While Glen Ellyn may be far off the radar for many city-dwelling C3ers, George Berlin made the trek out west for our annual Program Planning BBQ well worthwhile. On July 13th, one dozen members were greeted with a huge backyard tent, comfortable chairs and lounges, and George manning the grill with a great assortment of burgers and brats.

Of course, we also had terrific pot luck sides and desserts brought by the group, plus a great selection of libations. After being well-fed, we launched into a well-thought-out discussion of 2019-20 program possibilities. Many of these have already been put into play, and some are being considered while we gain member feedback. George’s Programs article that follows teases some of these upcoming meetings; other topics that you may find on our schedule include social media strategy, augmented reality, what you must know about deepfake videos, pricing considerations, the art of storytelling, and planning for business succession.

Our thanks to George and Marie for their awesome hospitality. Remember, you can share your thoughts on future programs anytime with George or Kathleen—and you’re always welcome to help out on any or all of our upcoming events.
DEALING WITH CHANGE

A recent project had us using client files that were created several years ago. We had to convert thirty Quark files to InDesign, which went surprisingly well, although one unforeseen problem was fonts. After several attempts to install the postscript fonts failed, despite all the advice from experts, we decided to use a different font family. We made a choice to modify and adjust. The experience brought up memories of past situations of choosing to change, adapt, and adjust.

I chuckle to recall the time when I was freelancing for Tribune Corporate in the late ‘80s and said to one of the full-time staff that was spending several hours a day on computers setting type that was something I never wanted to do—use a computer. Thankfully my curiosity got the best of me, and I embraced technology. I’ve learned to adapt and not hold on too tightly to old ways that don’t serve me so that all the world’s wonders and riches will not escape my grasp.

Ok, I admit that sometimes I resist change, fear of the unknown can be scary. When I’m stuck, I think about all the times I made a choice to adapt, which enabled me to scale, diversify, and innovate. I’ve done it time and again, from mundane things such as adapting a recipe to facing health issues. Change brought challenges, I survived and more importantly, learned to adapt and thrive in my ever-changing world.

As summer comes to an end, C3 looks forward to the beginning of a new programming year! We too are learning to adapt and thrive creatively. In July, we held our program planning BBQ. Each attendee to the BBQ brought different energy and viewpoints, but we all shared a purpose: To create a place where creativity and collaboration thrive for everyone. Additionally, to proactively embrace change so that we continue to produce programs and events to meaningfully engage our members and potential collaborators, partners and sponsors.

Our year will be busy, and we look forward to making it exciting and illuminating! The C3 board and I invite you to join us on the journey to change, adapt, and adjust—and have fun along the way.
UPCOMING PROGRAMS

Get yourself into shape with C3 in 2020
by George Berlin

Thanks to everyone who came out to our Program Planning Extravaganza under the big top at Chez George out here in the burbs! The tasty meats and cool treats really fueled some great ideas. We’ve put together a plan for programming this fall and next year that focuses on shaping you all up—from the outside in!

This fall we’re going to work on our physical selves first—with a program on exercise, stretches, and workspace set-up focusing on posture and ergonomics featuring local experts at a fun north loop event space. Because you can’t get your creative business in shape when YOU’re not feeling good, right?

Keep all that in mind for the holiday party—we’ll be flying around in bumper cars and tossing things at each other playing Whirlyball! (Stretch first, folks.) And, of course, tossing back a few beers and some tasty vittles, too!

Then our very own Irv Michaels will help your business burn off some fat with his Lean Business Plan program a bite sized morsel of business planning to keep your practice running like a well-oiled machine.

Next, we work on keeping you fed—with the right kind of work—through a program focusing on understanding and communicating your value followed by another all about selling. You’re always selling, right? Because you should be!

Don’t worry, we’re here to help. But it can’t all be nuts and bolts. We’re going to dive into what it takes to spend your life working for yourself. It’s not just sales tools, software skills, crazy ideas, and spending time in your sweatpants at home. You gotta have drive, certain kinds of intuition, plenty of guts, and even a special relationship with risk to do this crazy job. It’s not for everyone! Come learn how to hang on to what it takes.

Also, look for a special skill-trading collaborative program with our buddies at IWOC later on in the spring. We’re even looking to host some purely, ahem, fun programs next year too! Any ideas? Maybe there’s a fun thing you’d like to finally try (or one you really enjoyed and want to share?)

Send me an email and let’s talk: george@georgeberlin.com.

FROM THE BOARD

Strategically Thinking
by Michael Tanimura

The Chicago Creative Coalition Board has some weighty matters to consider, including whether, in this noncommittal era, remaining as a membership-based organization really works anymore. If it no longer does, what should be done to replace the (admittedly dwindling) revenue membership brings? Increase program admissions? Cultivate corporate sponsorships? Hold art-oriented fundraisers? Being a 501(c)(3) makes some of these options more viable, so hopefully we will hear soon about our status.

The Board is also working to reaffirm C3’s relationship with Columbia College, by having programs specifically suited to students and alumni looking for careers in creative fields. Should we also be establishing relationships with other arts-oriented schools? To what end—memberships, free program venues?

Within that realm of students becoming professionals, what is C3’s role? Both new Governor J.B. Pritzker and new Mayor Lori Lightfoot—along with one of our new members—are very interested in increasing paid student internships as a pathway to success. Historically, many of the various fields in the creative arts were internship based, and provided the real-world knowledge to augment that learned in school. Should C3 be supporting this initiative, and, if so, how?

Lots of questions, to which the Board hopes to soon have answers we can share with you.

Sponsorship Opportunities

C3 welcomes both individuals and organizations to place their brands and services in front of a receptive audience of Chicago creatives. You can sponsor individual programs or become an annual sponsor, at a range of levels. For more information contact Michael Tanimura at mike@sicreative.com, 773.477.7118.

T. J. Stands For Terrific Job!
by Brent Brotine

photo by Cindy McEwen

It’s difficult to think of a time when T. J. Hine hasn’t been either leading C3 or serving in an important Board or committee capacity. But it’s become time for T. J. to enjoy a well-deserved retirement from his years of active service.

So it’s time for a round of applause! We wish T. J., Claudia and Banjo all the best as they take advantage of their new free time, and of course they will still be participating in C3 as treasured members.
Our 2019 Annual Meeting took things to the streets—a curated walking tour in the South Loop, where we experienced the Big Walls street art of the Wabash Arts Corridor. Our members and guests learned the stories behind these inspiring murals through the expert commentary of curators Lindsey Meyers and Simone Garcia of Beauty & Brawn. We enjoyed a newfound appreciation of these and other murals:

- **Muddy Waters** from Brazilian artist Kobra at Madison and State.
- An untitled mural by Milan artist Never 2501 at Van Buren and Wabash.
- **Penny For Your Thoughts** from Los Angeles’ Morley at Van Buren and Wabash.
- **Monarch Butterfly** from Pilsen’s Gloria Talamontes at Ida B. Wells and Wabash.
- **Moose Bubblegum Bubble** from Columbia student Jacob Watts at Ida B. Wells and Wabash.
- **Harmony** by British artist Ben Eine at State and Harrison.
- **I Am You, You Are Me** by South African artist Ricky Lee Gordon at Wabash and Harrison.
- **Impossible Meeting** by Argentinian artist Marina Zumi at 9th and Michigan.

You can view all the murals at wabashartscorridor.org, and read more about Lindsey and Simone’s backgrounds at beautyandbrawngallery.com.

After our tour, we headed to a family-style lunch feast at Amarit Thai, capped by our Annual Meeting where our 2019–20 slate of officers was unanimously approved. Our highlight was pulling off another complete surprise with our Friend of C3 Award announcement, deservedly bestowed upon **Linda Levy** who has both contributed mightily to our programming and bravely stepped up to assume our VP role for the coming year. The award is given to individual(s) whose contributions have made a significant impact on C3’s ability to fulfill our mission of enriching, educating and inspiring creative lives—which Linda has certainly accomplished without question. As Linda stated, “C3 makes me think art matters, especially on dark days. I enjoy being lifted up (by C3).”

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**A Follow-Up Feast**

by Claudia Hine

photo by Michael Tanimura

Big thanks to **Linda Levy** and her husband/caterer Yervant Chalkagian for hosting an August dinner meeting to finalize program planning ideas from our July BBQ. It is always a pleasure to experience their hospitality, and Yervant’s gourmet creations were the ideal fodder for a most productive evening.
by Irv Michaels

In 1992, when I went to the first parent’s meeting for our daughter’s high school, the principal said your child would have four to seven different careers, and that parents and educators need to be preparing them for that. This was way before Millennials and the gig economy.

The idea of work followed by retirement as the norm is over. The new norm is multiple jobs, careers.

You know when your career is not working. It’s best to anticipate the changes and take a proactive approach to your re-invention while you can control it.

Career Change Comes In Primarily 3 WAYS:

**VOLUNTARY**
You have decided that it is time to change. Whether, unhappy with current position, you know longer want to continue to work at your current position.

**INVOLUNTARY**
Something has changed. You get fired, the company has gone out of business, there has been a merger or a myriad of possibilities.

**PHILOSOPHICAL**
You have a calling.

**“When we see life as a continuum, instead of two stages—before and after 65—we can begin to strategize for a lifetime of fulfillment, and of growth, beginning right now, and continuing all the way through, without sacrifice at either end.”**

Fast Company
April 28, 2018

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Like what you see?

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Printed digitally on a Xerox Versant 2100.

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This newsletter is printed on Classic Crest 70# text.

**PROCESS**
The digital press uses waste-free toner and no fuser oil. The process is 100% chemical free—printed courtesy of Consolidated Printing.
Somewhere into my 5th decade as a photographer, I find that my influences and interests continue to broaden. My current fine art photography projects run from documentary to botanical to still life.

*Silver #231* is from a project I am currently working on in the studio, shooting still lifes of tarnished silver that I pick up at flea markets and garage sales. *Muscle Beach*, my homage to Garry Winogrand, was taken earlier this summer in southern California. Viewed together, I was surprised to see how similar *Steel Wheels* and *Botanical 308* are. They are both about shape, texture and tonality. Essentially the same photo done with very different subject matter. *Hob Nob* is part of my ongoing series documenting roadside America.
Michael, Laurie, Danielle, Stephanie and Quinn Tanimura had two extended weekend trips in July (luckily not back-to-back!) to family gatherings at the Jersey Shore and at Lake Tahoe, Nevada. And yes, in mid-July there was still snow on the Nevada mountains.

In May Jeff London and Gerta Sorensen took a trip to Italy to enjoy some art, culture, and food. The trip began in Milan with visits to Da Vinci’s The Last Supper and the Pirelli Hangar Bicocca (contemporary art). Then it was on to Lucca in Tuscany—a town known for its Roman history, well-preserved Renaissance wall and ramparts, cobblestone streets, and relaxing cafes and wine bars. Jeff and Gerta enjoyed day trips filled with Roman and Etruscan ruins, hikes, and seasonal food. The adventure ended with a few days in Florence and a stopover in Copenhagen.

George Berlin launched his worldwide mapping projection tour EarthRise: Apollo. The tour features soundscapes of originally composed music through vibrant candy-colored 3D animation, illustrations, and retro pixel art, showcasing the history of heavenly wonder and exploration. It debuts on September 21 with a 1000 feet wide projection at iMapp Bucharest in Romania, moves on to BLINK Cincinnati, and concludes at the 1 Minute Projection Mapping Festival this winter on the facade of Japan’s Odawara Castle.

Nate Marks exhibited his works at Edgewater’s Gallery 1070 art show, Peace, Love and Understanding in August and September. He is currently on exhibit at Creative Coworking in Downtown Evanston at 922 Davis Street.

T. J. and Claudia Hine took a road trip to Nashville in July to visit mom, Angie Hine, and sister, Jan Johnson. They toured the city, listened to live music, ate hot chicken, shopped on Broadway, and visited the Cheekwood Estate and botanical garden. No cowboy boots were purchased.

Steve Starr spent the first days of June in Seattle riding an E-bike with friend John from San Francisco. Steve and John logged over 200 miles around the Puget Sound on E-bikes with only one battery charge.
C3 Talks with Dan C. Gillogly

Company: Dan G Copywriting—Compelling Content Creates Clients
Occupation: Content writer and copywriter
Current Project: just finished a two-month project for a marketing agency near St Louis. I wrote content for their web re-build; a case study of one of their best clients, interviews with staff, a sales page and 14 sector info pages along with their new headline.
Family/Kids/Pets: 4 adult children, one very cute grandson and a Goddess of a wife.
Hobbies/Interests: Cycling, yoga, tons of nature, philosophy and history.
Favorite Movies: Seven, Blade Runner, This Is Spinal Tap
Favorite CDs/Recording Artists: Zappa, Art Tatum, Professor Longhair, Igor Stravinsky, Claude Debussy, Little Feat, The Allman Brothers
Book I’m Reading Right Now: The War On Normal People, by Andrew Yang, Made To Stick, by Chip and Dan Heath
I’d Give Anything to Meet: Frank Zappa
Prized Possession: My recording studio
My Inspiration Comes From: The process of creation. Making something that didn’t exist before I sat down. Any time a project is finished, I usually move on to look for some new endeavor because I love the process so much.
Favorite Food: A steak burrito at that place on Montrose west of Lincoln & anything BBQd in a Weber in the summertime.
Favorite TV Show: I liked Game of Thrones except for the ending. Then it became my least favorite show.
Places I’ve Traveled: Barcelona, Budapest, Berlin, Palma, Caribbean and parts of South America, 48 of the United States but mostly Wisconsin.
My Inspiration Comes From: How they came to the decision they decided to move to the US
My Fantasy Is: To travel, my Tony, my Open mind. Sense of humor. I like to imagine, wonder what people would do if they had a chance to produce their works. Oh yeah. One other thing. It’s all run on renewable energies.
Favorite Way to Chill Out: Watch a sunset.
If I Won the Lottery, I’d: …buy a chunk of tillable land near a large body of fresh water with plenty of room for an orchard and livestock. There I would open up a music studio. We’d have educational seminars and classes on creativity for folks of all ages. We would also have a performing arts center with production facilities so the students get a chance to produce their works. Oh yeah. One other thing. It’s all run on renewable energies.

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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