, the majority of the C3 Board’s time and energy is directed towards creating and producing continuing education and networking programs. Along with that, about 80% of our expenditures come in association with programs. This fairly single-minded directing of our organization’s resources comes to fruition in six to eight events, each one lasting an hour-and-a-half or two.

There are a number of reasons why I think they are worth all the effort. One is that (thankfully) we do not yet exist solely in a virtual world. So much of our jobs revolve around making electrons behave the way we want them to, and more and more of our information exchange works this way, too. Getting out and physically doing things, seeing things, hearing things and saying things has its own rewards.

C3 programs create an environment for that all important “face time.” They provide a format and forum for us to meet and comport ourselves as social animals. Communication works better when all the senses are involved, and learning works better when more parts of the brain are involved.

The Board works to come up with programs of interest that will be of benefit to us all. “Something new or better that I can actually apply” generally defines our program criteria, although “making me think or see or appreciate in a different way” also does, too. (An interesting thing I’ve noticed about our events is that I seem to do a lot of connecting with people at our more educational programs, and I invariably end up learning a lot at our more people-oriented networking functions.)

Our programs offer members the opportunity for professional and personal growth. Although, as I told my son as he was growing up, “everything is a lesson,” some of life’s offerings are more directed, and more immediately beneficial. That’s how we hope C3’s programs are regarded by the members.

And, to round out our metaphor, everyone knows that if you’re not growing…

*I think the above sentiment is even truer today than it was then. In the intervening 10 years, our lives have gotten more virtual, as have—unfortunately, for many of us, in more ways than one—our businesses. It is important to take part in a community, and with C3, we have the chance to grow and learn and bitch and moan with others in a supportive environment of like-minded peers. Hope I can count on you all to help me continue my growth.*
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, George Berlin
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.

The addition of two new board members this year brings even more to the table and has enriched the experience for our membership. A dynamic and creative organization is in constant need of new perspectives for continued growth. Many of you are longtime C3 members, some of you have even served on the board in past years, but for those of you new to C3 or curious about getting even more involved in C3’s mission, I would suggest you join us at a board meeting and see what your organization is all about. The annual meeting is just around the corner and we welcome the input and participation of all members in electing a new board and helping C3 sculpt its mission for the coming year.

If you want to know more about the board, its members, or getting involved, don’t hesitate to contact your President, Mike Tanimura at mike@sicreative.com. Likewise if you have suggestions or business you feel should be brought to the board’s attention, please contact me, Karen Woodbury at karen@nordlandbusiness.com.

The board wants to hear from you, the members. Take advantage of the programs and the opportunities your membership affords, together we can grow and shape C3 as it continues its mission to foster business, education, and support of the Chicago creative community.

Upcoming Programs

If you liked our first two Creativity programs, you won’t want to miss our third installment on Wednesday April 24 at the Mural Building, where we will talk about Finding Passion In Our Work. You’ll hear our diverse group of panelists discuss how our work forms and transforms who we become. Networking starts at 6 p.m., with the program at 7 p.m.—so make your plans to attend today.

You’ll also want to save the date of the C3 Annual Meeting, this June at the Chicago Mosaic School, the country’s leader in mosaic art education and home of the world-renowned Gallery of Contemporary Mosaics. Check for the latest details at www.chicagocreative.org.

From the Board

by Karen Woodbury

An Invitation

Have you ever wondered what goes on behind the scenes at C3? As a member, you already know about the great exposure you get through the C3 website and events, as well as access to job postings, technical support, and expert advice from other C3 members. But what exactly does the C3 board of directors do?

Well, let’s go to a C3 board meeting. They are held the first Tuesday night of the month and start promptly at 6pm. Typically all board members are in attendance because they take their commitment seriously, and because there is food!

Board meetings are a round (really rectangle) table discussion of a variety of things that effect C3, the organization, its membership, and its mission. Much of the board’s efforts are geared toward programming and other member benefits; such as the website, networking, and opportunities for beneficial partnerships with other organizations and programs outside of C3. The board also focuses on keeping membership up to date on emerging technology, outside educational programs, and advancement opportunities. The outcome of these discussions emerge to you, the members of C3, in the form of unique and informative programming throughout the year.
NOVEMBER FMO

Getting Their Blogs On

by Mike Tanimura
photo by Stan Kotecki

Nine intrepid C3ers took part in our For
Members Only BlogFest on November 20, 2012
at T. J. Hine’s studio.

With as many helpers as helps, everyone
present was able to update their C3 website
Profile and upload images for their Portfolios.

During a lively discussion, it was decided
that C3ers could have 3 or 4 separate portfolios,
even under one Category (like Photographer). The
important point was to indicate some idea
of the specialty in the Portfolio title.

For instance, the following could be port-
folio titles:
- Stan Kotecki—Location Photography
- Stan Kotecki—Portrait Photography
- Stan Kotecki—Nature Photography

There was a counter argument presented
that instead, each member should have only
one Portfolio per Category, but should create
blog Posts highlighting specialties within their
categories. The value with this method is the
C3er’s work could be within the Find a Creative
and the three blog post Resource sections.

The inimitable George Berlin gave a quick
but comprehensive review of his blogging
philosophy, which included much imagery
and less text. The importance of defining Tags
within each blog post so they entries could be
found via these “key words” was also discussed.
When creating a new post, C3ers have the
option of selecting from already established
Tags or creating new ones.

All present learned much of interest through
the collaborative and collegial atmosphere of
the FMO.

HOLIDAY PARTY

A Crap-A-Looza of Cheer

by Brent Brotine
photos by Stan Kotecki

We really wanted to have a Lego building contest—and David Tanimura deserves
our thanks for schlepping his huge vats of Legos to T. J. Hine’s studio for our
amusement. But it wasn’t meant to be at this year’s holiday get-together, held on
December 7th. Why?

The weather cooperated, so we started on time. The drinks and appetizers were
plentiful. And the potluck dinner set a new standard in tastiness: we had a great
variety of entrees, side dishes and desserts to pick from.

But when it came time for the annual White Elephant
Gift Exchange, well, this year brought new heights of cun-
ing, deceitful and sneaky behavior among our nearly three
dozen members and guests. Not content to hold on to
their appalling apparel, beastly bric-a-brac or
grotesque
gadget, people swapped non-stop at
every round, right through the final pick
when it seemed every gift was at one time
held by every participant albeit briefly.

So simply put, we ran out of time
for Legos—and will try it again another
time. But rest assured, everyone left
with an item they’ll treasure—be it a
free-standing cardboard movie poster, a
bright orange shirt or a yellow watering
can—until next year when it will be no
doubt be rewrapped and bought back.
Our thanks to the Programs Committee
for organizing another fun event.

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

C3 KCorrections

In Member News, the photos for
items #1 and #2 were inadvertently
reversed.

For Creative’s Corner, Karen Woodbury
gets the photo credit for her own
self-portrait.
Green Printing—What is it? What Should it Be?

by Marilyn Jones, Consolidated Printing

In 1973, one of my first accounts was a vitamin manufacturer. Working with him I learned that what you breathe and touch affects your health. I wondered what was in the chemicals I was using—what made up all of the substances I couldn’t pronounce? I had to research this, and was surprised as I began my “green journey”.

Back then, benzene was as common as carbon tetrachloride and toluene, with side effects such as damage to the heart, liver, kidney and brain, along with reproductive problems like birth defects. Printing through the 90s was among the top polluting industries that are harmful to the environment, worker and consumer—and in many cases, still is today.

Green printing is not limited to the type of ink you use or where your paper comes from. Think of it in terms of a food company producing salsa. They use the best organic tomatoes, but the cilantro, onions and green peppers are non-organic. So they cannot call their salsa organic if not all the ingredients are organically grown.

Unfortunately, a printer does not have to adhere to the same rules and regulations. A printer may say they are “green” if they use soy ink and recycled paper—yet they may use wash-up chemicals that are petroleum derived and contain toxic additives. Even soy ink is only 20% soy; the balance is petroleum and other toxic substances. In addition, the majority of liquid fountain solutions used on printing plates contain a substance similar to anti-freeze.

In most traditional print shops, the air contains volatile organic compounds linked to smog, global warming and health issues. Use inks and wash-up solutions that produce overpowering odors. And if these chemicals are disposed of in landfills or dumped in sewers, they can damage the water supply.

In addition, in most traditional shops workers are exposed to hazardous chemicals regularly. The potential health effects from just one common chemical used in press cleanup can include nausea, dizziness, vomiting, irregular heartbeat, numbness, nervous system effects, coma and sudden death.

For the consumer, coatings and solutions can permeate the paper even in areas not covered with ink. Contact with these products can be hazardous.

Real green printing is looking at the entire process: from the design on your computer, to the final product and target audience. It is about looking at the paper, ink, cleaners used to maintain the presses, packaging and everything in between. And it is assuring safety for the environment, the worker and you, the consumer. At Consolidated, our printing has been analyzed by Underwriter’s Laboratory with no trace of toxicity found. We can truly say our products are Printedgreen®.

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% toxin free—printed courtesy of Consolidated Printing.
George Berlin

**portfolio profile**

1. Illustrating a case-study on the success of an internal sales-ignition campaign for a corporate communications company’s website.

2. Illustrations for online training in the use of a pet loyalty program, with rollovers added afterwards to provide information.

3. De-constructed (and RE-constructed) violin—sawed up, painted, and donated to the Chicago Youth Symphony Orchestra for their 2013 gala fundraiser “A Classical Mystery Tour” celebrating the music of the Beatles. Title: “Beep Beep! Beep Beep Yeah!!” (based on the Beatles song “Baby, You Can Drive my Car”)

4. Illustration for a marketing presentation at the national sales growth conference of a medical device manufacturer stressing that they’re going to “Rock the Market!”

5. Doggy drawings created LIVE at pet events around the Chicago area—in just 5 minutes each www.doggydrawings.com

6. Menu board design and illustration for a local food truck serving Indian cuisine.

7. A page from “Patches,” a book illustrated by George Berlin in water color and written by Gail Zelitzky

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Robert Tolchin had two pieces on exhibit in “Tattoo II”, a juried photography exhibit at the Chicago Photography Center from January 11–27. The exhibit moved to Northdown Cafe and Taproom, 3244 North Lincoln Avenue, Chicago from February 9–March 8.

David Tanimura’s Princess Mononoke print was called “freakin’ mesmerizing” by uber-nerd website Tokyo Pop. Their review stated “Tanimura perfectly captures the essence of the film.” Find the review at nerdistnews.com/region/tokypop

Victor Powell has a book entitled Just Be... coming out this spring. The book is about discovering the path to being, and takes the reader on a journey of self-discovery where you come back home to yourself and find everything you thought you needed you already have. Victor shares experiences from his own journey in hopes that readers find that sense of being that lies passive within them.

Laura Marie Sanchez has a new mosaic on display, Solstice Supper, as one of five pieces commissioned by the City of Highland Park to grace its Central Avenue shopping district. Resembling the style of Marc Chagall, the glass mosaic is a picnic scene underneath a blazing sun that suggests how winter’s cold leads to spring’s warmth and light. Laura assembled the work with her partner Anne Rogers, and credits T. J. Hine for his help with procuring the materials.

New C3 Member

Brian Harms
Graphic Designer
brianharms@comcast.net

JUST BE...
Company  Stephen B. Starr Design, Inc.

Occupation  Graphic Design—Web, Print, Brand and Editorial

Current Project  weinbergbarton.com

Dream Client  New Mexico Bureau of Tourism. They want me out there every month. They want me to stay in a mountain house while I’m there and they insist on providing a vegetarian cook. It’s harsh... I know.

Family/Kids/Pets  Family of origin—5 sisters (yes, I was probably spoiled), raised 5 dogs—Shep, Jeremy, Babs, Eddie and Sanford—all in doggy heaven now. One parakeet, Zub and numerous hamsters, gerbils and turtles also in doggy heaven.

Hobbies/Interests  Hiking and camping in high desert mountains, gardening at sea level in Chicago, meditation, swimming for exercise, a shameless lover of all the arts —film, dance, visual, theater—seem to be living in just the right spot for that one.

Three Words that Best Describe Me  Loyal, inquisitive, and too often skeptical/fearful (hey come on, this has to be real, eh?)

Gadget I Can’t Live Without  French Press coffee maker

Favorite Movies  Of this year’s batch—Lincoln, Argo, The Other Son

Favorite CDs/Recording Artists  My Pandora channels of late—David Archuleta (American Idol, 2nd Place, 2008), Coldplay, John Mayer, Boards of Canada—any diva that belts out the National Anthem... Aretha Franklin, Jennifer Hudson... will bring tears to my eyes.

Favorite Web Site  nytimes.com

My Fantasy Is  See Dream Client.

I’d Give Anything to Meet  I’ve already met my dream living people—David Whyte, favorite poet, John O’Donohue, favorite writer. Dead folk—Mahatma Gandhi, Amelia Earhart (what the heck happened?)

Prized Possession  My Native American pottery collection and I fantasize my journals are prized, but they’re losing their luster.

Book I’m Reading Right Now  A gluttonous sloth in this area—9 books on my night stand in various stages include Alexander the Great (Robin Lane Fox), Chicago Whispers: A History of LGBT Chicago Before Stonewall (Sukie de la Croix), The Wind Up Bird Chronicle (Haruki Murakami), Faith (Sharon Salzburg), February House: The Story of W.H. Auden, Carson McCullers, Jane and Paul Bowles, Benjamin Britten and Gypsy Rose Lee Under One Roof in Brooklyn (Sherill Tippins)—you get the picture.

My Inspiration Comes From  Nature, hanging with other creative people, somewhere inside myself??

Favorite Food  Broccoli and other cruciferous vegetables (really.)

Favorite Restaurant  Blind Faith, Evanston, IL

Favorite TV Show  Downton Abbey at this hot second, like many, many other people

Favorite Radio Station(s)/Air Personalities  Terry Gross from Fresh Air, and NPR White House Correspondent Ari Shapiro (he just sounds hot.)

Places I’ve Traveled  Singapore, Malaysia, Ireland, Italy, United Kingdom, Scotland, Chile, Argentina, Costa Rica and Minneapolis (all the time!)

The One Thing Nobody Knows About Me  My dentist knows this—I have a spare tooth behind my front incisor. Pretty much a fang.


I Always Find this Funny  Candid Camera and all the subsequent rip-off shows in this genre i.e. Betty White’s Off Their Rockers

Favorite Way to Chill Out  Swim laps, hit the hot tub

If I Won the Lottery, I’d  Pay for the house, fund my retirement (generously), fund my nieces’ and nephews’ needs and get back to work.