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Printed by: Craftsman Printing

MAY/JUNE 1998

## WHO'S WHO

### Deb Hoeffner, Co-Founder and Referrals Chairperson

"I always wanted to be an illustrator," Deb Hoeffner, SWAN's Referral Chairperson, said recently. "But because of my love of education and the need for experience, I took a circuitous route. And that has made all the difference."

Deb has a strong background in the Arts, with a Master's Degree in Drawing and Painting. She continued her studies at the Art Students' League of New York and Parsons. Her vacation time is spent in the art museums of Europe with her nose pressed up to the masterpieces. "I drive the guards crazy," she said.

She also developed a practical side, having studied with a top artist for Norcross Greeting Cards and apprenticed with an award-winning Madison Avenue art director, before a stint as an on-staff designer in an ad agency. It was a class taught by the Art Director of Pocket Books that led to her first illustration assignment—the first of a number of romance novel covers, or "bodice rippers," as they are called.

Deb's style has evolved over the years from a very tight oil, as required by the mass market paper-

back publishing industry, to a more free-flowing drawing/painting combination that she calls "soft realism." "By combining my drawing, which has always been my greatest strength, with glazes of brilliant complementary colors, such as cerulean blue and cadmium orange accentuated by a swash of pastel, I can achieve a shimmering image that can make the most mundane subject glow."

Deb's versatility has allowed her to satisfy the needs of a great variety of clients, including ad agencies, book and magazine publishers, video and product manufacturers. She has done a great deal of illustrating for the medical industry

ing, a portrait of Daddy Warbucks for off-Broadway, stamps, collectors' plates, phone cards, medical videos, print ads, and religious jewelry.

In addition, Deb does portraits of executives, children, and even politicians, including loquacious New York Senator Al D'Amato. "I had to shoot three rolls of film to get a photo of him with his mouth closed."

Once Deb began freelancing, she never looked back. A self-confessed workaholic, her greatest pleasure is to be locked in her studio for days and "then get paid for it." The hardest part, she added, "is pleasing the critic within, since, as we all know, we are our own worst critics. The challenge is to develop a good communication with



"Watching SWAN grow has been very rewarding,"

—Deb Hoeffner

as well. "What I enjoy most about being a freelance illustrator,"

Deb said, "is the excitement of meeting the challenge of each new project. Because of my background and flexibility, combined with a knowledge of type and printing, I have had the opportunity to work on an incredible range of projects." These include book covers, children's books, magazine fiction and editorial, packag-

### SWAN Filled a Need

But freelancing was not easy. After leaving her agency job, Deb and a few other freelancers began meeting to talk shop. "We knew we needed a support networking group," Deb said. "We were so intent on keeping our

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## WEBWORKS

**www.swan-net.com:  
The Next Generation.**

**S**tan Cohen, web-monster, has formed a committee to design and develop a completely new version of the swan website. While the existing site has been very productive for many members with samples, Cohen feels that it's time to take advantage of the advances in design and technology that have occurred since the site was originally conceived. "On the web, if you're not swimming, you are sinking." Says Cohen.

Joining Cohen on the Web Review Committee are designers **John Castell** and **Carl Jablonski**. Jablonski is particularly interested in ways to make Cygneture, the Sourcebook, and other SWAN communications more interactive.

What would you like to see implemented in the next generation of the website? The committee welcomes feedback, suggestions, and volunteers. Contact the committee by sending email to graphicvisiary@worldnet.att.net.

**Volunteers needed for the Website committee:**

**Internet Linkswap Manager.** Duties: Surf the web for opportunities to get SWAN's URL listed on other sites, and respond to inquiries from other sites to provide links to their URLs.

**Internet Promotions Manager.** Duties: Seek out opportunities to get the website mentioned in other media (i.e. magazines, newspapers), and promote its usefulness to the business community. Respond to email inquiries about the website from other media.

## From the President's Perch

**W**hen Ed Koch was in office, he often asked; "How am I doing?" I'd like to borrow that phrase and ask: "How are we doing?" In the year since I've been President, SWAN has grown and matured in many ways. Lets take this opportunity to review just some of the highlights.

First, the introduction of our new Sourcebook design has elevated the look and first impression of our organization. It's always been my goal to present SWAN as a professional source for diverse talent. While the level of our membership's expertise continues to grow, it's the diversity within each discipline that has played a major part in providing more qualified referrals and better "connections" throughout New Jersey. The networking aspect of our group continues to show dividends.

It is very important that each member keep in touch with their referral chairperson. If your particular discipline evolves throughout the year, they need to be informed. In any business, communication is critical. SWAN is no different.

Another key element of SWAN's success in the past year is our website. The site is constantly changing to reflect up-to-the-minute news and information about SWAN. Unfortunately, not every member takes advantage of the unmatched exposure this medium provides. As a paid, full member you are entitled to web space of your own. It can contain samples of your work with a short background or any information you feel best serves your interests. If a potential client requests samples, this is a quick, professional way to get the message to them. I encourage ever member to jump on board.

Finally, SWAN could not function and grow without member participation in every facet of the organization. Volunteerism is beginning to catch on. Our Membership Director, David Val Schlink has spearheaded a push for more involvement. Committees are being formed in many areas and members are realizing the potential for networking and business opportunities. I hope this trend continues into next year and the results provide even bigger and better things for SWAN.

Have a great and profitable summer.

—Wayne Pollack, President

## SWAN and the Bergen Museum

*"... the Bergen Museum gave SWAN credibility and an instantly recognizable home. Moving our meetings to the museum was a major factor in the leap in membership that SWAN experienced."*

—Phil Cantor, Past President of SWAN

Our interest in the Museum extends beyond using it as a meeting place. SWAN is concerned that County government's treatment of the Museum unmasks an attitude towards creativity and culture that is intolerable.

James Sheehan, chairman of the Bergen County Board of Chosen Freeholders, was quoted in The Star-Ledger as saying: "[The Bergen Museum is] a bunch of freeloaders and we want them out." And in The Record: "Why are they

important? ... You've got to be kidding."

Though Sheehan is known to be outspoken, concern evolves from the position of William Schuber, County Executive. He claims to be "a strong proponent of the arts," yet done nothing to respond to the public outcry over his attitude towards the Museum. He says the problem is money, but the County is running budget surpluses and will spend \$150,000 to rent plastic dinosaurs for the parks this summer.

All of this reflects a hostile climate for the arts, which is of great concern to every SWAN member. The NJ State Council on the Arts reported that the arts generated about \$750 million dollars in New Jersey last year. Most of that economic activity was outside of Bergen, the state's most pop-

ulous county. Why? Lack of concern for the arts by the County government is the key.

It's time to act. You can express your opinions and support the Museum by signing your name to its advertisement (call David Messer at 201-265-1248 for details); E-mail County Executive Schuber at Patsch@Bergen.org; and/or call one of the Freeholders sympathetic to our cause: Barbara Chadwick (201-646-2532), Anthony Cassano (201-646-2932), Todd Caliguire (201-646-2530) or William Van Dyke (201-646-2535). Let them know that this issue is important to you.

Chairman Sheehan exclaims: "You've got to be kidding." Well, Mr. Sheehan, we are not!

—Peter Adler, SWAN Advisory Council and Bergen Museum Trustee.



Host John Witty (left) talks with President Wayne Pollack (center) and Public Relations Director Irma Chazotte (right) about SWAN and "The Pricing Game" in a recent appearance on the TV Show "New Jersey Business."

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## WHAT YOU MISSED

*Spring was the season for personal and professional development.*

### "Price Wars" April 22nd

At the April meeting, writer **Bill Cross** threw down the gauntlet both figuratively and literally to the standing-room only crowd, challenging us to think, act, and most importantly, invoice our clients professionally. A hockey glove stood-in for the gauntlet, and a tiny toy figure unceremoniously shoved off the table represented the creative freelancer who thinks and acts 'small.' Joining Cross (sans props) was Jody Jacobus, president of NOWA (National Organization of Writers and Artists). Members of NOWA attended as our guests.

'Price Wars' was a follow-up to last year's popular and controversial meeting on a similar topic, where hostilities arose rivaling an episode of The Jerry Springer Show. This time around, however, the audience showed no desire to refute or debate the logic of Cross' assertions, and instead a lively discussion about business practices arose spontaneously. By all accounts it was an entertaining and productive evening. (Bill was a bit disappointed that he didn't get to use his boxing gloves.)



Diane M. Eade

### "Perform at Your Peak," May 27th

Who are you? What do you stand for? These were the questions that **Diane M. Eade**, President of Advanced Leadership Group, asked attendees to ask themselves at the start of the mini-seminar she conducted in May.

Ms. Eade made the point that lack of clarity was one of the primary blocks that impede us from peak performance at our business. We need to define our interests, strengths, weaknesses, and goals. She urged us to identify who our prospective clients are, and whether they are appropriate for us. (Cash cows, rising stars or problem children.)

She also stressed the importance of positioning ourselves correctly and to communicate with our clients in terms of the benefits that we offer to them.

Finally, she discussed time management techniques, stressing the value of prioritizing our schedules with an eye toward deleting time-wasting activities.

We all left the meeting with a sense of enthusiasm and a list of 'actionable' items.

## SWANOTES

*Jill Vitiello* spoke at her alma mater, Rutgers University on April 29, 1998, to a group of undergraduate and graduate English majors about careers in business writing. One of the options she discussed was becoming an entrepreneur. "I tried to convey my enthusiasm about writing for the corporate world to prove you can make a living as a freelance writer."

"Nothing like landing a job in just one day!" says writer *Jane Byron*. She recently picked up a new client, the College of Saint Elizabeth, and will be working on an 18-month development campaign that includes press releases, brochures, letters to corporate leaders, etc. The College made the decision to hire her after seeing her samples on the SWAN website.

Writer *James Irwin* has collaborated with *Karen Siletti*, a founding member of SWAN, in the creation of Wild New Jersey, a web site devoted to wildlife and conservation in the state: [www.InTheGardenState.com/WildNJ](http://www.InTheGardenState.com/WildNJ). The site premiered on Earth Day, April 22, and was the subject of a feature article in the Bergen Record.



Lerman Diagnostic Imaging

The above logo was part of a complete identity program created for a new medical imaging center in NYC by designer *Carl Jablonski*. Jablonski's goal was to design a system appropriate for use in multiple media, from print to the web. He landed the assignment because of his experience in healthcare marketing and extensive experience working across both print and digital media.

## W • E • L • C • O • M • E NEW MEMBERS...

The following individuals were accepted for membership since the last issue of Cygneture. Say 'Hey!' when you see 'em!

**Designer**  
Celeste Ranck

**Associate Members**  
Greg Boas  
Tom Boas

**Video Producer**  
W.J. Kronemyer

*continued from page 1*

meetings business-like, we wouldn't allow ourselves refreshments. And it worked. We exchanged information and leads. Out of those meetings, SWAN was born." Also in the group was Janet Manning, a co-founder and still an active member of SWAN.

That was some 15 years ago. Since then Deb has served the group as Board Member, Vice President, and Membership Director. "Deb is a people person," Janet said, "so she has been a natural in recruiting members for SWAN." Deb has also chaired the Referrals Group and the Nominating Committee. She introduced the Pricing Game to the organization and continues to coordinate it.

"Watching SWAN grow has been very rewarding," Deb said. "As a former member of the Graphic Artists' Guild and present member

of the Society of Illustrators, I feel no other organization gives the individual members as much exposure and opportunities. Many of our original ambitions have come to fruition, such as improving professional practices, forming an education exchange, and helping one another serve clients. We educated the industry in New Jersey in many areas, such as reproduction rights."

By providing a place for members to connect with colleagues, SWAN has eliminated the vacuum that many freelancers work in, while isolated in their offices and studios. "SWAN is a great place to learn what it means to be self-employed and how to succeed at it," Deb added.

SWAN's first directory was published in 1986, with a listing of 28 members. The newsletter came later, and none of the original founders envisioned the organization's website. As the organization con-

tinues to grow, chapters throughout the country are a possibility Deb sees as being very real.

"I'm proud of SWAN," she said. "It's a great advantage having the organization behind me. When I've needed help, members have always been within reach to advise me. As a referral person, when a client calls for assistance, I feel absolutely confident referring colleagues from SWAN. Having this resource on hand has only increased my professionalism in the eyes of the client."

Wayne Pollack, SWAN's president, has relied on Deb's assistance and insight frequently. "Some people step back after awhile," he said, "but Deb continues to contribute and be very much involved."

Janet seconded that notion: "If Deb were any more involved in SWAN, she'd grow feathers."

—Cos Ferrara

## **Susan Brierly-Wills Resigns**

*Susan Brierly-Wills* has resigned her position as 2nd Vice President to the Board of Directors. Citing an increased workload from her writing business and personal reasons, she felt that she could no longer maintain the time commitment necessary. SWAN will continue to reap the benefits of her work on the Board for years to come. We express our sincere gratitude for the tireless contributions she has made to SWAN during her tenure.

*William Cross* will switch hats to replace Susan as 2nd Vice President. *Jane Byron* has joined the Board and will replace Cross as Secretary, and *David Miranda* fills the Vice President's chair vacant since Lynn Canzani's exit in March. See the March/April issue of *Cygnature* for a profile of Jane Byron and her past services to our group. Look for an interview with David Miranda in the next issue.

Send all submissions, inquiries, promises to volunteer (email is preferred) and chocolate chip cookies to : *Cygnature* c/o Carl Jablonski, Jablonski Design Inc, 8 Daisy Way, Suite B, Paramus, NJ 07652 email: [Cjablonski@aol.com](mailto:Cjablonski@aol.com) voice/fax: 201 843-0228

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(201) 498-9220 • FAX (201) 498-9225

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

BULK RATE  
U.S. Postage  
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