Gary In The Sky With Adobe

by Brent Brotine
photos by Stan Kotecki and Mike Tanimura

Who better to guide our members through the wonders of the Adobe Creative Cloud than our own master maven and Friend of C3 Gary Adcock! At our For Members Only event on Wednesday, November 7, fifteen travelers experienced the new world of Adobe apps with Gary’s expert real-world commentary—free, of course, of any psychedelic influence.

Gary opened the evening by demonstrating Adobe’s new Cloud program, where a monthly subscription fee gives users access to all 17 Adobe Creative Suite applications plus cloud storage and dedicated services for designers. This program allows subscribers to download as few or as many apps on their own computer as needed, which will be automatically updated without the need of any application disks. In addition, Adobe offers new touch apps for the iPad and other mobile devices that integrate with the Cloud.

We then explored the new features of CS6 Photoshop, InDesign and Illustrator. Gary showed us the new Photoshop interface and the new content-aware tools to fill, patch, scale, clone and more. The new Adaptive Wide Angle feature allows users to specify camera/lens combinations on existing photos to make image corrections. In addition, we saw how the new mercury graphics engine allows faster processing.

For InDesign, Gary demonstrated the new Liquid Layout tool that allows multiple layouts for multiple devices all within one document. There are presets for iPad, iPhone, Kindle and more, and changing one link in a layout automatically updates all the rest. For Illustrator, we saw new features to make gradients on open paths and place text without masks. We also took a look at Acrobat XI, which opens extremely fast and makes much more versatile edits.

As always, Gary was enthusiastic, enlightening and energetic—and a fount of knowledge during the Q&A session. Our thanks to Gary for spearheading another great FMO.
There are certain themes that seem to keep circling around in our lives, and amongst C3 board members, one of them has been a reaction against the apparent duality between that which we do for a living and that which we do for life. Vocation versus avocation. Taking photos the way a client has commissioned, versus what you capture when you're on your own time. Or animating a conference theme, when you’d rather be playing bass or painting.

Most of us deal with this by grumbling and just carrying on, or doing our best to try to incorporate part of ourselves into our commercial work. We’re realists, we say, and yet keep producing private work—whether under the guise of recreation, relaxation, therapy, or serious intent to create Art.

Last spring C3 hosted an interesting program on Creativity at Harrington College of Design, moderated by multiple Emmy-nominee Steven Fischer. The discussions by the panelists were lively and thought-provoking, so much so that a redux of that event is being planned for March 2013. With the question “How does personal vision influence your professional work?” as the working title for the program, we’ll be inviting Steven back to moderate a panel of singular Chicago creatives who have solid careers in the Arts.

We’re also going to delve into the idea of focusing our creative businesses to achieve both more personal satisfaction and financial success (woohoo!), led by consultants known for their work in the creative community.

Sometime this winter we will also hold an FMO on “Alternate Income Streams”, looking into ways to sell the work we already have created via means that don’t require a big investment in time—or at least a return about equal to the investment of time. From arts and craft shows to on-line stores and stock agencies, we will all learn from our members’ collective experiences.

In preparation for this hopeful merging of what we want to do with what we spend our time doing, we all need to ask ourselves exactly what that what is:

- What is it that brings us joy or satisfaction?
- What led us to education and careers in the arts in the first place?
- When we’re gone, what is it we want to be remembered for?

A friend of mine who passed away much too young was a rescue fireman, father, and Chicago’s best neighbor. For his block’s annual summer party, he would work for months creating the most extravagant amusements. They didn’t have a bouncy castle courtesy of the alderman; he built the kids a pirate ship, with multiple decks and working water cannons. As he said, he’d rather be known as the guy who built the pirate ship than the one with the nicest rehabbed kitchen.

May we all know our heart’s content, and then work like a fiend to achieve it.

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 chicagocreative.org website has been developed with member-blogging in mind. The Media Arts 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 Michael Tanimura

C3 will continue exploring how to maximize the creativity in your business … and the business of your creativity … with a series of three programs this winter.

First up in January (date TBD) will be a For Members Only + Guests looking at alternate income streams. This round-table discussion will explore various methods of selling work you have produced — on your own website, on third-party vending sites, through stock agencies, and at arts & craft shows. C3 members George Berlin, David Tanimura and Judy Zeddies will give us the benefit of their experiences, but we’re hoping for a fairly free-flowing discussion where all attendees can chime in. This will provide us all with good feedback about what works and what doesn’t, as well as uncover new options for making the most of work already created.

Up next will be a program featuring business consultants who specialize in helping creatives focus their businesses. A frequently heard complaint is the dichotomy that seems to exist between what we want to do, and what we have to do (to make money). This program should help narrow that gap.

In a continuation of the very interesting and successful “Do you have a personal vision influence your professional work?” program series designed to give you a head start on your creative and professional goals for 2013, the C3 Board of Directors has been working hard on developing some great opportunities and events for our membership. This is due in no small part to the addition of two new C3 board members, Steve Starr and George Berlin.

Steve is a seasoned design professional and owner of Stephen B. Starr Design, Inc. in Evanston. George is an accomplished animator and exhilarator, I mean Illustrator, working here in Chicago. Both having been active participants, and vocal members of C3 for the past several years, it seemed only natural that Steve and George would adopt these leadership roles. SO welcome to the board Steve and George, now let’s get to work!

Watch for detailed announcements on the C3 website and in your email, then please join us!

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 p.m. 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.

Chicago Creative Coalition
P.O. Box 578477
Chicago, Illinois 60657-8477
e-mail: C3@ChicagoCreative.org
© 2013 Chicago Creative Coalition

Connect with C3 online

ChicagoCreative.org
Jimmy counsels that you need to view yourself as a brand: you’re different than other bloggers and you need to position your blog as a unique experience. This means not being afraid to have an opinion, and showing that you care about the topic you blog about. It’s important that you react quickly to breaking news with your impression or analysis, and not get caught up in thinking every post you make has to be a long article.

Jimmy also told us that bloggers must be honest and ethical; use strike-through when changing posted content rather than deleting, admit when errors are made, and say if you’ve been provided a free product or service.

Following Jimmy’s presentation, David Tanimura showed us how he runs his personal blog MusashiMixInq.com on a WordPress platform. David covered the WordPress dashboard, the tutorials available to new users, his personal schedule for writing and posting, and how posts are edited. Then to help us use all this newly-gained knowledge, Jeff London took us through the new C3 site and showed us how to log in and create our online portfolios.

Jimmy’s 7 Tips to a Better Headline

• Write your headline first.
• No fluff or filler words; keep headlines to 60 characters maximum.
• Front-load important keywords.
• Use specific names of news makers.
• Avoid punctuation.
• Never be vague. Ever.
• Use “How,” “Why,” “When” and other natural words that drive reading.

For example:
BAD: You are not going to believe this.
GOOD: Cubs beat White Sox, win World Series!
BAD: Choosing between vegetables and meat.
GOOD: Why you should never eat meat.

Blogging for C3… and Chicago at Large

by Brent Brotine
photo by Cindy McEwen

With the new C3 website presenting members with a host of opportunities to contribute content, there’s no better time to begin blogging than today. And we were delighted to have one of Chicago’s most experienced blog managers—Jimmy Greenfield—tell us how at our FMO+ on Thursday, October 11 at T. J. Hine Photography.

Jimmy is Community Manager of the ChicagoNow blog network—including 350+ Chicago-centric blogs with hundreds of new entries every day. He formerly covered the Cubs and Sox for the Chicago Tribune, and can be followed on his own Greenfields-Village blog on chicagonow.com.

In his role as manager, Jimmy says that he sees many people who want to start blogging fail, because they can’t get over the initial hump. Blogging is a larger conversation than tweeting; you want to start a relationship, so you have to devote the time and effort to interact with your readers.

GALLERY WALK

A Superior Evening of Art

by Brent Brotine
photo by Michael Tanimura

Our annual Gallery Walk events sometimes match up poor weather with long treks between galleries—or in this case, vice versa. While Wednesday, October 25 was a beautiful, warm evening, our stroll was only a single block as the four galleries we toured were all between Franklin and Wells on Superior Street.

Once again, we were most ably led by Ginny Van Alyea, publisher and executive editor of Chicago Gallery News, who provided her exclusive insights at each stop. While we had a small turnout this year, the C3ers who came were well rewarded with an intriguing and thought-provoking showcase.

Our first visit was David Weinberg Photography at 300 W. Superior, where we viewed the juried photo exhibition Light, featured at the 2012 Filter Photo Festival.

Our second stop was an old friend, Judy Saslow Gallery, also at 300 W. Superior. We saw Krista Harris oil paintings, Rusty Wolfe geometric paintings, Bill Traylor pencil drawings, and Marc Bourlier wood wall hangings.

Our third stop was the Vale Fine Craft Gallery at 230 W. Superior, where we saw Raku-fired ceramic pieces by Doug and daughter Jody DeLind.

Our final stop was Hilton | Asmus Contemporary Gallery, 716 N. Wells, featuring the paintings of Kosovo artist Dalip Dryeziu. Our wine and cheese reception ended the evening on the usual high note.

Links to visit
chicagogallerynews.com
d-weinberg.com
jnagarandtour.com
jfaslowgallery.com
valecraftgallery.com
hilton-asmus.com

Carolyn Aronson, left, and Claudia Hine.
C3 Members Are Coyote Proud

by T. J. Hine
photos by Cindy McEwen

For the third consecutive year, the Chicago Creative Coalition helped sponsor 11 members to take part in the Coyote Art Festival at the Flatiron Building, 1579 N. Milwaukee. The popular art show was held September 28–30. Participating artists were Carolyn Aronson (jewelry), Barrie Brodie (painting, sculpture, mixed media), T. J. Hine (photography), Nate Marks (painting), Cindy McEwen (jewelry, glass beads), Laura Marie Sanchez (glass mosaic), Lila Stromer (photography), David Tanimura (photo illustration), Michael Tanimura (photography), Mary Wagner (parametric drawing), and Karen Woodbury (painting).

C3 artists were graced with the use of a roomy 1,500-sq-ft space, giving them a chance to increase the amount of work they could display—and there was room for additional participants. The artists gathered on the Thursday evening before the show to hang their work. Space was divided to complement each art piece and to balance the room as a whole. There was a display table with all the C3 membership-marketing materials, and the wine bar was a popular hang out spot for visitors and artists alike.

Each artist committed to work certain hours during the show. Usually at least five people worked at any given time. Not only did the artists meet and greet potential buyers, but they also promoted C3.

Special thanks go to Carolyn Aronson for producing the signage, both for C3 and each artist. The set-up—including member bios and art pricing—was consistent and carried the C3 logo. Hung at a carefully measured distance, the room was professional in appearance. At least half the artists made sales. C3 got some potential new members, and Mary Wagner was invited by an architect to showcase her work at his office during the Fine Arts Building’s Second Friday Open Studio night. Following the Coyote Show, C3 artists had the added bonus of being able to leave their work up for the Flatiron Building’s First Friday Show, which took place the weekend after Coyote. It was a second chance to showcase their work and add to their sales.

The Coyote Show started in 2010 with Beyond the Coyote, when Kevin Lahvic and the Flatiron Arts Association decided to resurrect the Around the Coyote gallery walk from the mid ‘90s. The show is confined to the Flatiron building at this time but organizers hope to expand. A local restaurant displayed art for the first time this year. Patrons were allowed to vote for their favorite artwork and the artist won a prize. This event was open to all that participated the Coyote show.

Kevin thanks C3 and our efforts and has welcomed us back next year. The Flatiron Arts Association sponsors First Friday shows the first Friday of every month. C3 Artists can participate in these events on their own. Contact Kevin Lahvic at the Flatiron Building.

One step ahead for over 35 years

Consolidated Printing has combined exceptional print quality with an insatiable commitment to environmental sustainability since it was founded in 1973. With full-service printing capabilities, state-of-the-art technology and a holistic system of unique green printing practices, Consolidated not only delivers beautiful, vivid materials, but environmental peace of mind.

Consolidated’s sustainability practices include:
- eliminating petroleum, toxins and carcinogens
- generating no hazardous waste water
- reusing or recycling 100% of their paper waste, inks, toners and ink sludge
- receiving 100% of their paper via sustainably harvested forests
- using alcohol-free fountain solutions
- reducing energy consumption by over 30%.

For an eco-friendly quote, call 773.631.2800 or visit consolidatedprinting.net.

Quality printing with no cost to the environment.
Chicago Arts Partnerships in Education (CAPE)

The goal in designing a web site for CAPE was to create an enticing site that captured the breadth, depth and complexity of CAPE's work in leading-edge arts integration. The site allows access to a wealth of information and reflects contemporary arts practice in its design. www.capeweb.org

CAPE Consults

This website supports Chicago Arts Partnerships in Education (CAPE) consulting services. Utilizing knowledge gained from over 20 years of research and work in and with public schools. This site targets school boards, administrators and principals, as well as teachers and universities. www.capeconsults.org

Arts for Academic Achievement, Minneapolis Public Schools

The goal was to showcase the work being done by Arts for Academic Achievement, one of only nine Ford Foundation Integrating The Arts and Education Reform Initiative awardees. The web site needed to reflect the triumphs and challenges in bringing arts integrated education to all the schools in the Minneapolis Public School district aaa.mpls.k12.mn.us

Teaching Japan

This website was an outgrowth of a conference embracing the teaching of all things Japanese in U.S. higher education. Instead of sharing pure research, the conference explored the discoveries that emerged through teaching experiences across a number of disciplines. The site contains documentation from that initial conference, as well as serving as a resource for educators and students. www.teachingjapan.org

Leah Kadamian
Silver Image Creative, Inc.
tele: 773.477.7118
mobile: 773.255.4901
email: Leah@sicreative.com
www.sicreative.com
exhibits.sicreative.com
1 The Bead Society of Greater Chicago held their annual bead challenge in October. This year’s winner was Cindy McEwen. The challenge theme was Ethnic Inspirations which inspired Cindy to create Dutch Delights using beads she got in Amsterdam a few years ago. The prize was a bead made by Karen Ovington. (photo)

2 Mary Wagner had an exhibit of her parametric drawings at The Fine Arts Building in the offices of J. Lawton Thies Architects—for whom she designed the corporate identity and website. She also has a collaborative work in the “Voting With Your PocketBook” show at Western Exhibitions gallery in Chicago, combing her drawing with her brother Mark’s art.

Carolyn Aronson went to a wedding in California where the table assignments were written on stones or driftwood. She also visited Laurel Digangi, a previous president of our predecessor organization Women in Design.

3 George Berlin helped open “Charlie Brown and the Great Exhibit” at the Museum of Science and Industry Oct. 25th by roaming the crowd collecting and illustrating favorite Peanuts stories and memories, all projected live from his iPad as he drew! See more of his work at www.liveipadart.com.

4 Nate Marks has moved his offices back downtown, sharing suite 101 at 531 South Plymouth with Victor Powell.

Paula Tsurutani had an article, The Future Firm, published in Legal Management, the member magazine of the Association of Legal Administrators. She is also serving as grants coordinator for Quest Theatre Ensemble in Edgewater, and recently enjoyed their hit melodrama Males Order Brides with a group of friends including C3er Carolyn Aronson.

Steve Starr hiked in the Grand Teton National Forest outside of Jackson, Wyoming for a week in September. He slept out all night under the stars at 10,000 feet above sea level, and visited Yellowstone National Park to see the famous “Old Faithful” geyser.

For a second year, Lila Stromer was the headshot photographer at a SAG/AFTRA event where she photographed 26 actors in 5 hours. Some of her photography will be on display at the Evanston Main Street Metra station during the holidays, and at Tree House Humane Society’s annual Lights of Love fundraiser.

Correction from last issue:
Lila’s brother-in-law, Bill, who passed away in August in California, was the long-time partner of Lila’s brother (not her sister, as written). Her sister’s husband is thankfully alive and well in Albany, New York.

New C3 Member
Melissa Koopmann
847.331.0279
melissa_koopmann@yahoo.com
C3 Talks with **Karen Woodbury**

**Name**  
Karen Woodbury

**Company**  
Nordland Business Consulting/Sous les Sapins Arts Programs

**Occupation**  
Small business outsourcing expert, and owner of a creative retreat center located in NE Iowa.

**Current Project**  
Just one?

**Dream Client**  
Everyone’s a dream client!

**Family/Kids/Pets**  
Yes! We all live together under one roof, and Chelsea, The Old English Sheep Dog, is in charge.

**Hobbies/Interests**  
Building, growing, and making things such as businesses, food, garden, spaces, programs, communities.

**Three Words that Best Describe Me**  

**Gadget I Can’t Live Without**  
My iPhone.

**Favorite Movies**  
Wim Wenders’ Wings of Desire

**Favorite CDs/Recording Artists**  
I love quirky compilations of artists who are recording other people’s work. My current favorite is a CD of Pop Songs sung in French. (That I bought at *gasp* Starbucks.)

**Book I’m Reading Right Now**  
Heartland Portrait: Stories from the Rural Midwest by Robert Wolf.

**I’d Give Anything to Meet**  
Sir Bob Geldof. (Think about it.)

**Prized Possession**  
My antique dish collection, I have about 3,000 pieces (Yes, I have a problem).

**My Inspiration Comes From**  
Both nature and the built environment, I am especially fascinated with the points at which they collide.

**Favorite Food**  
Olives and fried oysters, but not at the same time.

**Favorite TV Show**  
BBC Version of Life on Mars—DCI Gene Hunt is my alter-ego.

**Places I’ve Traveled**  
Europe and Continental US.

**I Always Find this Funny**  
When my stomach growls, my dog Chelsea, she growls too.

**Favorite Way to Chill Out**  
Bare feet on the rail (like a hillbilly), watching the sunset, from the porch of my farmhouse. Sublime.

**If I Won the Lottery, I’d**  
Buy a farm in Iowa and turn it into a retreat center for the arts, oh wait!? What?

---

**How to join C3**

The easiest access to a C3 membership application is through our website: [www.chicagocreative.org/memberapp.php](http://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

---

**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.

---

**CHICAGO CREATIVE COALITION**

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

© 2015 ME&DBE Printedgreen® by Consolidated Printing - petroleum, carcinogen, and toxin free.