

40
YEARS



CELEBRATING 40 YEARS!

THE EVENTORS, INC.

1976-2017

September 15, 2017

Dear Friends and Colleagues,

Hello and Welcome to the ninth edition of Jane Network News. This month we celebrate communication and we have some exciting news and updates for you. Enjoy this edition and happy reading!

GIVE ME A SIGN! ANSWER MY EMAIL, TEXT OR PHONE CALL!



As we move along in life there are often many signs that we are given, many that we miss or have no clue about or just plain ignore. The world today has become one where communication comes in many varieties and not in a garden. A sign of life, a sign of spring, a sign of direction, a sign of weakness or a sign of victory.

In a world of iPhones, iPads, Instagram, Facebook, Twitter, LinkedIn, the Internet, World Wide

Web, texts and email, we are bombarded with signs. Long before all of those communication devices and platforms we had our ancestors and elders to show us the signs. Luckily for us some of those information bearing inventions are still with us. We have stop signs, street signs, elevator signs, lobby signs, directional signs, event signs, street lights and old fashioned paper maps to help us navigate our daily lives. My ancestors were pioneers in directions and our Italian relatives can take pride in our map making strategies or misguided information provided to Christopher Columbus. In 1489, a Portolan chart was drawn by Albino de Canepa a map maker from Genoa, Italy.



Who was Columbus? Spaniards call him Cristobal Colon, Italians Cristoforo Colombo, Catalans Cristofol Colom. Whatever his real name, the explorer sailed the ocean blue to discover America in 1492 was either Catalan, Spanish or Portuguese depending on which rival historian you ask. Usually said to have been born of a humble family in Genoa in 1451, he made three more journeys after his first, momentous voyage, all funded by the Spanish crown, still believing he had reached Asia. He opened the door to Spain's conquest of the Americas.

Fast forward to 1972. I graduated from the University of Wisconsin at Madison with a Bachelor's of Science in Home Economics! I headed to the bright lights of Chicago to join my already successful career-woman sister, Mary Anne. I passed up an opportunity to teach high school Home Economics, which included: cooking, sewing, first-aid, marketing (for groceries) and managing a check book in the tiny rural Wisconsin town of Lodi. I left a wonderful mentor and friend in Kathleen Rubesch and the town mascot "Suzy the Duck" to stake my claim in Illinois. All signs pointed to a career filled with Chicago's big city excitement, entertainment, fun, friends and an occasional visit from family!

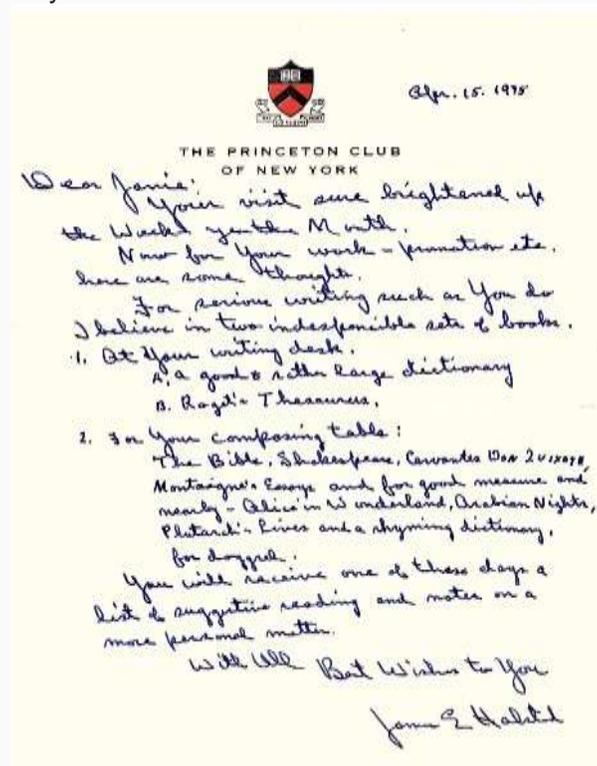


Jane & Mr. Halsted

Growing up in Baraboo, WI, I had the pleasure of meeting and befriending our eccentric and worldly neighbor, Jim Halsted. He was similar in age to my grandparents and took pleasure in having conversations and educating me about the world outside of Baraboo. Mr. Halsted traveled the globe and took photographs with every new camera that came on the market. My siblings and I would be invited to his home to view slide shows and hear his narration of the amazing trips. He would send me postcards from faraway places like Africa, Antarctica, Australia and South America. Living half of the year in New York City he was one of my early inspirations in the world of travel. Chicago was one of his first stops after college and we had a lot in common. I was delighted to tell him that my new position as Public Relations assistant at Carson Pirie Scott & Co. would bring me to New York for a business trip.

He was delighted to be my tour guide and drew a personal map for me so I would not get lost. Staying at The Princeton Club he was well into his 80's when we met for a few days in New York. For me it was a life changing moment and one I remember always. Strolling down Fifth Avenue with him in his fine cashmere winter coat and bowler hat, he pointed out the retail stores that Eleanor Roosevelt visited. Much to his dismay and to my shock, the stores looked

like a flea market and had lost the grandeur and luster that his generation held so dear. We continued to Times Square where he wanted to show me the Ziegfeld Theatre (being a dancer he thought I would appreciate the historic spot). A visit to New York City in 1973 and to Times Square at that time was an education! The era and the life that he remembered was not the same. The district had been taken over by vagabonds and was drug and crime infested and not a great place to be taking a stroll. I hustled us out of there and back to his residence as fast as I could. The sidewalks of New York had changed for him and it would be a few years before they were restored to its heyday. Unfortunately it was something that Mr. Halsted never lived to see. His influence on me has remained with me throughout my life. As a collector, I still have the postcards and letters he wrote to me and one of my favorite notes was information he passed along for my further education post college and in my career. Whenever I visit New York I think of him with very fond memories.



My life in Chicago was framed by the corners of State & Madison, dubbed "the world's busiest corner". From where Carson Pirie Scott & Co. sat with the beautiful rotunda and ornate grillwork of famed architect Louis Sullivan, the building and the corner held up to its name. Carson's has since given way to Target and that era gone the way of Eleanor Roosevelt and

Jim Halsted.

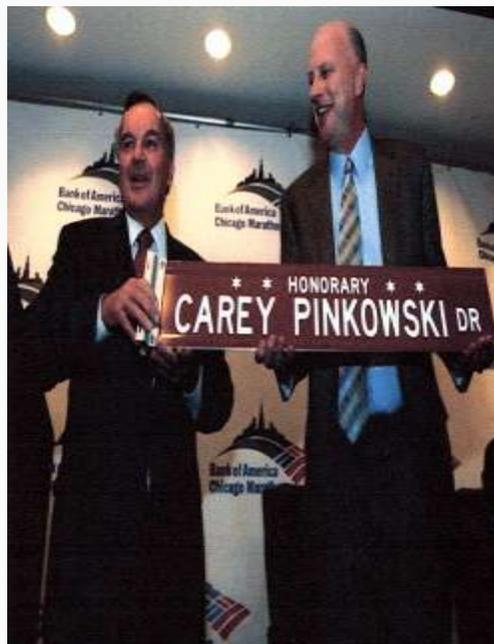
I like to include some of Chicago's rich history in my Special Events & Promotions class at Columbia College Chicago. Anyone in the events world needs to know streets, directions and have a map or two (paper and online) as you need to know how to get around. Our classes tour the Chicago Cultural Center and learn about the great Chicago fire of October 8, 1871 and how the city was rebuilt on the "Grid System" beginning on September 1, 1901. The dividing line for Chicago from North & South was marked at State & Madison 0/0 and East & West from there each city block rises in increments of 100. The streets in the loop (nicknamed the loop because of the elevated trains circling the business district) are named for Presidents starting with Washington and heading south with Roosevelt, Harrison and Polk. Michigan Avenue, North of the Chicago River starts with the great lakes and then the trees, heading up to Oak Street. Michigan Avenue is more frequently called **The Magnificent Mile** was originally named Pine Street.

The famous Chicago green street signs help you to know the name of the street and in some signs the direction and location of the street in North, South, East or West terms. A tip for Chicagoans and visitors is to learn that "the lake is always East"!

Thirty years ago the City of Chicago standardized the process of giving commemorative names to streets, similar to historical markers, by installing brown street signs with the title of "Honorary" and four 6-point stars, which are symbols from the Chicago municipal flag. My friend Georges "Kiki" Cuisance (center) shown here with me (right) and his wife Denise Y. Staniec (left) was given such an honor in front of his River North restaurant "Kiki's Bistro" 900 N. Franklin, now aptly named "Rue de Kiki Way". Coincidentally Kiki's original restaurant Le Bordeaux was located at 3 West Madison, just steps from State & Madison. Maybe he needs another sign!



Honorary Chicago (www.honorarychicago.com) is a website created by Linda Zabors and grew out of her curiosity about all of those signs. Another honorary name at State & Madison is for Edward A. Brennan, the former Sears & Roebuck CEO, but it should be named for Edward P. Brennan, the do-it-yourself urban planner who is most responsible for the rational street numbering system we have since 1909. This Mr. Brennan has a marker at State and Madison and has a “real” sign on South Brennan Avenue, which runs from 96th street south to 98th street in the Jeffery Manor neighborhood on the Southeast Side of Chicago.



Speaking of running and Chicago streets, Monroe Street at Columbus Drive (obviously the street named for Christopher!) was designated by former Mayor Richard M. Daley for Carey Pinkowski, Executive Director of the Bank of America Chicago Marathon

(www.chicagomarathon.com). Carey and a few hundred runners and visitors will converge along many of the cities famous streets and through neighborhoods as it heralds the running of the 40th annual 26.2 mile event, Sunday, October 8, 2017.

One of my favorite signs if for a very well-known Chicagoan, Hugh Hefner. He too spent some time at Carson Pirie Scott & Co., working in the Advertising department.



Here I am outside of the Playboy Building at 900 N. Michigan Avenue, really named “Hugh Hefner Way.”



Stephan Wanger

Stephan posing under his memorable street signs at Michigan Ave. & Randolph Street with his daughter Stazia. One part of Chicago's recent history and street signs lore rests with the creative mind of a

former Columbia College events student, self-taught artist, Stephan Wanger. Look up at certain street signs in the in the loop and notice a Democratic National Committee sticker on the street signs! Great promotion for the 1996 convention – but once these promotional labels were affixed to the sign there was no revenue to remove them when the event ended! Maybe they can be adjusted for the next Democratic Convention that comes to town. Credit the brains of Stephan Wanger for this long-lasting street sign promotion and as the Manager of Special Projects for Chicago '96 Host Committee he also came up with the idea to fly flags along the Michigan Avenue Bridge.

Today Stephan, a native of Germany has returned to Chicago with his wife and daughter and has a website that showcases his street talents: www.beadtown.org. In 2011, he moved to New Orleans and became a volunteer in helping people rebuild their homes and their lives after the devastation caused by Hurricane Katrina. He created a “Postcard from New Orleans” using the more than 25 million pounds of plastic Mardi Gras beads. At 8 feet high and 30 feet wide, this piece of art set a Guinness World Record in February 2012 for the largest mosaic crafted out of Mardi Gras beads. Through his experiences traveling the globe, Stephan has gained insight and influence from the Spanish Art Nouveau designs of Antoni Gaudi, the Moorish and Persian architectural details in Istanbul, Turkey and the sculpture and environmental art of Chicago artist John David Mooney. Hold onto your hats Chicago and watch for Stephan’s next adventure.

www.stephanwanger.com



Columbia College grad and Owner of Creative Digital Graphics, Jake Patterson and his pooch Roux!

Jake Patterson

Give me another sign – or order one from Jake Patterson, another Columbia College

event student who has made graphics and signage a way to pay for college and put up some good artwork and direction for many businesses, not for profits and general public. Robert Jacob Patterson, “Jake” started the business because he has always looked to the universe to guide him. His mother has engrained in him the power of attraction and the idea of putting yourself out into the world – and it will reciprocate. Three years ago he was given a sign by the universe to take charge of his life, and started a printing business with his best friend. He has incorporated his business into his passion for live music, art and is starting to plan fundraising events that showcase music and art.

A quote from Jake on LinkedIn, "Finding out a way to make some sense of all this madness. Hopefully will meet some cool people along the way!" Great direction! He also quotes Pretty Lights a music artist that produces a mix of electronic, funk, hip hop and soul into his work. "Times will get bad, and the whole wide world will come down on you... You must go on." Pretty Lights has been one of Jake's top five artists since 2009, and ended up leading him to enroll at Columbia College Chicago.

After seeing one of Pretty Lights sets at Lollapalooza 2011, Jake was inspired to leave Kendall College and transfer to Columbia the very next week. For Jake that was definitely a sign for him to switch to music/live events because that was a true passion for him. A more passionate sign maker you will never find.

Check out the website

www.CreativeDigitalGraphics.com



Jammin With Jane is the Columbia College Final Exam project that my students have worked on for the 26 years that I have been teaching at Columbia. Our first special events class “final” was held at the Chicago Marriott in 1991. Today we have over 35 not for profits that have benefitted from the efforts of my students to plan, promote and publicize a not for profit fundraiser. Two very successful “Jams” gave people in the deaf world a “sign”.

We held an event for a not for profit group called "HANDS" at the Abbey Pub, a landmark on West Grace and Elston Avenue. We raised enough funds to pay for a year of telephone services for the organization.

The event for the Alexander Graham Bell Montessori School and Alternative Education for the Hearing Impaired was held at Cubby Bear on May 7, 2010. The neighborhood was called Lakeview but now more appropriately is named Wrigleyville! The Cubby Bear was formerly known as Cubs Pub and Cubs Grill when it opened in 1953. It is one of the most famous landmarks on Chicago's North Side. The AGBMS School promotes literacy for Deaf Children and this not for profit program within the school features a special program called CUED speech. **Visit their [website](#) or email them at info@agbms.org**

Watch for signs from my new Columbia College Special Events & Promotions classes that started this past week. We plan to organize a Jammin with Jane that will be rewarding and fun in December 2017. Get out the map!



Social Media Social Hour!

We're socializing and social media'ing at Kiki's Bistro on Monday, September 25 from 5:30 pm to 8:00 pm.

Bring your smile and business cards for networking. Dinner and drink specials will be offered. RSVP to info@eventors.us or call 312.217.JANE (5263).

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Looking forward to seeing you soon!

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