



Editor/Art Director: Carl Jablonski

Writers: Cosmo Ferrara,

Marcia Ringel, Steve Traiman

Illustration: Dave McCoy

Digital Photography: Iook Leung

JANUARY/FEBRUARY 1998

MARK YOUR CALENDAR...

Wednesday, Feb 18, 7:30 PM
"Tax Laws/Retirement Planning"

Thursday, Mar 19, 7:30 PM
"The Creative Café"

Wednesday, Apr 22, 7:30 PM
"Price Wars"

Thursday, May 27, 7:30 PM
"Perform at Your Peak"

Wednesday, Jun 24, 7:30 PM
"The Pricing Game"

SWAN Members: Free
Non-members: \$8.00

Bergen Museum of Art & Science
327 E. Ridgewood Avenue
Paramus, NJ

Call the SWAN Hotline
@ 201 967-1313 for more info

WHO'S WHO

Stan Cohen: SWAN's WebMeister

If you don't have your own portfolio pages on SWAN's Website and you talk to Stan Cohen, you might feel like the kid who sits by the side of the pool watching everybody else frolic in the water. Or perhaps like those skeptics who said Ford's Tin Lizzy would never replace the horse and wagon. "In the next two years, most everyone's business will be on the Internet," Stan said recently in his *Graphic Visions* studio in Harrington Park. "In one form or another, from online brochure to online brokerages to online storefronts, companies will be on the Internet. Whether you're a writer, designer, or photographer, realize that this is changing the face of business. Service companies will be in demand, so why not show what you can do, in the medium?"

Stan has been running his own business for about four years, providing 3D illustration, 3D computer animation, multi-media, website design, and consulting services. A large portion of his business today is website design, helping companies increase their business by being on the web. From online awareness to online ordering, there is always something new developing.

Another SWAN Success Story

Stan's transition into website design could be a living testimonial

for playing an active role in SWAN. "I took up the gauntlet for the website a few years ago," Stan said. "I knew the web would be the next big area for multimedia design and if I wanted a piece of the action, I had to learn more about it. I formed the group's original Internet Committee and advised on how we should create SWAN's site. From the original design, there have been three overhauls and numerous refinements. The website should always be thought of as a 'work-in-progress'; no site should ever be done."

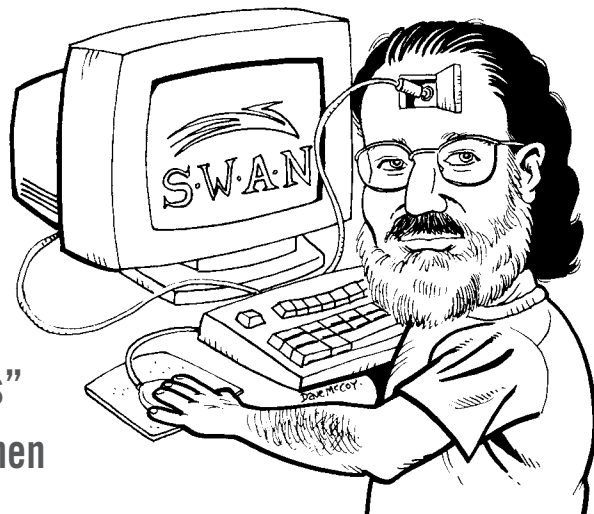
Today SWAN's website is pivotal to the growth and mission of the organization. A prospective member can view SWAN's membership page on the net, become familiar with its benefits, code of performance, and referrals process. If the person wants to join, he or she can complete the application that is also a part of the site.

Potential buyers of members' services can learn about the organization and individual members. Members with their own pages can display bio sketches and samples of their

work. "It's like having an online brochure, accessible 24 hours a day, 365 days a year; the web never sleeps," Stan said. "When a prospective client calls and asks about your background and wants to see samples of your work, how easy—and impressive—it is to say, 'If you'd like to see something right away, you can check out my Website.'" Some prospective clients have said: "I will only look at the people who have online samples; I can't be bothered reading descriptions of the work you do. I want the real thing."

Stan's background has led naturally to where he is today. While pursuing a degree in Design, Stan was exposed to programming with FORTRAN and computer-aided drafting. Taking a course in Film, he decided to combine the two disciplines, which led to a lot of work and his first computer-assisted animation. Before forming his own business, Stan worked in

continued on page 4



**"The Web never sleeps"
-Stan Cohen**

SWANOTES

- **Despina Metaxatos** was accepted as a Keyholder Artist at The Lower East Side Printshop in Manhattan, a group printmaking studio whose members exhibit together, most recently in October on the Lower East Side. She now has 24-hour access to a full printmaking studio/darkroom, if anyone wants to commission her to do a project! She's currently working on a drawing block series.
- Photographer and SWAN Membership Director **David Val Schlink** has been busy lately. He sold a concept stock image of an equestrian statue of King Louis IX of France to Morgan Stanley, and they've made it the focus of their Market Week ad campaign in Barron's. Then he got a call for a dramatic shot of an Ionic capital and column for Rapp Collins Worldwide, an international communications firm. RCW now features it on their website (www.rapp-collins.com). We're happy to report that the website design, incorporating Schlink's column as a key element, has since won a prestigious Mercury Award, thus making him a true "pillar" of the global design community! More of David's work can be viewed on our own SWAN website.
- SWAN's PR Director **Irma Chazotte** has her two cents worth in the January/February issue of *Today's \$80,000 Freelance Writer*. In the Ask the Pros article written by Lucy V. Parker, "Interview Techniques that Work," Chazotte offers a variety of tried-and-true tips that she works into her interviews. The interview on interviewing, by the way, came about after Parker viewed Chazotte's Web page and decided to give her a call.
- **Phil Cantor**, photographer and past SWAN President, is profiled in the January 1998 issue of SHUTTERBUG Magazine in the cover article entitled, "8 Wedding Pros Tell How They Capture the Moments." Cantor is interviewed about his singular photographic style, along with other well-known wedding photographers, in the national magazine aimed at the amateur photographer audience.
- **James Irwin** has received a Gold Jasper in Web Development from the Jersey Shore Public Relations & Advertising Association for inTheGardenState.com, the general interest Web site for which he serves as managing editor. In December inTheGardenState.com was named the best cable industry Web site in the nation at the Western Cable Show in Anaheim. James is moving his personal company into the Multimedia area of SWAN, renaming it Zippy Enterprises, and will be offering Web design services as well as developing video and broadcast television projects.
- Over a year ago, the SWAN Website helped **Stan Cohen/Graphic Visions** sell a large Corporate website (www.world-businesscenter.com). He has since been busy translating the site into five languages, the most interesting challenge being Chinese, because all the chinese characters had to be done as graphics. He had so much fun, he suggested adding Japanese and Korean to the site. Stan also just contracted to do an online Art Catalog. He called on the writing talents of fellow SWAN member Despina Metaxatos, having become familiar with her work while setting up her SWAN web page. When complete the catalog will reside at www.art-for-you.com
- Illustrator **Craig Berman** recently co-storyboarded an episode for the hit FOX-5 animated comedy series *Life With Louie*, which was broadcast in November. Some of Craig's other animation projects include MTV's *Daria* and *Dinosaur*. In December, Craig was asked by client Batfilm Productions (the executive producers of "Batman") to be part of a unique group of guest stars. The winner of Macy's "Follow A Leader" writing contest was awarded a whirlwind tour of Curious Pictures animation studio, Sony post-production studios, and lunch at Planet Hollywood with Craig, who discussed the principles behind storyboarding, inspirational art and character design.
- Photographer and Standards & Practices committee chair **Bruce Riccitelli** has earned inclusion in the 3rd Edition of *Who's Who in Entertainment*, a guide to 19,000 of today's most influential people in the American Entertainment industry, published by Marquis Who's Who. To be chosen for inclusion, candidates must have held a position or responsibility or attained a significant achievement in their field.

W E L C O M E

Let's give a hearty "howdy" to the newest members of our organization!

New Members:

Rosemary Dreger Writer
Mario Stasolla Illustrator

New Associate Members:

Susan Glaser Writer
Jerome P. Grindle Writer
Richard Hildebrand Writer
Annette Shandolow-Hassell Service Provider
Jennifer M. Vana Graphic Designer

Swan Rate Survey

At the November 20 meeting, Debra Kovacs presented the results of a survey of hourly fees charged by SWAN members she conducted recently. Next year, Debra plans to ask more specific questions and to break them down into categories such as production, design, and delivery.

| | Average | Low | High |
|--------------|----------|----------|----------|
| Design | \$ 67.00 | \$ 25.00 | \$125.00 |
| Writing | 72.00 | 50.00 | 100.00 |
| Photography | 146.00 | 140.00 | 150.00 |
| Illustration | 77.50 | 50.00 | 95.00 |

The respondents included 11 designers, 20 writers, 3 photographers, and 3 illustrators.

Membership Dues Increase

In January, the Board of Directors voted to increase membership dues to \$125 per year (\$50 for associate members). Renewals for this year will be at the old rate, but new memberships will be at the increased rate.

The board also voted to increase the non-member admittance for the monthly meeting to \$8.00.

These increases were deemed necessary to offset increases in costs, such as printing fees for the new directory, as well as to provide additional funds for new planned events.

Internet Conference

James Irwin, writer/multimedia, is chairing a roundtable on putting content on the Internet at the New Jersey Communication Association conference on March 21 at Montclair State University. Panelists include professionals from The Bergen Record, InJersey, iVillage, Yes Communications and Wm. Paterson University. For more information contact James at 908.851.6638 or jirwin@comcastpc.com, or visit the NJCA site at www.scils.rutgers/njca/njca.htm.

Look for a mention of SWAN in the premiere issue of *Entrepreneur Home Office Magazine* due out mid-February...

WHAT YOU MISSED

We wrapped up 1997 with some cautionary tales from the Standards & Practices committee and holiday festivities at SWAN's version of the office party.

When Things Go Wrong, November 20

The SWAN Standards & Practices Committee was started in 1987 to address members' problems with clients and vendors. The group provides guidance in writing letters and seeking arbitration for nonpayment or copyright infringement.

Bruce Riccitelli (Creative Photography Unlimited, Union), who has chaired the committee since 1992, urged members to review the Black Book, a looseleaf notebook containing forms filled out by members submitting grievances. The committee has five members and needs more. To volunteer, call Bruce at 908-688-2129.

Ted DeCagna, a graphic designer and art director based in Cranford, told cautionary tales.

He recently took one case to court, "an extremely exhausting experience" to be avoided "at any cost." Ted sued on principle: "I put 133 hours into the job and the client arrogantly

refused to pay me." Yet all along, rapport had been excellent. Of the \$3,500 owed, Ted was eventually awarded \$350 "due largely to the sleazy but effective tactics of the client's attorney."

Mistake: Failing to revise, in writing, changes in the contract, which the client denied having approved verbally. **Lesson learned:** Instead of requesting a 20% deposit from new clients, Ted now always does a credit check on unknown prospects and demands 1/3 up front, 1/3 during the project, and a the balance on delivery. "The client

didn't realize when Phase I was over," Ted said, "now I tell the client when we're into Phase II."

Another case of nonpayment involved 80 hours of work, despite delivering numerous revised comps, as his proposal promised. The client's husband had cosigned the contract, but filed for bankruptcy. Ted had to sue in Pennsylvania, where the client resides. Getting a court date took six months.

On paper, Ted won 99% of the fee, but the client appealed and a retrial will take place. "The contract was crystal clear. I delivered exactly what was promised," Ted said, "which is probably why the judge ruled in my favor." Fax an updated proposal to any client who requests additional comps, he cautioned.

Advice from David Bressler, an attorney in Edison:

- For \$50, a title search company will run a judgment search that will reveal any judgments against new clients and any bankruptcy reports filed. Look in the yellow pages under "title searches" or "judgment searches."
- For a four-phase project, charge a deposit plus one-third of the remainder after each phase: "It's much better to get paid as you go along."
- Maintain a separate expense log for each job. Pro rate items such as paper bought in bulk.
- Write contracts in layman's language. Be very specific about what you'll do for the fee. Include a "definitions" section. State that the contract will become valid when the deposit has been made.
- To avoid court, include an arbitration clause stating that you'll split an arbitrator's fee (\$150-\$350)

in case of a dispute. State that the client will be responsible for collection or attorney's fees.

- For any mid-job changes, fax a letter saying, "This will confirm our phone conversation in which you agreed to pay an extra \$1,500 for X additional work."
- Never include the phrase, "To the full satisfaction of the client."
- Stating "The signee is authorized to sign this contract" binds the company even if the person misrepresents his/her position.
- Put the person's title and company name next to his/her name at the bottom of the contract.
- Ask new clients if they've used anyone in your field before. Contact these people. "You'll get background better than a credit check."

—Marcia Ringel

Holiday Party, December 14

If you missed SWAN's Holiday Bash last month at The Brownstone in Paterson, you missed a great party. Two dozen SWANees, spouses and guests enjoyed a delicious spread of hors d'ouvres and an expansive buffet, with a cash bar for libations and toasts. A number also shared in our traditional gift-wrapped book grab bag.

Kudos to Dave McCoy, our program director, for arranging the party and handling all the details. The restaurant is an elegant showplace, the room was perfect with its own roaring fireplace, and everyone agreed it was a great return on a very affordable investment. Among the attendees were Craig Berman, Claudine Calabrese, Stan Cohen, Paulette Long, Janet Manning, Jennifer Vana and guest, and with their respective spouses, Phil Cantor, Irma Chazotte, Carl Jablonski, Dave McCoy, Janet McDonough, Wayne Pollack, Dave Schlink and Steve Taiman.

This coming holiday season we'll be planning another party, and if you have any doubts about joining in, just ask any of the attendees.

—Steve Taiman



(L-R) Ted DeCagna, Bruce Riccitelli, David Bressler, and Debra Kovacs.

WHO'S WHO *continued from page 1*

a variety of pioneering companies doing illustration and 3D computer graphic animation, work that made its way into magazines, television commercials, documentary and training films, and other media.

A Call for Help

Though he does a range of work, including Website design, for a variety of clients, Stan continues to help SWAN members create their Web pages, "at a nominal fee." His workload, however, makes it imperative for more people to get involved in keeping SWAN's site up-to-date and in ensuring that the site is on the most advantageous search engines and reflects the current focus of the group.

"I must have invested 200+ hours in SWAN's Website," Stan said.

"Have I gotten a fair return? Most definitely! I learned things I would have had to learn anyway. I learned them on SWAN's 'non-dime' and developed skills and a strong service line. SWAN's Website served as a portfolio piece and helped sell my first corporate Web development project. That project then served as a portfolio piece that led to other projects, and so on. Was the time well spent? No question, no doubt. I'd do it again!"

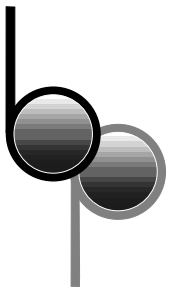
Any member interested in working with Stan to keep SWAN's Website fresh and current, should contact Stan Cohen, sometimes referred to by Phil Cantor as "*The Web Monster*."

—Cos Ferrara

How To Build Your SWAN Web Page

1. View other members' sites to get some ideas; look at sites in other disciplines as well as your own.
2. Select the material you'd like to include. Usually members include an intro page presenting an overview of their experience, or a page that acts as the front door to the intro page. One or more pages present the areas of expertise. Then members include as many pages of samples as they feel are necessary to display their range and skills.
3. Bring the selected material to Stan. Bring hard copy, Photo-CDs, tear sheets. Text should be in electronic form, MS-Word format preferred on a DOS Diskette.
4. Determine with Stan a navigation path, or the route by which users can get to the material they are most interested in. "The psychology of the user should dictate the navigation path, to enable users to easily find what they want; each item is usually no more than three clicks away," Stan said.
5. Allow Stan to use his creativity in individualizing your page to highlight your particular strengths.

color separations • linotronic film output • dye sub proofs • match prints page assembly • electronic photo retouching • desktop publishing

**Brook Press, Inc.**

359 Alfred Ave., Teaneck, NJ 07666
(201) 862-9000 Fax (201) 862-1402
brook@carroll.com

Find out what "Service" really means.



CRAFTSMAN PRINTING

15 VAN ORDEN PLACE • HACKENSACK, NJ 07601
(201) 498-9220 • FAX (201) 498-9225

**Printer of *CYGNATURE* and
other fine newsletters**

Cygnature

The newsletter of SWAN
P.O. Box 440
Paramus NJ 07653

BULK RATE
U.S. Postage
PAID
Permit No. 148
Paramus, NJ