After three years, it was time to have a repeat performance of one of our most popular meetings ever: using improv techniques to improve our abilities to pitch ideas and dazzle clients. Returning for this brush-up session—attended by over two dozen C3 members and guests—were Mark Carter and Greg Werstler.

Mark is the founder of Chicago’s ONE80, focused on teaching busy executives and entrepreneurs how to solve problems through collaboration, and is the creator of the Idea Climbing™ process. Greg was recently CFO and Director of Creative Sales for the famed ComedySportz Chicago, bringing improv training to corporations, trade shows, workshops and more.

We began by collectively listing our goals for the evening, such as staying present in conversations, being a better storyteller, and being less judgmental. Mark and Greg then led us through a series of improv games designed to help us get started on these aims. These included listening exercises where we paired up and had to begin each sentence with our partner’s last word… and an activity where we had to use mime to convey to our partners what we did throughout the day using only the spoken phrase forty two. (Hat tip to Jeff London who was first to recognize that as the answer to life, the universe and everything from Douglas Adams The Hitchhiker’s Guide to the Galaxy.)

Our final exercise was designed to reinforce the golden rule of improv: “Yes, and…” this means listen to what your partner gives you, build upon it, rinse and repeat. While this event gave us just a small taste of what improv training can do for us, it certainly left many members wanting more, and both Mark and Greg are happy to suggest further avenues. You can reach Mark via email at mark@markjcarter.com, and Greg via Twitter at @GregBestWerst.
When Life Throws You

Preparing for Christmas with the help of my step-by-step plan to make quick work of a substantial design project schedule, I ushered in the holiday season with The Goodman Theatre’s adaptation of Charles Dickens’ classic holiday story A Christmas Carol. With my plan in place, I was sure that I would have plenty of time to get work accomplished, have the energy to celebrate with friends and get all my shopping done.

Then, it happened in an instant. Right after the intermission, my eyes started to hurt. The stage lights made my eyes sting and burn. I either squinted or shut my eyes through the remainder of the play. I thought it was a temporary irritation. I was wrong. The next morning the pain, redness and extreme sensitivity to light was cause for a trip to the emergency room—the diagnosis—corneal abrasion. With prescriptions for pain medication and eye-drops in hand, the parting instructions from the ER doctor were to go home, lay on the couch and put a blanket over my head. And stay away from electronic devices. Seriously, does she know what I do for a living. I thought, I’ve got deadlines, things to do. The degree of pain I was feeling and sensitivity to light made me follow the instructions. I went home laid on the couch and put a blanket over my head.

Like most people, I’ve been through several significant challenges and quite a few smaller bumps in the road. No one can always control the possible outcome from the situation. Finally, I surrendered and decided to make the best possible outcome from the situation.

A scratched cornea, life threw me a curveball and all my plans had to take a detour. I canceled parties, rearranged my work schedule, and spent time recuperating at home. Wearing sunglasses and an eye-patch I was able to do some shopping, and I even did a little bit of work. Surprisingly, I started to enjoy a slower pace of life.

Frankly, this experience was a good reminder for someone who likes to control her environment that you can’t always control everything. Sometimes life happens, and you have to roll with it.

Talking about rolling with it. The polar vortex that brought bone-chilling temperatures to our town caused C3 to cancel the January program Organize Your Sh_t! and rescheduled the first week of February. Thanks to Mike Tanimura for working with our host Columbia College to get the program back on the calendar. Hopefully, we have seen (and felt) the last of the sub-zero weather.

C3 has a great line up of programs so don’t let cold weather be your excuse, get moving and fight off those winter blues by joining us!

A Curveball

likes them, but most of us survive them. Many people hope for the best, but plan for the worst. I had momentary worries about my eye not healing. I’ll never be able to wear contact lenses again. I fall so behind on work; I’ll never catch up.

Finally, I surrendered and decided to make the best possible outcome from the situation.
FROM THE BOARD

What’s In Between The ( ) Matters

by Michael Tanimura

Chicago Creative Coalition (C3) has just applied for federal 501(c)(3) non-profit status. Since the organization’s founding in 1983 as Women in Design/Chicago, we have operated as a 501(c)(6) educational non-profit. While the (6) status does officially denote C3 as an educational non-profit, it doesn’t carry the same federal tax benefits as (3) does. Without the (3), individual donors cannot claim exemptions against their federal and state income tax, and foundations and governmental agencies will not confer grants.

Why has the C3 Board seen fit to pursue this change? It started with a practical concern that has nothing to do with donations or taxes: time. We spend an inordinate amount of time finding suitable facilities, then wooing potential supporters into providing space for our programs and special events. Don’t misunderstand me—we are extremely grateful to organizations like Columbia College, Lumity, 2112 and WeWork for partnering with us to host some of our recent programs, and hats off to C3 members Victor Powell and T. J. Hine for holding events at their studios. But we began to imagine how much time could be saved, and how much better served our members and the Chicagoland creative community would be, if we had a consistent central location for programs and special events.

So, thanks to the far-reaching vision and hopes of Nate Marks and Kathleen Kearns, an idea was formed. This idea—dream, really—was for a Chicago Creative Coalition Center. A C4, if you will, where the Board could meet, we could hold programs of all types and activities, and could exhibit and perform the results of our (and the community’s) creativity.

A bold, and potentially far-fetched dream. But one that we have begun with a tiny, but meaningful first step: changing that original (6) to a (3). We will keep you posted.

UPCOMING PROGRAMS

Polar Vortex To Solar Vortex!

by George Berlin

So be honest, how many of you were glad to work at home this winter so you didn’t have to leave the house during the crazy cold? I know I didn’t actually go outside for 10 days—we even had to reschedule some programs! Well don’t worry! Sunny days are ahead.

We’ve already worked on how to present yourself, helped you get your sh*t together and then had you try out some business focused improv. What else do you need?

How about an amazing panel on collaboration, with a group of people who’ve partnered up well for years—best friends, people who later BECAME best friends, life partners who work together and people who just get each other when it comes to making great stuff.

Then it’s the annual meeting, we’re going to jaunt all over the Wabash Art Corridor with a super cool curator and gallery owner who had a big part in getting all those huge murals up all over the South Loop.

And then it’s Program Planning BBQ time! Come out with ideas on how to keep C3 amazing. You keep showing up, and we’ll keep putting out great programs.

Jammies and Sammies

by Brent Brotine

For C3’s Holiday Party this year, members and guests all dressed in their nighttime best—not formal wear, but sleepwear. From simple sweats to fancy shirts to luxe silks, we had all layers of the pajama spectrum represented to make our group appear both stylish and comfortable.

Of course, we were in a private location: the main party room of the Buena Pointe condominiums at 4350 Broadway. With plenty of space including tables and couches, we were all set to mingle, jingle, and enjoy both of the evening’s highlights: our holiday buffet of pot luck dinner/munchies, lots of board games to play, and our famous White Elephant gift exchange.

While our game table was well-stocked with traditional favorites such as Trivial Pursuit, it was the untraditional games that captured everybody’s attention. George Berlin taught us all how to play Flickin’ Chicken, a crazy tossing game that had us all flinging, bouncing and rolling rubber chickens at ground targets to score points.

Our gift exchange closed the evening, with the usual assortment of weird items, unwanted presents and horrible tchotchkes. Most importantly, the infamous ceramic clown that everyone loves to hate wound up with a new owner—George Berlin—who’s likely already planning how to gift wrap it in disguise for our 2019 party.
Recipe For Digital Success

by Brent Brootive
photos by Victor Powell and Cindy McEwen

Getting digital photos organized is a sadly neglected task among most Americans—in fact 83% of families have not consolidated their photos and videos into a single library. And when creative professionals fail to be organized, both time and money are wasted. Happily, over two dozen C3 members received a much needed kick in the pants at our February 6 meeting at Columbia College, courtesy of Caroline Guntur.

Caroline is the owner of The Swedish Organizer, and is a credentialed Certified Photo Organizer who helps clients across the country improve their workflow, their productivity and their revenue. She is also the Technology Director of the Chicago chapter of the National Association of Professional Organizers.

The main point Caroline stressed during her presentation was the need for a Digital Photo Hub—a dedicated home for everyone’s photo collection that is high quality, high capacity and accessible. A DPH helps keep photos safe when it’s either a state of the art computer, a dedicated drive, or a secure server—and should never be an old computer with an outdated operating system. She also recommends that everyone follow the 3-2-1 method for backup: 3 copies of your photo library, using 2 different media formats, with 1 copy offsite.

An ideal organized collection has photos gathered in one place with a specific strategies for metadata, keywords, file naming, facial recognition labeling, and geotags. All should have pre-determined wording that makes it easy to find photos, especially when working in a team.

Caroline’s website, theswedishorganizer.com offers a free email organizing course. In addition, she posts amazingly informative articles on her blog organizingphotos.net. You can also access the slides from Caroline’s C3 presentation at theswedishorganizer.com/dpoflowcreative.

Strengthen your marketing plan.

Partial list of services
- Offset and digital
  - Ad Books, Banners, Booklets,
  - Bumper Stickers, Business Cards,
  - Calendars, Custom Identification
  - Badges, Envelopes, Folders, Holiday
  - Cards, Invitation Sets, Labels,
  - Letterhead, Menus, Multi-part Forms,
  - Newsletters, Postcards
- Signage
  - Banners, Backlit Bus Kiosk, Diecuts,
  - Posters
- Direct mail
  - Full Mail Capabilities, Personalization,
  - Postal Documentation & Reports,
  - Licensed NCOA Agent
- Bindery services
  - Collating, Foil Stamping, Hand &
  - Automatic Collating, Folding &
  - Inserting, Laminating, Perfect
  - Binding, Perforating, Poly-bagging,
  - Saddle Stitching, Shrinkwrap,
  - Scoring, Spiral Binding
- A few of our promotional items
  - Bags, Caps, Mouse Pads, Mugs, Pens,
  - Sweatshirts, Safety Vests, Decals,
  - T Shirts, Water Bottles

Why print works

- 55% will take action from a printed piece versus the same info online
- 15% increase in brand awareness when print is added to a marketing plan
- 66% of direct mail is opened
- 17% increase in purchase intent when utilizing a print strategy

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- Signage
  - Banners, Backlit Bus Kiosk, Diecuts,
  - Posters
- Direct mail
  - Full Mail Capabilities, Personalization,
  - Postal Documentation & Reports,
  - Licensed NCOA Agent
- Bindery services
  - Collating, Foil Stamping, Hand &
  - Automatic Collating, Folding &
  - Inserting, Laminating, Perfect
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MEMBER PROGRAM

Chance Encounter Leads to Gallery Show

by Claudia Hine

photos by Robert Tolchin, T. J. Hine and Robert Irving Potter III

C3 artists staged an exhibit at OGGI Chicago Art Gallery, which opened on February 15 and ran until the end of March. Nestled in the Heart of Italy neighborhood at 2451 S. Oakley, OGGI (which means today in Italian) also hosts a number of special events, including readings and musical performances. C3’s opening night drew 50-plus attendees, who gave the show rave reviews, and some of the visitors also gave rave reviews to the fine Italian cuisine nearby. Best of all, several pieces of art and jewelry were sold.

The show came about from a chance encounter at a networking event this past December. President Kathleen Kearns and Secretary Michael Tanimura met OGGI’s founder, Margo Rush, at Saper Law’s annual holiday party, the proceeds of which were donated to Lawyers for the Creative Arts. As Kathleen describes her interaction with Margo, We started chatting, we clicked, hugged, and followed up after the party.

Special events coordinator T. J. Hine then picked up the ball, ultimately bringing together a dozen artists to display their work, including many new pieces created just for the show. Participants included Carolyn Aronson (jewelry, Swedish trolls, encaustic paintings); T. J. Hine (reclaimed wood frames and photographs); Kaitlyn Keely (photographs); Cynthia McEwen (jewelry and egg tempera paintings); Nate Marks (acrylic paintings); Paul Thomas Minnihan (watercolor paintings); Robert Irving Potter III (photographs); Laura Marie Sanchez (mosaics, mixed-media, and glass art); Danielle Tanimura (digital collage); Michael Tanimura (tricolor composite photographs); Robert Tolchin (photographs); and Mary Wagner (drawings and mixed media).

C3 artists say the opportunity to participate in special events, such as the OGGI gallery show, is a great member benefit. T. J. says there will be more to come.

Sponsorship Opportunities

C3 offers both members and non-members an opportunity to place products and services before our membership through two Sponsorship Programs: an Individual Program Sponsor and an Annual Sustaining Sponsor. For more information contact Cindy McEwen at macindy@mac.com.
Tuff Kay
815.708.2096
tkay56@gmail.com

1. River Trails Park District Fall 2018 Web Banner, a playful and whimsical banner created for the website matching the brochure’s theme. Client: River Trails Park District via Kearns Design Group Program: Adobe Photoshop

2. Your Thoughts Have Power Poster, Lumity STEM program poster designed to inspire students for a brighter future. Client: Lumity via Kearns Design Group Program: Adobe Illustrator

3. Organize Your Sh*t! Email Banner for C3 program, a banner created with a humorous approach of abundance, matching the tone of the program name. Client: C3 via Kearns Design Group Program: Adobe Photoshop

4. C3 Gallery Show Email Banner, bright and lively email banner designed to broadcast the C3 exhibit. Client: C3 via Kearns Design Group Program: Adobe Photoshop

5. Batavia Park District Fall 2018 Brochure Headers, pattern and seasonal elements created to update existing print banner template. Client: Batavia Park District via Kearns Design Group Program: Adobe Illustrator
1. Mary Wagner is thrilled that *Enigma*, her Kayrock screenprint is part of MoMA Design Store’s Pop-Up The Print Shop! Shop at store.moma.org and in Soho through March 25.

2. Nate Marks recaptured the fine art of low score bowling award at the 26th annual STA conference. He previously held the award for the first 10 years of the conference. Nate also showed acrylic paintings last month in the Edgewater Artists in Motion show and exhibition at Gallery 1070.

3. The 90th birthday of Cindy McEwen’s mom-in-law Jo Adcock was a delicious celebration with over 6-dozen raw oysters cleaned by Cindy and shucked by husband Gary Adcock. Oh, and don’t forget that caviar!

4. T. J. Hine and Laura Marie Sanchez participated in the Peace Sign Mosaic Tile Project, sponsored by the Chicago Mosaic School (CMS), Chicago Puerto Rican Cultural Center, and Coqui Charities. These peace signs incorporate terra cotta roof tiles blown off buildings in the town of Humacao, which was devastated during Hurricane Maria. The roof tiles were collected and delivered to CMS. A few the CMS faculty will travel to Humacao in February to install the peace signs on buildings in the neighborhood.

5. The old saying *the cobbler’s children go without shoes* prompted Stephen Starr to launch a new website over the holiday season. According to Stephen, *there is a simple joy in embodying your own business in a visual way* which kept him sufficiently occupied the week before New Year’s Day. See the results at stephenbstarrdesign.com.

6. Linda Levy and Kathleen Kearns attended the recent Artists Perspective Personal Work exhibition from APA—which garnered a terrific audience at the Bridgeport Art Center despite the hideous weather. Workbook was grateful to be a sponsor of the program. Photos by @nuovaphoto on Facebook.


New Members

Margo Rush
Oggi Chicago
312.880.7874
rush.margo@gmail.com

Jill Kerrigan
JAK Creative Design
jill@jakcd.com

Alicia Dale
aliciadale600@gmail.com
312.375.3822
C3 Talks with Alicia Dale

Company: Alicia Dale Writer
Occupation: Ghost Writer
Current Project(s): writing reports for a Forensic Psychiatrist and writing a book for a consultant, I’m also writing for Memory Well and some culinary industry writing for restaurantnuts.com
Dream Client: I’d like to write Coach Quenneville’s story or Fr. Jack Wall’s of Old St. Pat’s church. No, I haven’t sent either one of them a pitch letter yet :-)
Family/Kids/Pets: I have two Chihuahuas Borie, a short-hair and his sister Luchi, a long-hair
Hobbies/Interests: So many! I love to learn. Arts, theater, culture, travel and good food prepared well
Words that Best Describe Me: enthusiastic, creative, dependable, and kind
Gadget I Can’t Live Without: my Samsung Note8
Favorite Movies: Philadelphia, As Good As it Gets, Terms of Endearment are a few
Favorite Way to Spend Time: Traveling is my favorite thing to do ever. It makes me come alive. I love great conversation, to learn every day, good food and time with friends
If I Won the Lottery, I’d: travel, write, buy more real estate, a couple of businesses and try to influence positive change, it would be fun to own a restaurant

C3 Membership Benefits

- Programs and seminars for personal and professional development
- For-members-only workshops that spark new ideas and promote networking
- Member exhibitions that generate awareness, commissions and sales
- C3 website showcase that has search engine preference and directs traffic to your own site
- Social events and outings that strengthen Chicago’s creative community
- Publicity opportunities through the newsletter, website and e-list

Committee and Board appointments that build leadership skills
Free member classifieds plus discounts on newsletter display ads
Quarterly newsletter featuring member success stories and event recaps
Mentoring opportunities such as internships and special events
Private e-list where members exchange ideas and provide assistance

CHICAGO CREATIVE COALITION

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