



F R E E L A N C E *folio*

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
JANUARY 2009

FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

Individual - \$85
Couples/Partners - \$150
Student - \$60

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THURSDAY, JANUARY 8 MEETING

Gaining Greater Confidence in Freelancing

BY HONEY JUDITH RUBIN

Back by popular demand: our breakout sessions! Every year at this time we have an opportunity to share experiences and find out how others in our field handle issues like pricing, contracts, and organization.

We will divide up into small groups based on specific disciplines—writing, design, photography, etc—and a facilitator will lead discussion on issues related to freelancing.

This is an extraordinarily valuable meeting that can help you value your work and gain confidence. Start your New Year with support!

WHEN: January 8, 6:15–8:30 pm **WHERE:** The Creative Circus
ADDRESS: 812 Lambert Drive (near the I-85 Monroe Drive exit)
ADMISSION: FREE for Members/Guests \$15 (check or cash only, please)

FOR A DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS, GO TO www.freelanceforum.org/site/map.htm OR COPY AND PASTE INTO YOUR BROWSER.

NOTE: MEETING IS ON THE SECOND THURSDAY THIS MONTH



Members in one of the groups from last year take notes.

David Batley

December Meeting Recap

Create Your Own PowerPoint® Portfolio

BY KATHY COUCH

According to **Jame Riley**, a graphic designer whose diverse talents include PowerPoint® (PPT) expertise, creating a digital portfolio can make you stand out, if you do it right. And Jame showed an impressive sampling of his own presentations to prove it. There's a lot you can do with PPT, including animation and embedded Flash®, video and hyperlinks. Once you create a digital portfolio, you can e-mail it as an attachment or make it a download on your website.

Jame emphasized that the first rule of good design: Keep it simple. Refrain from using too many fonts, colors and special effects, so that your PPT portfolio looks professional, consistent and appealing.

"There are so many effects in the latest PPT release that it's tempting to go overboard. Don't do it! Use effects for logical reasons, not just because you can," he said. "Avoid the standard templates that come with PPT."

See **Recap** on page 2

The Folio wants YOU!

Soozy, Honey and Janie can REALLY use some help with producing the Folio when workload or family emergencies have captured our time. Please let us know if you can help, even periodically. Both editing and design assistance are needed.

SUBMIT IT!

All members are welcome to submit announcements, news items, articles, artwork and ideas to the Folio. ALL material is subject to edit and approval by the Folio staff.

All submissions need to be in by January 13, unless pre-arranged.

Please send to BOTH honeyrubin@tobeablessing.com AND soozy@soozy.com.

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Instead, create a customized background that supports your brand with a consistent look that's all your own."

Jame's tips:

- Create slide graphics at 800 X 600 or up to 1000 X 750 for bigger screens. Standard viewable screen resolution is 72 dpi.
- Fades, wipes and transitions can help with consistency.
- You can import Flash, MPEGs, PNGs, JPEGs and TIFFs. You can use transparency with TIFFs and PNGs.
- You MUST optimize outside of PPT to keep your presentation size manageable. Photoshop® is the best place to do it. Your images and samples should be no more than 72 dpi (use the Save for Web function). JPEGs should be 60–70% quality.
- Use only standard, cross-platform system fonts such as Arial, Verdana and Times. Your cool fonts may be converted to something that doesn't look so good on someone else's computer. But if you just have to use them, convert them to paths in Illustrator® or Photoshop first.
- Animation adds interest, if used for logical reasons, but don't overdo it.
- Think twice about adding music or sound effects; they can be irritating to your audience.

Not a designer? Create an effective PPT portfolio by working with a designer to



Jan Stittleburg

Jame Riley has graciously agreed to provide additional PPT assistance to members for the next few months. This is your opportunity to ask questions and receive expert answers.

Also, if you have successfully used PPT for your own portfolio (writers, editors, and other consultants), and have your own tips and tricks, please share your ideas with us for inclusion in the *Folio*.

Send your questions for Jame and your ideas to BOTH Honey AND Soozy.

create a master background. It's then a simple matter to add writing samples, using a few easy techniques and effects.

FREELANCE FORUM BOARD MEETING MINUTES, NOVEMBER 12, 2008

Present: **Jerry Silvestrini, David Knope, Kellie Frissell and Jan Stittleburg**

November minutes: Approved motion by Kellie, 2nd by David K.

Treasurer report: **David Batley** is on vacation, back in December.

LinkedIn presentation: (by **Honey Judith Rubin** and **Soozy G. Miller**) The main goal in having a Freelance Forum group on LinkedIn is name recognition, both for the Forum and for its members. A question: Should we trademark Freelance Forum? (There is another group on LinkedIn using the name, so we are The Freelance Forum group.) The group would only be for paid members of the Forum, and we should encourage a link to the FF website on individual members' LinkedIn profiles. Can we also add a link to the LinkedIn group site on the new FF website? Honey will be

responsible for responding to LinkedIn questions.

Directors of Communications: We want all Freelance Forum communications to have a consistent (branded) look and feel. Honey and Soozy volunteered to direct all outgoing communication, including email blasts and job leads, to have correct data (they will verify the information, etc.) and ensure a similar look and style in wording. They will work with the marketing committee and are looking for ideas on how to promote the Forum. One suggestion: Ask companies that hire Freelancers to put a link to the Forum's website on their site, and we would give them free attendance at one meeting in return. A vote was taken to approve the new joint position of Co-Directors of Communication for both Soozy and Honey.

See **Board** on page 3

GO TO THE SOURCE

Just click on **Find a Freelancer** at freelanceforum.org to instantly connect with Atlanta's best creative talent.

www.freelanceforum.org

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My Time Has Come

BY DAVID KNOPE

I like programs in which our own members share their knowledge and expertise, such as **Jame Riley** did on December 4. I've heard that PowerPoint® is great for designers, but we writers may feel a bit lost at times. Now that we've seen what PPT can do, we'll be able to trade ideas about how we use it while at the meetings and here in the *Folio* in the months to come.

At January's breakout-sessions meeting, we split into smaller groups and talk to each other—get to know one another a little better and appreciate the skills and talents among us that may be useful someday on a future project. It's an opportunity for new freelancers to ask questions and learn from

our more seasoned members. Bring your questions, your experiences, and your issues.

The board loves program suggestions, and we try to set the programs several months in advance. We look for programs that help us set up and operate our businesses more effectively, like motivational speakers and software demos. We also bring in lawyers and CPAs, because contracts and taxes are ever-present issues.

For many years, I came to meetings, sat in the back, and hardly talked to anyone. But I learned a lot and met enough good people that I kept coming back. This year, I hope we can all get to know one another better and have more chances for member input.

David Knope



MEMBER NEWS

FOUNDER'S AWARD

Long-term member **Jon Lee Andersen** received the Freelance Forum's Founder's Award in December. His service to our group this past year included giving a program, doing a thorough, pro bono review of our contract for the new website, and bringing M&Ms to every meeting he attends.



Jan Stittleburg

Money and the Law of Attraction

Honey Judith Rubin facilitates two series in the New Year. In East Cobb, a 5-week Monday night series begins on January 5 (see www.unitynorth.org) and in Norcross, an 8-week Sunday afternoon series begins on January 11 (see www.atlantaunity.org). Info: honeyrubin@mindspring.com.

Board continued from page 2

Portfolio show: Jerry will lead the way next year. Since **Sheryl Richardson** was a major force in the success of this year's show even though she had not renewed her membership, it was voted to give her a free year's membership in thanks. We had 23 visitors, one new member who joined on the spot to show her portfolio; 36 people signed up to display their work.

Upcoming programs: We are still looking for a program chair. Possible suggestions for future meetings are Peggy Duncan, a marketing person who spoke in early 2003, and Jim DiVitale, on web and photos. We could also have a meeting next December during which members could bring items for sale as gifts, such as Jame's and **Georgia Dzurica's** Haiku Cards—we would have to arrange for more table space.

New board: **Ayana Glaze** is writing bios for the website.

Folio items/open discussion: The sponsorship package needs updating.

Next board meeting: Join us on Wednesday, January 14th, 6:30 pm at the Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee Dunwoody-285 exit. All members are welcome to attend.

WELCOME, NEW MEMBERS!

Blane Bachelor, writer

Julie Zier, writer



We cannot control the economic winds, but we can ...

ADJUST OUR SAILS

Do you find yourself in economically choppy waters, trying to reach calmer seas? How do you keep a good flow of business, a positive mental attitude, and attract great clients? We will share workable ideas in the *Folio*.

MY ECONOMIC PLAN

BY ALAN COHEN

Lately, the economy seems to be at the top of most people's list of urgent issues. I am not an economist, but I do understand the relationships between thought, belief, feeling, attitude, expectation and prosperity. This is my six-point plan.

1. Vision. A visionary sees and remembers the Big Picture in all situations, and therefore thrives under all conditions. It is not the economy at large that determines your wellbeing; it is the consciousness you hold in relation to it. You have the power to create a prosperous personal economy—and as you do, you will uplift the economy at large. There are people whose businesses are booming now; so can yours, and by your example you can inspire others. There are vast resources, economic and otherwise, for those who recognize and claim them. The two greatest achievements of the twentieth century—the Golden Gate Bridge and the Empire State Building—were funded and built at the height of the Great Depression.

2. Trust. When human affairs appear to falter, a Divine hand can seem very real and practical. A Higher Power always runs the universe far more intelligently and successfully than even the best economists. If you feel trapped or lost in life, your best move is to reconnect with the richness of inner peace and your ability to make healthy, productive decisions.

3. Reframe. The Chinese symbol for “crisis” combines two other symbols: “danger” and “opportunity.” Yes, there is a danger in our current position, and an opportunity. Choose which part is your main focus.

4. Reset Priorities. When money seems tight, take time to notice what you DO have. Enjoy and appreciate your family, home, nature, and activities that truly bring you joy. Concentrate on yourself and your values and spiritual beliefs and community (if you are so inclined), and this upheaval will have served you well.

5. Circulate. Keep moving your energy, financial and otherwise. When people are afraid to spend money, there is less money

in circulation; then people grow more afraid to spend, and the cycle goes on. The dynamics shift when

consumers act, not from lack or fear, but from faith and

abundance. This is a great time to spend some money and keep the circulation moving—from you and to you. If you would rather not spend money right now, circulate energy in other ways: Express your creativity, volunteer, paint, play music, journal. Do anything to move energy rather than let it stagnate.

6. Milk Every Moment. It is easy to think that you will be able to relax and enjoy your life as soon as the current crisis is averted or offset. But that's the carrot at the end of the stick that you never get to bite. Either life is rewarding now, or it never will be. Practice enjoying your day. Take time to chat with people, play with your kids, call someone you love, walk in the park, or tinker with your hobby. This is the moment you've been waiting for!

Everything will work out; it always does. Be of good cheer. Be uplifted and be an uplifter, and your financial and spiritual contributions to the economy will be significant.

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PUT THE SOURCEBOOK TO WORK FOR YOU!

The 2008–2009 edition of the Freelance Forum Sourcebook makes an excellent leave-behind for clients and prospects—just highlight your listing (or ad). If you need a few extra copies, contact **Jan Stittleburg** at 770-931-8170 or photofx@bellsouth.net.

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