



FREELANCE FORUM

PO Box 250024
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www.freelanceforum.org

Annual Membership Dues:

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

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THURSDAY, JANUARY 11TH MEETING

Spend Your Time Chasing Real Opportunities

BY POLLY WADE

In our pursuit of business, we often chase opportunities that aren't real. Our fear of hearing "no" or losing a potential client can lead to wasted time, effort and money. So how can we reduce needless chases and get the most out of our sales efforts?

According to sales and marketing expert **Mark McGraw**, we need to ask the tough questions and "interrogate reality." Join us at the January meeting and get practical tips from Mark on how to:

- Identify the ruts in your sales process that hamper new business efforts
- Learn how to chase and determine real business opportunities
- Develop the necessary questions that will help you interrogate reality and gain real business

WHEN: January 11 (the 2nd Thursday), 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

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



NOTE DATE CHANGE!
For this month only, we'll meet during the second Thursday due to Creative Circus' holiday closing.

December Meeting Recap



Speaker Jason Davenport shares his insights with members.

Jan Stittleburg

BY JANINA EDWARDS

Jason Davenport, co-founder and Creative Director of Going Interactive, provided Freelance Forum members with a great presentation on digital communication tools: Flash Presentations, Microsites, CD-Roms and DVDs, Viral Marketing/DWOMM (Digital Word of Mouth Marketing), Podcasts, Videocasts, Blogs (web logs), Vlogs and Wikis (a community-edited, collaborative

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GO TO THE SOURCE

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December Recap

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Jan Sittlerburg

Jason Davenport's December presentation drew a large crowd of members and guests.

website), to name a few. Cutting through the technical language, Jason shared this secret. "Focus on your target audience and give them what they need."

Familiar words. It's very heartening to know that the key to successfully using the next generation of communication tools is the application of time-tested strategies we're all familiar with.

There isn't adequate space to discuss Jason's insights at length, but he did recommend resources that members can use to learn more about these new technologies:

For the Internet: www.en.wikipedia.org, www.sethgodin.com and del.icio.us

For Podcasts: www.marketingonlinelive.com

For Online Magazines: www.wired.com/wired

For Blogs: www.blogpulse.com

Check out the Going Interactive website (www.goinginteractive.com) to access a videotape of the December presentation.

New Members' Lunch

The next new members' lunch will be on Thursday, January 25th, from 11:30 am to 1:00 pm at the Bridgetown Grill in Buckhead. Contact Membership Committee chair Ray Pelosi at 404-373-1956 or raypelosi@yahoo.com for more information.

**MEETING DATE CHANGE
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holiday closing, we'll meet on the
second Thursday of January.**

Introducing *Glory Road*—A New Musical

BY LAURA HECK

As I step down from four years on the Freelance Forum Board of Directors, it's just in time for my husband Jamie to step up production of his new musical, *Glory Road*. I would especially like to invite my Freelance Forum friends to attend a performance of Jamie's musical, opening in March 2007 at the Red Clay Theatre—Duluth's brand new state-of-the-art 250-seat theatre.

Glory Road, featuring 16 original songs, written by Jamie Heck, Greg Senf and Greg Max, is the story of a family of televangelists from a small town in Kentucky who become media stars through the help of a mysterious stranger.

Glory Road was first performed Off-Off-Broadway in the fall of 2000 at the famed 13th Street Playhouse in New York City, where it was originally booked for 28 performances and finally closed after 65 performances. In 2005 the show was chosen for inclusion in the prestigious Manhattan International Theatre Festival.

This Duluth production will be directed by Jamie Heck, with musical direction by Greg Senf. It will star Beth Chiarelli, who has performed in both of the New York City productions to outstanding reviews. For tickets and information, please call the Red Clay Theatre & Arts Center at 770-622-1777 or visit redclaytheatrearts.com.

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We want to hear from you.

PRESIDENT'S CORNER



Don't you want to challenge yourself?

At first, I thought the fourth grader who asked that question during Career Day at my son's elementary school simply didn't understand what I do. So I quickly recapped my typical workload—technical writing for an insurance company, short journalism pieces on mergers and acquisitions and, between those two anchor clients, a variety of copywriting and magazine work.

"OK," she replied, "but it sounds like you do the same things over and over every day. Don't you want to challenge yourself to do something new and different, like writing a book or a play?"

I started to explain that wasn't really my forte, that fiction doesn't pay well for most people and books take a lot of time. But then the teacher rephrased the question. "We're teaching the students to stretch themselves in their creative writing, to use their imaginations and create new worlds.

"Don't you do that in your work? Or, do you write things just for fun?"

Sadly, the answer to that is "no" (although I gave a more diplomatic answer to the class). The truth is, too often I focus simply on making a living and turning out marketable product to pay the bills. Periodically you have to step back from the day-to-day execution of your discipline, and think about what you WANT to do, not just what you HAVE to do. We have to remember why we pursued a creative career, what we were trying to express and, ultimately, what we really want to do when we grow up—if we grow up.

Personally, I take a week off at the end of every year where I can sit by the beach, reflect on the pluses and minuses of the past year, and plan where I want to go in the new year. That's an exercise that takes on a particular urgency this year: one of those long-time clients is now gone and the other is cutting back, which means I need to find new work in 2007. So I'll be pursuing something new—new clients, new media outlets, new industries. While I'm weighing my options, the little girl's question will also be in my mind, one I suggest you ask yourself as we start a new year:

"Don't you want to challenge yourself?"

—Bobby Hickman



MEMBER NEWS

Fall Brings in Colorful New Projects

Fall quarter was very busy with the addition of numerous new clients and assignments for **Patrick Carlson** of Bull's-Eye Creative Communications. Long-term client Building Systems Design (BSD) turned to Bull's-Eye for the design and development of a tabletop display. BSD develops and sells innovative software tools for the architecture, engineering, and construction markets. The new tabletop displays will be used at trade shows and other marketing venues. Additionally, a holiday packaging design project for SMC3 was finalized as well as a direct mail post card campaign for Plastic Systems.

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WELCOME, NEW MEMBERS

Lindy Patterson, writer
Andrea Herr McKinley, writer

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DIRECTIONS TO CREATIVE CIRCUS

REMINDER: No More Slippin' In the Back

For security reasons, Creative Circus has asked that we enter and leave the school through the Main Entrance only. Thanks for respecting the wishes of our generous host!

FROM DOWNTOWN HEADING NORTH ON PIEDMONT: North of Ansley Mall, turn right onto Cheshire Bridge Rd. Go approximately 2/10 of a mile to Manchester St (at Roxx Tavern) on your left. Turn left and follow Manchester until it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM BUCKHEAD HEADING SOUTH ON PIEDMONT: Continue south past Lindbergh and go under I-85 overpass. Turn left at the first light past I-85 onto Lambert. Creative Circus is the purple building at the end of Lambert on the left.

FROM CHESHIRE BRIDGE/LAVISTA ROADS: On Cheshire Bridge from Lavista, go approximately 1 mile south toward Piedmont Rd. Turn right onto Manchester St (at Roxx Tavern, just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

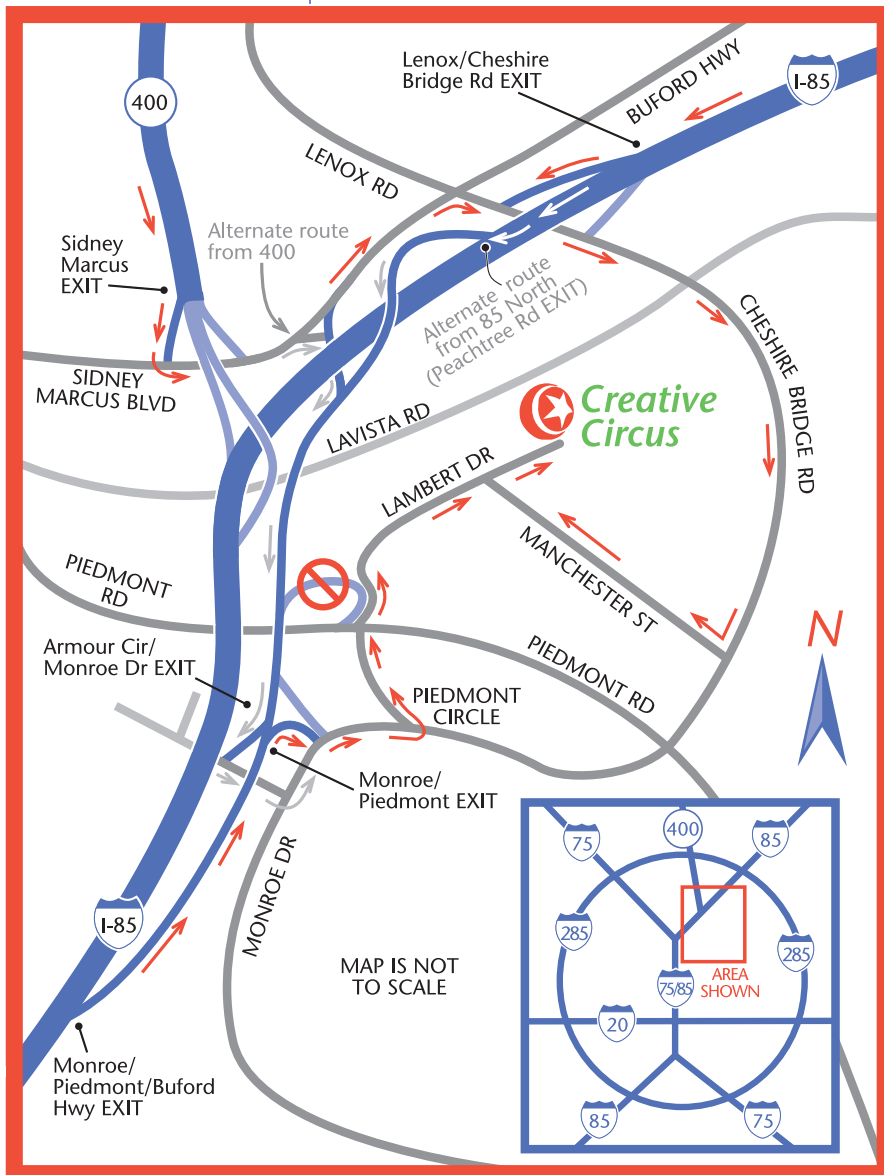
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM I-85 SOUTHBOUND: Take the Lenox/Cheshire Bridge exit (Exit 86); turn left at the end of the ramp onto Cheshire Bridge. Continue 1.3 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

FROM GA 400 SOUTHBOUND: Take the Sidney Marcus exit. At the end of the ramp go left onto Sidney Marcus. Turn left onto Buford Highway. Turn right at the next light onto Cheshire Bridge. Continue 1.4 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

FROM I-75 SOUTHBOUND: Take the I-85 North ramp. Stay in the right-hand lane once on I-85. Go approximately 1 mile to the Monroe/ Piedmont/ Buford Hwy exit (Exit 86). Coming off the I-85 exit ramp take the first exit (Monroe/ Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.



Janie Morgan