

FREELANCE
FORUMPO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

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

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Portfolio Show

Is your portfolio ready for the 2007 Freelance Forum Portfolio Show on Thursday, November 1? That's right around the corner! So take the next few weeks to put a high shine on YOUR portfolio—select your best samples and create an engaging display at The Solarium in Decatur.

Bring out those attention-grabbing designs, sales boosting brochures, and compelling copy samples. Make a big impression on Atlanta creative services buyers and your professional colleagues at this portfolio show. This opportunity happens only once a year—be sure to take advantage of it! Register today. Reserving your display space is easy and free at www.portfolioshow.eventbrite.com

NOTE: WE WILL NOT MEET AT THE CREATIVE CIRCUS IN NOVEMBER.

SEE PAGE 4 FOR MAP AND DIRECTIONS TO THE SOLARIUM (or use YAHOO!, not MapQuest)

MEMBERS
PORTFOLIO SHOW DETAILS

NOVEMBER 1, 6:00-8:30 PM
(exhibitors arrive 5:30
for set-up)

WHERE
THE SOLARIUM
321 West Hill Street
Decatur, GA 30030

ADMISSION
FREE for members & guests

October Meeting Recap

BY AYANA GLAZE

A panel of managers who hire freelancers, including **Stacey Celata**, Recruiting Manager at The Creative Group; **Steve Chalk**, Client Partner at Synaxis; and **Q. Cramer**, Image Coordinator at Pure Red Creative, delighted members and guests with proven ideas on getting in the door with print and online portfolios. Here's a recap of their great advice to help you in putting together your book ... just in time for the Portfolio Show!

Print portfolios

- Limit of six samples when sent with résumé.
- Limit of 15 pieces for face-to-face meeting.
- Remove dated samples.
- No typos please.
- Include testimonials in appendix.
- Samples should not show age.
- Web samples can be included as



Left to right: Steve Chalk, Stacey Celata and Q. Cramer

screen captures.

Online portfolios

- Keep them simple.
- Should mirror print portfolio.
- Should flow logically.
- Limit to 15 strong pieces.

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GO TO THE SOURCE

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

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October Recap *continued from page 1*

- Create five or six sections based on type.
- Remove dated samples.
- Make sure links work properly.

Face-to-Face Meetings

- Emails are the best way to get in. Cold calls are OUT.
- Follow up regularly.
- Bring only best samples, preferably related to project.
- Leave-behinds are a must.

Visual Artists *(illustrators, photographers, etc.)*

- Have three books representing distinctly different styles.
- Show book related to style requested.
- If no style requested, show all three.

Testimonials

- Include in appendix or as leave-behind.
- Make part of sample packet.
- Include with résumé as addendum.

See you, and your wonderful new portfolio, at the Portfolio Show on November 1 at the Solarium in Decatur!

Freelance Forum Gets a Mountain of Exposure at Integrated Marketing Summit

BY PAUL GLICKSTEIN

The First Annual Atlanta Integrated Marketing Summit, held October 11 at the Atlanta History Center, was a sellout success, providing the Freelance Forum an unprecedented level of exposure.

More than 350 local marketing professionals attended the event, which featured four compelling presentations, a Q&A session and an evening of networking. With our sponsorship, our logo appeared prominently on event signage, and we received frequent verbal acknowledgements by the Summit's moderator. In addition, goodie bags stuffed with Freelance Forum promotional materials were given to each attendee and were also available on an exhibitor's table. More than a dozen members attended the afternoon presentations or came for the networking event to spread the good word about us!

The presentations featured four accomplished industry professionals, each addressing unique aspects of integrated marketing. **Josh Rose**, Senior Vice President and Director in the Los Angeles office of iDeutsch, urged the audience to let go of old habits, focus on content and think in terms of the integrated individual. Josh then showed how iDeutsch tied brands to the Web experience with clips of the agency's work for DIRECTV and CiCi's Pizza.

Kathy Sheehan, Senior Vice President with GfK NOP, a global research company, highlighted worldwide consumer trends, particularly the newfound power of the individual through real and virtual communities. **Lana McCoy**, Southeast Business Development Manager for

Eastman Kodak, discussed the potential of highly targeted and personalized print campaigns with the capabilities offered by variable data digital printing technologies. And **Mike Friedman**, Director of Interactive Marketing for Darden Restaurants (Red Lobster, Olive Garden, Bahama Breeze, etc.), gave an informative and humorous presentation on the results of Red Lobster's integrated media campaigns.

Freelance Forum members attending remarked that the Marketing Summit was definitely worthwhile and look forward to next year's program. Meanwhile, our promotional efforts continue through the fall with our sponsorship of Atlanta Ad Club events.

WELCOME, NEW MEMBERS!

Lisa Barnes, writer,
No Loss for Words

LeAnne McDaniel, writer,
Write On Communications

For the next scheduled lunch call Ray Pelosi
at 404-373-1956 or raypelosi@yahoo.com

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Got an item or suggestion for the Folio? Have you won an award, landed a new account, had a baby? Contact one of our Folio editors:

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We want to hear from you.

PRESIDENT'S CORNER

Eighty percent of success is showing up.

—Woody Allen

At my first Portfolio Show in 2003, I had the good fortune of sharing a table with **Tom Barry**, veteran Georgia journalist, editor and freelancer. Tom's written for almost everyone in Georgia. Most of my background had been writing for papers in Tennessee, and I was ready to move into freelancing for Atlanta area publications. Tom knew the *Atlanta Business Chronicle* was preparing to broaden their freelance staff, so he shared contact information for three of his editors there. Within a few weeks, I was a contributing writer, a gig that lasted almost three years.

With a few recent samples from the ABC, it wasn't long before I was also contributing to several other publications. Most recently, I landed a monthly economic development column for *Business to Business Magazine*—all growing at least in part from Tom's generous referral into the business writing community years ago.

But the greatest benefit of that "chance encounter" came in 2004. I answered an ad on Media Bistro to freelance for an online/new media publication covering mergers and acquisitions. While my business writing background was still pretty sparse, I did have that first article from the

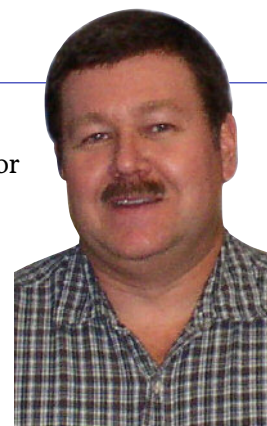
ABC as a clip. Months after I began writing for **mergermarket.com**, I asked why I was chosen over a better qualified candidate. The editor's answer: I was actively writing for the ABC, whereas the other candidate had not done any business writing in years. Over the past few years, mergermarket has consistently been among my top two clients each month.

Would all that have happened if I had not attended that first portfolio show? Maybe, maybe not. The point is that it can only happen if you show up. Brooks & Dunn, the country music duo, were recently quoted as saying that they aren't the most talented musicians or the best writers in Nashville; they became successful simply because they're persistent. They kept showing up for years until they met the right people at the right time and the right doors opened.

Show up at the Solarium next month. I look forward to seeing you!

—Bobby Hickman

[Editor's note: Bobby's article on last year's show was SO well received, he graciously updated it for this month's Folio.]



MEMBER NEWS

Janie Morgan in the News

Janie Morgan has joined the ranks of Freelance Forum members who have become fit and famous. Janie's success story about reaching and maintaining her goal weight was featured in the Living section of the AJC on 10/3. Good thing she still sports that big smile so we can recognize her new svelte self!

Get Your Drawing Mojo Back!

A professional level figure drawing class, with a live nude professional model, meets twice a month in Tucker at the studios of **Linda McCulloch** and **Michael Gaston** every other Monday, 7 pm to 9 pm. The extremely reasonable fee must be paid in advance for blocks of four sessions. This is a committed drawing group with long-term

members ... not for drop-ins.

Call Linda at 770-493-7154 or email linda@greatdesignthatworks.com.

Vintage Aviation Photography

John Slempp's latest fine art images are on exhibit at his midtown Atlanta studio and gallery just north of Piedmont Hospital at the TULA Arts Center, Suite. H-2, 75 Bennett St. NW, until Thursday, November 15. Call John Slempp for further information at 770-493-9727.



DIRECTIONS TO NOVEMBER MEETING

FROM DOWNTOWN ATLANTA:

- Take I-20 East to Maynard Terrace Exit. Make a left turn off the exit.
- Travel to the next light (Maynard Terrace and Memorial Drive).
- Turn right onto Memorial Drive.
- Travel Memorial Drive to 2nd Avenue (5th light).
- Make a left turn on 2nd Avenue.
- Travel 2nd Avenue to Oakview Road (four-way stop).
- At stop sign make a right onto Oakview Road.
- Travel Oakview to the next four-way stop sign (Oakview Road and East Lake Drive).
- Go through stop and make a right turn on West Hill Street.

The Solarium is the third white stucco building on the left side of the street.

FROM I-85 NORTH/SOUTH:

- Take 85 North or South to Clairmont Exit.
- Travel south on Clairmont Rd., about 5 miles, until you dead-end at the Old Decatur Courthouse.
- Turn left onto E. Ponce de Leon.
- Turn right onto Church St. Follow Church St. until it dead-ends at the RR tracks.
- Turn right onto Howard St.
- Make a left at the next light, N. McDonough Street, and cross the RR tracks. (Agnes Scott College will be on the left).
- N. McDonough will become S. McDonough when you cross the tracks. Travel approx. .5 mile on S. McDonough.
- Turn right on Oakview Road.
- Follow Oakview Road for .5 mile to West Hill Street. Make a left turn. The Solarium is the third white stucco building on the left side of the street.

FROM PONCE DE LEON MIDTOWN/ DOWNTOWN ATLANTA AREA:

- Travel east on Ponce de Leon towards Decatur.
- Turn right on Hwy 10 (East Lake Road).
- Stay on East Lake Road, which passes under a MARTA bridge and becomes East Lake Drive (approximately .8 mile).
- Stay on East Lake Drive; go to second 4-way stop at Oakview Road.
- At Oakview Road, turn left and take an immediate right on West Hill Street. The Solarium is the third white building.

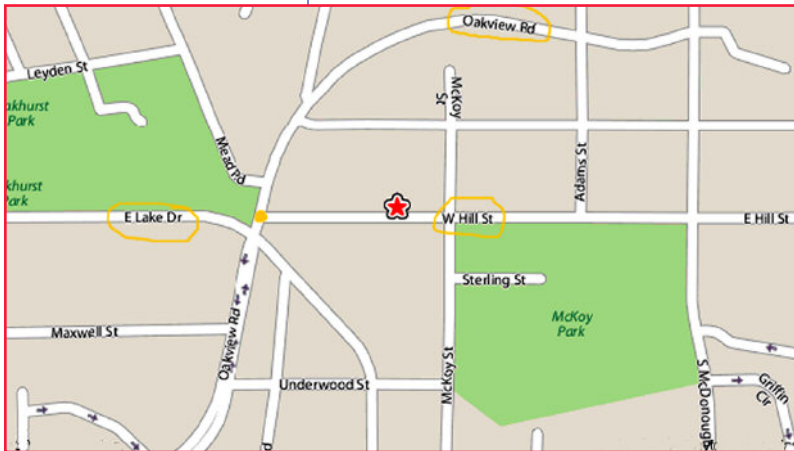
The Solarium at Historic Scottish Rite

321 West Hill Street,
Decatur, GA 30030

404-370-0888

In the
Oakhurst Business
District

**REMINDER!
Use YAHOO!**



Parking is available on both sides of the street and behind the Solarium.

