

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

Annual Membership Dues:

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

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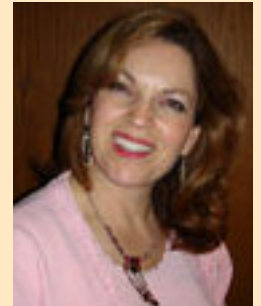
PAST PRESIDENT

Bobby Hickman
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Back When the Client Says "No"**

Join us on March 6 for a content-rich program filled with tactics to keep clients on your radar screen. Popular return speaker **Renée Walkup**, business development expert, author of *Selling to Anyone Over the Phone*, and CEO of SalesPEAK, Inc., a national sales performance company, will provide new ideas for how to build your business. Drawing on more than 25 years of professional sales experience, Renée will show you how to:

- Connect with your clients effectively over the phone
- Get back in the door when you think all hope is lost
- Book appointments so you can "show your stuff"

Renée's presentation of practical ideas that meet today's challenging clients will be followed by a lengthy Q/A session. Renée will also provide a complimentary "Quick Sales Tip Sheet" to help you grow your business successfully.

WHEN: March 6, 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)****SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**

Renée Walkup

February Meeting Recap

De-mystifying the Contract

BY SOOZY G. MILLER

Member **Jon Lee Andersen** of Andersen Law Firm returned as our speaker and, as usual, was a fountain of information. He talked about the must-have, the probably-should-have and the nice-to-have elements of work made-for-hire contracts and

independent contractor contacts. Jon Lee offered many pearls of wisdom to the 58 attendees, which included 12 new members and visitors. Here are the highlights:

The main difference between independent contractor and work-for-hire projects is: work-for-hire is the only arrangement that will grant copyright ownership, at the time of creation, to someone other than the creator of a work.

Work made-for-hire agreements should contain:

- 1) description of services, 2) compensation, and 3) ownership of the work (copyright).

Work made-for-hire agreements should also contain the following, though not all are applicable to every agreement: 1) representation/warranties, 2) indemnification, 3) termination, default and incapacity.

All independent contractor contracts must have:

- 1) identification of parties, 2) proper signatures, 3) description of services (including deadlines,

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The Fountain speaks pearls of wisdom.

GO TO THE SOURCE

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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 an extra copy or two (dozen), contact **Jan Stittleburg** at 770-931-8170 or photofx@bellsouth.net.

February Recap continued from page 1

revisions limitation, benchmarks, approval process and authority identification), 4) payments forms (get some payments in advance, all or part!), and last—but certainly not least—5) contact information, preferably including a cell phone.

Contracts probably should have:

1) ownership provisions, 2) representation, 3) confidentiality, 4) arbitration clause, 5) governing law, 6) third-party provisions, and 7) independent contractor statement.

Nice to have in contracts: an exclusivity clause.

Jon Lee also covered copyrights: 1) they apply only to original works, 2) they last for the life of the author, plus 70 years, 3) all rights are with the author; work-for-hire rights lie with the employer.

Problems with work-for-hire: 1) the words “work for hire” must be in writing in the contract, 2) the author’s material must be a contribution to a collective work, 3) technology has changed the traditional copyright applications.

FREELANCE FORUM BOARD MEETING MINUTES, JAN. 16, 2008

BY JERRY SILVESTRINI

Attendees: Jerry Silvestrini, David Knope, Kellie Frissell, David Batley, Jan Stittleburg

Treasurer report: David B. is going through the usual new treasurer blues; he needs to get the QuickBooks program for the checkbook, and figure out how the PayPal money is transferred to the Freelance Forum account.

2008 program planning: February will have **Jon Lee Anderson** in again to talk about contracts, copyrighting and the effects of the writers’ strike. In March, **Renée Walkup** will be back to talk about connections or rejections (clients who say no). Renée has also requested that we send out a plug for her Feb. 21 Sales Bootcamp in the next Folio, noting a discount for our members who attend.

2008 food chair: **Margie Deeb** has stepped up to be a co-chair; we are looking for a second. With co-chair, we have two sets of everything so the one chair doesn’t have to be present at all meetings.

Website improvements: **Steve Knapp** and **Jack Massa** will investigate new designers. Zenith Design isn’t responding to their request for a rework of the site. Things we would like to see on the updated site include: 1) PayPal for new membership,



Ed Walkis

Other news that night:

Linda McCulloch announced the Bauder College Adjunct Staff Job Fair on Friday, February 15.

Steve Knapp announced that the Freelance Forum website is being “cleaned up” and the program architecture will be improved.

Robin Sherman announced that members could join the Atlanta Macintosh Users Group (AMUG) and get all kinds of benefits for \$40/year.

2) a possible email newsletter, 3) blog. Also noted was the possibility of getting linked to **Kudzu.com** and **Access Atlanta**.

Garage sale: **Tim Shannon** has asked about having a garage sale meeting. Instead of having people bring things in to the Creative Circus, maybe we could have a list on the Folio or perhaps on the web site itself of items that people are looking to sell or trade. FYI, www.techcorpsga.org has details about how to donate old computer equipment, 404-564-7373.

Marketing committee recommendations:

Robin Sherman is questioning the status of the committee. The board will review the September marketing committee recommendations, in particular having the Sourcebook available as a PDF online. David B. suggested contacting Southern Poly Tech about their student program to get a free marketing plan.

Folio items/open discussion: **Paul Glickstein** reports that we have 2 free tickets to the Addy Awards; the board agreed that **Linda McCulloch** should get the tickets for the marketing committee.

Next board meeting: Wednesday, February 13th, 6:30 pm at the Olde Mille Steakhouse on Savoy Road, the access road by the Chamblee-Dunwoody-285 exit.

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**PRESIDENT'S
CORNER**



Jan Stittleburg

In the history of our great nation, presiding over the country during economically stressful times has made—or unmade—the president’s reputation. Herbert Hoover, you may recall, got elected by promising, “A chicken in every pot.” Then the stock market crashed, the Great Depression started and everyone hated Hoover. His predecessor, Calvin Coolidge, was famous for the Roaring Twenties. His big quote was, “The business of business is business.” And when the market crashed and banks closed, Calvin Coolidge was holding the smoking gun. The shantytowns that sprang up were called “Hoovervilles.”

The Freelance Forum is a young organization and there have not been any bad presidents. Every president has done his or her best to make this Forum work and run smoothly. At first, it was a struggling group of people with few members and a very limited budget. When **John Nelson** became president, the Forum membership really began to grow. Was this because John is a charismatic guy and everyone wanted to come to his party? Well, John is a great guy, but I think there were outside forces at work. The economy was sliding into recession,

consumer confidence dropped, and the market slumped below 10,000. And people suddenly found themselves looking for work and giving freelancing a try.

We have been wrestling with ways to increase membership since I was on the board of directors. We’ve had the membership and marketing committees try a lot of different things: ads in Oz magazine, mailings, the Sourcebook, etc. And yet, membership has either decreased slowly or hovered at around 100 to 120 people in spite of our efforts. It seems nothing works like good ol’ word of mouth and a recession. Most of our members hear about the Forum from friends and finally get dragged here, and then decide to join.

In January, we had 15 guests and picked up eight new members. This is pretty significant and promising. Is it because I am a great president? No. Once again the Dow has lost about 500 points in the last month and consumer confidence is low. Retail sales at Christmas were poor. All of this is good news for the Freelance Forum. Just don’t look at your 401K statements too closely.

See you at the next meeting.

—Your president, Jerry Silvestrini

FOR WOMEN ONLY

Honey Judith Rubin shared this notice, which is for a contest for women only; be aware that the deadline is March 8th.

TREASURE POSTCARDS 08

emphasizing the importance of arts in empowering women and creating awareness on vital issues related to girls and women

We invite FEMALE artists from across the globe to celebrate the 2008 International Women’s Day by sharing their visual voices, expressions and perspectives with postcard-sized artworks.

The postcard artwork can be designed in portrait or landscape format with any style and material.

Size of the artwork should be exactly 4 x 6 inches or 14 x 10.5 cm.

Deadline for participation is March 08, 2008.

Please find TreasurePostcards’08 submission details on Arts for Global Development website at www.art4development.net/tpp

WELCOME, NEW MEMBERS!

Jenny Bengen, writer
Mona Reeves, writer
Julie Simon, writer/researcher/publisher

SUPPORT OUR SPONSORS



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!

DIRECTIONS TO CREATIVE CIRCUS

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:

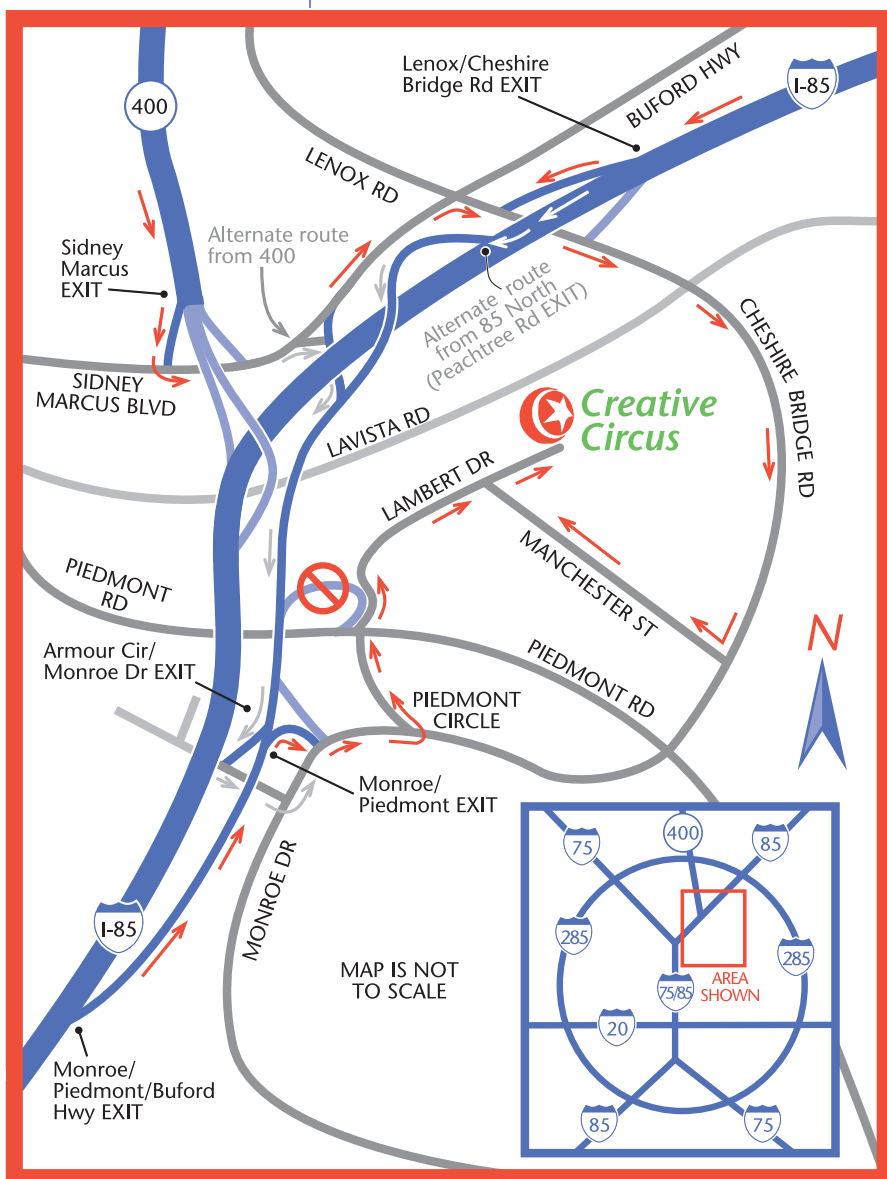
Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the 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.



REMINDER:

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!