Whether creatives work for themselves or for corporations, the current climate is a boon for those who are good collaborators. Over twenty C3 members and guests got in the spirit on May 15th at our May program, Creative Collaboration in a Gig Economy, held at Victor Powell Photography’s Training Space.

With eight presenters, the opinions and insights were non-stop. For writer and communications strategist David Polmer, collaboration is all about authenticity, with people being true to their core. His frequent collaborator, event designer Andrew Snyder, agreed that being you while making connections is vital.

George Berlin, C3’s own self-proclaimed Creative Genius, says it’s all about passion—unless everyone loves what they do “the project will just be a commoditized piece of crap, and what’s the fun or challenge in that?” His frequent collaborator, artist and coder Alec Rudek, added that when there is conflict, it’s important to determine what is contributing to the tension and then clear the air by communicating and/or quickly apologizing if needed.

Hannah Soto, owner of Grey House Productions, recounted a story where a confrontation with her photographer on a shoot resulted in their coming up with an altogether different—and better—solution for their client. Wife and husband creatives Edyta Steplen and Chuck Pryzbyl of Most Visual talked about the give-and-take needed in a good collaboration, shifting between who takes the lead with the other being able to give up control.

Professional team-builder and coach Jeremy Gershfeld said conflict was going to be a natural occurrence, and, in fact, some creatives “need the heat.” He believes good collaborators must be good listeners, and open to others’ perspectives.

Special thanks to Linda Levy and Workbook for their sponsorship of C3 programs this year, and to program sponsor Randy Korwin of photography app CallTime, a tool to connect photographers to vetted team members locally and nationally.


NEW PATHS TO COLLABORATION

Creating Enough Time

I have been thinking a lot about time. Sometimes it feels that time is actually speeding up and that I don’t have enough of it. I wake up each day with a sense that I’m behind. The slight anxiety that comes with a sense of time scarcity causes me to jump into my day, checking messages and email before I even get dressed, starting the treadmill of tasks and distractions and business that doesn’t end until I fall asleep.

Recently, I attended a mini-workshop on time management. The talk was titled TIME. You Have Plenty of It. How to Really Understand Why You Run Out of Time ( Hint: It’s not what you’re thinking). Undoubtedly, the speaker, Deb Acker, had some magic solution to having enough time to get everything done. Deb provided stories and innovative tools to help us rewire our outlook on time. The workshop was as Deb claimed, like no time-management workshop you’ve experienced. It was created to help us powerfully recreate our story around time! Nary an app or calendar book was in sight.

Deb took us down a different road. Instead, we looked at our very unique, probably equally dysfunctional, relationships with time. And, yes, it took work, some uncomfortable moments, and shifting of our beliefs and perceptions about ourselves. She also pointed out something else about time: it’s a human creation. The concept of adhering to a time-line, calendars, and schedules is all ours. We decide to be late or punctual. The reason why we spend time the way we do or don’t is complicated. A mix of psychology to neuroscience has provided us with insights into our time spending habits. Deb introduced us to the idea that there are subconscious influences that mold our entire persona; everything that has shaped us from the time we are born, plays a role in how we choose how to spend our time every single day.

I pondered about my passive-aggressive habit of lateness that at times creates situations of doubt and confusion. Or perhaps it is my issue with authority. Deb encouraged the group to be compassionate towards ourselves and steer away from self-beat-up when we are late. To be curious, offering that we can learn a great deal by merely asking, Why exactly am I late? Even if the reason is only because we are too busy, asking why are we too busy?

Often, we keep ourselves as active as possible so as not to be left alone with our deepest thoughts and feelings, which is, of course, highly counterproductive.

And what were the tools Deb had us use during the workshop? Meditation and visioning. Simple, right! All I can say is that I am a work in progress as I transform my relationship with time.

And on the subject of time. I hope you spend some time with us to celebrate the year at the C3 Annual Meeting & Event on June 29. This year we will tour the Wabash Art Corridor murals followed by lunch and the meeting.
FROM THE BOARD

The Continuing Saga Of The ( )

by Michael Tanimura

Chicago Creative Coalition was stymied in its first attempt at becoming a 501(c)(3) tax-exempt organization. We filed the short form version of the application in error. It turned out that by already being a 501(c)(6), we had to file the long-form application. The difference? Three pages and $275 versus 18 pages and $600, plus multiple pages of details, attachments, schedules and five years worth of financial information.

The silver lining (I, for one, always feel better if I am able to rationalize hours and hours of extra work as something positive) is this process has forced the Board to delve deeper into organizational best-practices, and to amend Bylaws and pass Resolutions that will make us a healthier and more responsible agency. While we, as of yet, have never felt the need to worry about employees or leasehold or the myriad other ways in which non-profits can raise or spend money in violation of the public trust—not to mention the IRS—C3 is now better prepared to navigate a successful future, which must involve growth and change.

Committing to strive for reclassification as a 501(c)(3) also commits us to being extremely strategic in how we build to this future.

So please, bear with the Board as we (sometimes) stumble forward. Working to this goal will not only make C3 better, it will allow us to better serve our members, current and prospective.

UPCOMING PROGRAMS

Help Design YOUR 2020 C3 Programs

by George Berlin

Spring has come and gone and we’ve had a bunch of great programs to teach you how to conquer the world—from working on your body language and mastering your inner game to learning how to find the best people to collaborate with in this crazy gig economy of ours. You’ve done it all this year!

Now, come on out to the Annual Meeting on June 29th to unwind with your fellow members and learn about the exceptional murals all over the Wabash Arts Corridor in the south loop with the curators from Beauty and Brawn who made it happen.

And then, of course, it’s time for grilled delights at well, at my new pad out in the suburbs, for the Program Planning BBQ Extraordinaire! Huzzah! Who knows what amazing interactive contraptions and illuminated madness you’ll experience that night?

You great people are what makes this group shine—the improv program in February was back by popular demand and a number of others came from member suggestions (or were presented by members!) so let us know how you want to grow in the next year.

More business tactics or more ways to boost creativity? Sales or meditation? It’s your call so come on out and eat some vittles and maybe play a wacky game or three and then help us put all these programs together.

Gallery Show Closing Turns Into Dance Party

by Claudia Hine
photos by T. J. Hine, Robert E. Potter III

C3 artists put on their dancing shoes for the closing party on March 22 at OGGI Chicago Art Gallery. Plied with wine, cheese, and sugary sweets, the artists took time to show off their dance moves, reinforcing that they shouldn’t quit their day jobs.

Two of our featured artists also showed great musical versatility. Performing with the Effervescent Elephants were watercolorist Paul Minnihan on harmonica and illustrator George Berlin on bass. They were joined by Ben Hersey (vocals and ukulele) and Keith Fort (vocals and guitar). The group played a mix of Chicago street blues and silly folk music.

That opened the floor for DJ Skoli, who brought the dance music along, while George Berlin projected visual images to the mix. Then out came the toolboxes and bubble wrap, as the artists took down the show that night. Thank you to Margo Rush for the opportunity to display the creative work of our talented C3 members.
Becoming A Nonverbal Ninja

by Brent Brotine
photos by Kaitlyn Keely, Victor Powell

The nonverbal signals we send may not always reflect what we wish, and the second program in C3’s RE-Presenting Yourself series helped us gain skills to be more confident and persuasive. On March 21st at Columbia College, we listened and learned from Alison Henderson, owner of Moving Image Consulting—and one of the world’s only 23 Certified Movement Pattern Analysts.

Alison showed us how posture can help us command a room during networking meetings or sales presentations. She stresses we all should have “air in our pits” — expanding our arms to take up more space, and not attaching our elbows to our hips. We should also move more like we dance, keeping our spines flexible and connected to our gestures. (She suggests that we should copy Ellen DeGeneres who begins all her shows with a dance and is liked and trusted by most of the world.)

What behaviors should we avoid? Alison’s list includes crossing our arms that can imply being closed off, holding our chin high which can make us appear condescending, pointing our finger which can come off as rude, and shaking hands with yours on top of the other person’s which is interpreted as a power play. Most of all, avoid checking your phone!

It’s also vital not to waste the usual 30-second introduction everyone has in such meetings. Alison cautions that if it’s a group you go to repeatedly and you think everyone already knows what you do, you may be tempted to throw away your intro. Instead, always give people a reason to connect with you during or after the meeting—formulate a distinct call-to-action.

In addition, don’t get into the habit of giving the same introduction speech all the time because people won’t listen. By writing the elements of your speech on different notecards and mixing them up, you can have endless variety in your introductions. Alison also gave tips for virtual meetings when we are on screen rather than in person. First, back up from your screen to let colleagues see more of you and your nonverbal signals. Smile—because every scowl, frown and eye roll are amplified. And keep eye contact with your camera, not the face on the screen. For more information visit movingimageconsulting.com.
Improving Your Mental State

by Brent Brotine
photos by Kaitlyn Keely

Anxiety is a common roadblock that creatives face, and the third program in C3’s RE-Presenting Yourself series, Master Your Inner Game, was all about gaining healthier mental habits. On April 24th at Columbia College, C3 members, guests and students were treated to an encore presentation from creative consultant Carolyn Potts.

Carolyn reminded us that mindfulness can help us manage our negative states: paying attention in the present moment and putting distance between ourselves and our thoughts. We have to use our willpower to gain control over emotions.

Unfortunately, engineers and designers use technology to make addictive products… and our capabilities of stepping back are greatly diminished today because nights and weekends are no longer out of our clients’ reaches. This is why Silicon Valley’s uber-geeks are sending their own children to analog-driven schools—they know what is happening.

Carolyn recommends that our to-do lists be on paper, not digital, to help us better remember. She reminded us that meditation for just 30 minutes a day over two weeks produces measurable changes in the brain. She recommends the free app Insight Timer for free guided meditations.

She also advocates Andrew Weil’s anti-anxiety breathing technique: inhale through your nose to a four count, hold the breath for seven, and exhale through the mouth for eight. Lastly, she recommends creatives invest in a CRM software subscription; her favorite is Daylite. Visit cotts.com for more information.

The Keys To Building Strategic Relationships

by Irv Michaels

A strategic relationship is an agreement with another person or business that helps both of you achieve more success. You can build them through networking outside your normal work hours—and I have spent many a breakfast, lunch and after-hours time focusing on organizations and events that my clients and prospects attend. I’ve learned that these are the keys:

BE COMMITTED • BE AUTHENTIC
BE LIKEABLE • BE ENGAGED
BE PROFESSIONAL
SHARE KNOWLEDGE
TRACK AND MAINTAIN YOUR CONNECTIONS
GIVE BEFORE YOU RECEIVE
BUILD RELATIONSHIPS WITH PEOPLE THAT YOU RELATE TO
BE PATIENT
HAVE FUN!

One more thing: networks get stale, relationships don’t. When they get stale, move on.

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

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

The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free. Printed courtesy of Consolidated Printing.
Michael Tanimura
Silver Image Creative, Inc.
773.477.7118
mike@sicreative.com

1. *Lake Lansing Amusement Park*, black and white photo, 1975
   Back when I was in my 20s, kids were just things my photojournalism teacher told me to not photograph. *Too easy*, he said. *Same for nuns and cats.* I was actually photographing the woman in white at this deserted amusement park, when this boy walked into the frame and asked what I was doing. Unintentional image-making, on my part.

2. *Swings*, black and white photo, 1985

   But when you have your own, you get to use them as subjects, carte blanche: no fees, no model releases. But, in my case, it involved a lot of projection. Your kids aren’t scary, but life sure is.

4. *Here’s Looking at You, Papa*, digital photo, 2018

5. *Light of My Life*, digital photo, 2019
   But everything mellows out when you have grandkids. The world may be even scarier now, but it ain’t my problem! In exchange for crackers and my attention, I get unconditional love. Good deal.
1 Robert Potter III exhibited his work last month at the 8th Annual Morton Arboretum Photographic Society (MAPS) Nature Photography Exhibit.

2 On February 27, 2019, Victor Powell was blessed with his first great grandchild, Zarah Aeris Anderson, 7.5 lbs, 19.5". Then on April 2, 2019, it was the birth of his tenth grandchild, Christian Xavier Davenport, 8 lbs, 20.5". His brother Finn was happy to see his new little brother.

3 Look for Barbara Counterman’s thrilling cameo appearance in the new video from Pantone. From the most famous name in color comes a short video introducing the Pantone New Metallics, 655 metallic colors that expand the options for designers around the world. See it at bit.ly/2wfLTgN

4 Carolyn Potts recently presented Marketing and Mindfulness as a keynote talk in Dubai to the 6th annual Destination Wedding Planners Congress (DWP). Her talk was one of the highest-rated talks on the attendee feedback forms. Here she is at the Burj Khalifa, the world’s tallest building.

4 Nate Marks participated in the Spring Art Show, Eternal Spring: Rebirth, at Gallery 1070 in Edgewater from May 2 – June 9. Nate displayed acrylic paintings including a new technique for him simulating watercolor painting. He also was showing work at Creative Coworking in Evanston.

6 Cindy McEwen and friend Karen Ovington enjoyed a day at the Ukrainian National Museum creating Pysanka, the intricately designed dyed Ukrainian Easter eggs. The class, taught by Chicago artist Anna Chychula, provided all materials and step-by-step instruction for even beginners to make beautifully decorated eggs. By thinking in reverse, wax is applied to mask areas you want to stay in any given color and the eggs are then dyed from light to dark with masking applied between each color. Everyone in the class was amazed at how well their eggs turned out. This was Cindy’s third class and Karen’s second, proving that it’s not just a learning experience but fun too and anyone can make a nice egg.

New Member

Dan Gillogly
Go Glee Music, Inc.
773.456.4439
dangagreatwriter@gmail.com
C3 Talks with **Stephen B. Starr**

**Company:** Stephen B. Starr Design, Inc.  
**Occupation:** Graphic Designer  
**Current Project:** Designing and building an e-commerce website for the Sidran Institute, a nonprofit think tank and advocacy group working in the areas of post-traumatic stress syndrome and dissociation  
**Dream Client:** I think I have a few already! Since climate change ranks high for me, I was delighted to design and build a website for the Illinois Clean Jobs Coalition  
**Family/Kids/Pets:** I am the only male of six siblings, scattered like seeds across the US. Our mother is in assisted living north of Minneapolis where she and my father retired. And I am father to five consecutive dogs  
**Hobbies/Interests:** I love Chicago theater, and if I had not been a designer I would have been a critic. I also love being outdoors, camping, and gardening in my yard  
**Three Words That Best Describe Me:** Loyal, worry-wort, conscientious  
**Gadget I Can’t Live Without:** My backyard garbage composter. It’s big for a gadget  

**Favorite Movies:** Most recently, *God’s Own Country*  
**Favorite CDs/Recording Artists:** I am mesmerized by the English choral group Voces8. They reinterpret classic, sacred and contemporary music all with the human voice. And I’m stuck on *Coldplay* and *U2*  
**Book I’m Reading Right Now:** Three vie for top billing—*Shortest Way Home* by Pete Buttigieg, *Dead Wake: The Last Crossing of The Lusitania* by Erik Larson and *What’s Left of the Night* by Ersi Sotiropoulos  
**Favorite Web Site:** Onbeing.org  
**My Fantasy Is:** Someone bequeaths me an adobe home in Santa Fe. Thus I get another dog  
**I’d Give Anything to Meet:** Alan Turing, The Dalai Lama and Henry Cavill (in his Superman outfit)  
**Prized Possession:** My art—much of which comes from members of C3  
**My Inspiration Comes From:** Presence and silence in nature  
**Favorite Food:** Broccoli. I know—it’s hard to believe  
**Favorite TV Show:** Currently streaming *The Romanovs*  
**Favorite Radio Station(s)/Air Personalities:** Sam Harris’ podcast *Making Sense*, and NPR’s *Ari Shapiro*  

**Places I’ve Traveled:** Chilean Patagonia, Umbrian Italy, Ireland, Argentina, Costa Rica, Singapore, Malaysia, the United Kingdom and Scotland. And Minneapolis…over and over again  
**The One Thing Nobody Knows About Me:** I had my first real love heartbreak at twelve years old  
**Favorite Way to Chill Out:** Head to the lake on my bike or sleep outside in my tent  
**If I Won the Lottery, I’d:** Pay off all debt for my extended family and if there was anything left (LOL), start a foundation to promote, science, mindfulness and earth education  

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

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**CHICAGO CREATIVE COALITION**

747 W. Brompton, Apt 2 • Chicago, IL 60657

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