

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

Annual Membership Dues:

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

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THURSDAY, JUNE 5TH MEETING

Dear Website ... What Have
You Done for Me
Lately?Clockwise from
upper left: Bonnie
Buckner Reavis,
Linda Travis and
Stacy WilliamsBY BONNIE BUCKNER REAVIS, LINDA TRAVIS
AND STACY WILLIAMS

For freelancers, having a website is a no-brainer. After all, before clients can hire you, they have to find you. But a bad website can be worse than none at all (at least that's the excuse some of us offer for not having one). And a good website can always be better.

What should you expect from your website? Join us on Thursday, June 5th for an informed panel discussion on building a successful web presence. Drawing from

their own experience and that of their clients, our expert panelists — **Bonnie Buckner Reavis** of Zenith Design Group, **Linda Travis** of The Brand Renovator, and **Stacy Williams** of Prominent Placement — share diverse views on everything from web design and content development to functionality, usability and optimization.

Isn't it time you put your website to work for your business? Bring your questions and a healthy appetite for Q&A, and you won't be disappointed.

WHEN: June 5, 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

May Meeting Recap

Jackie Goldstein: "What Losing 75 Pounds
Taught Me About Growing a Business."

BY HONEY JUDITH RUBIN

How do we get off track — off target with ourselves or with our business? Usually it is a little at a time. When you were starting your business you had some ideas, an image of where you would go with it.

Representing yourself wrongly takes a lot of energy. You keep going down a path that's not where you want to go, such as taking jobs for survival, as opposed to passion or fulfillment.

There are many things you can learn about changing a business (your brand) by changing yourself. And when you have successfully changed one thing, you are braver about making other changes. Life will teach you lessons, so choose to learn them proactively or learn them when your hair is on fire!

continued on page 2



Jackie Goldstein helps the Forum "lose" the extra weight.

John Siemp

MAKE A
CONTRIBUTION

We encourage all FF members to contribute to the Folio. Send in your announcements, news items, articles or artwork. The deadline for all submissions is the Tuesday after the meeting (all materials will be reviewed for publication).

The next deadline is
June 10.

Please send to BOTH
honeyrubin@tobeablessing.com
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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.

May Recap continued from page 1

- Create a shared, passionate mission and vision that will foster teamwork.
- Delegate effectively, communicate and support people taking initiative.
- Brand from the inside out; be authentic to who you are and let your personal honesty and ethics be your guiding light. Be sure there is congruence between your heart, your mind and how you act.
- Practice objective detachment to the immediate results (e.g., if you don't get accepted for a job, don't be personally offended). You can then assess the



WELCOME, NEW MEMBERS!

Melissa Aberle-Grass, writer

Maggie Buerger, writer

Betsy Rhame-Minor, writer

situation more honestly about what you need to change.

- You have to admit when something is not working; otherwise, there will be layers upon layers of self-deception that enable you to keep going in the wrong direction.
- Be realistic as to what you can do and what you need to do to remain authentic. Then, assume you'll succeed and plan future successes. A mountain climber's real goal is to come back safely, not just to get to the top. So think beyond the immediate goals; think about repeating goals and future goals.
- Small victories do matter, so note and celebrate them
- Simplify. Lose what's "weighing down" your business, because it's a lot harder to carry the weight around.
- Don't let your work own you. Remember to put joy into everything you do. Have fun and eat cake!

More about Jackie and some tools she has used for reaching her target weight on her qalias.com profile.

MEMBER NEWS



• Freelance Forum member **John Slemp** is in the news again! A two-page article in the May–June issue of *AutoPilot Magazine* traced John's journey from being a U.S. Army captain in charge of an armored tank company to being an award-winning photographer of aviation fine art. It all started when, half way through his more than 10-year army stint, John bought a simple 35 mm camera for a bus tour through Italy. One of the images John captured took top honors in an army photography contest, which had several thousand entries. The rest, as they say, is history. See the recent events page of www.aviationfineart.com for the whole story.

• Long-time member **Peter Bowerman** was featured in the *AJC* "Why I Love My Job" front-page article on May 4. A salesman until he was about 35, Peter began his writing career in January 1994 by making more than 1,000 phone calls to seek commercial writing jobs. By May, he was paying all his bills. In July, the Folio will include an op-ed article from Peter on how his can-do attitude has affected his altitude! More about Peter on www.wellfedwriter.com.



A John Slemp masterpiece

• The Unitarian Universalist Church in Lawrenceville features member **Honey Judith Rubin** teaching "The Law of Attraction ~ How to Put the Foundations Under Your Dreams" (LOA and other tools), on Wednesday nights, 7–9 pm until June 18. Her Sunday morning class at Unity North Atlanta in East Cobb continues until June 15.

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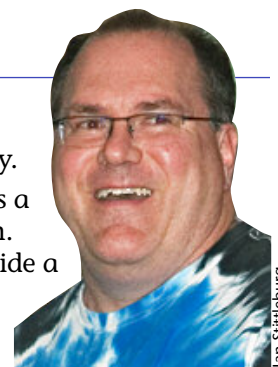
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PRESIDENT'S CORNER



Jan Stittleburg

This has been an interesting year so far, and I wanted to change things up a bit. I was going to write about a guy, considered the foremost leading expert in his field, who is a proctologist for elephants and so he puts his whole arm But, I'll have to save it for another time. Instead, I'm writing about some unusual things going on with the Freelance Forum this year. First off, a non-member freelancer spammed (and harangued) the board members and committee chairpersons, who are listed on the Folio masthead; he thought he should get a reply from the membership chairperson within 24 hours. I didn't respond to this guy. But, several people did. And even though the responses I saw were all professional and reasonable, he still felt the need to slam this organization.

Next, a guest sent an email voicing disappointment with one of our speakers. This complaint, essentially, was that the topic was not completely covered in the hour and a half that we had allotted time for.

Finally, I had a guest speaker call to complain about lack of payment for a book that was sold to a Freelance Forum member. This is the most disturbing issue and efforts

have been made to resolve this discrepancy.

The Freelance Forum is a volunteer organization. We do our best to provide a quality program with knowledgeable speakers. We don't pay them any money to speak to us; we offer some nice snack-type food, a chance to network, and a T-shirt. We all have careers and can't always drop what we're working on to respond immediately to email, although we try.

As professionals, we are responsible for the integrity of this organization. We usually do quite well in how we represent ourselves and the group: conducting ourselves like the pros we are, cleaning up after ourselves, and making sure to pay for anything we might purchase at a meeting. Perhaps this article is the call to raise the bar.

Whew! I feel better. Next month, I'll try to avoid scolding and write about something funnier, like the guy with the elephants who gets paid to

See you at the next meeting.

Your president, Jerry Silvestrini

FREELANCE FORUM BOARD MEETING MINUTES, APRIL 9, 2008

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

April minutes: Approved motion by David K., seconded by Kellie.

Treasurer report: We're still making money. Approved with changes, motion by David K., seconded by Jan.

T-shirt and other promotions: Jerry is looking into the prices of screen-printing. Suggestions for other items included canvas bags or hot/cold insulated bags, pricing to be determined on those also.

Website status: **Steve Knapp** has sent out an RFP, should have some info for the board soon.

Bylaws: The board reviewed the bylaws with an eye for updating some of the financial information. David Knope volunteered to rewrite the sections and bring them to the next board meeting for review.

Folio items/open discussion: **Linda McCullough, John Slemp** and Jerry went

to Kennesaw State as freelancers to talk about business and promote the Forum.

Next board meeting: Wednesday, June 11, 6:30 PM at the Olde Mill Steakhouse in Chamblee, 2089 Savoy Dr., (285, exit 30, south access road).

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www.freelanceforum.org

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!

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.

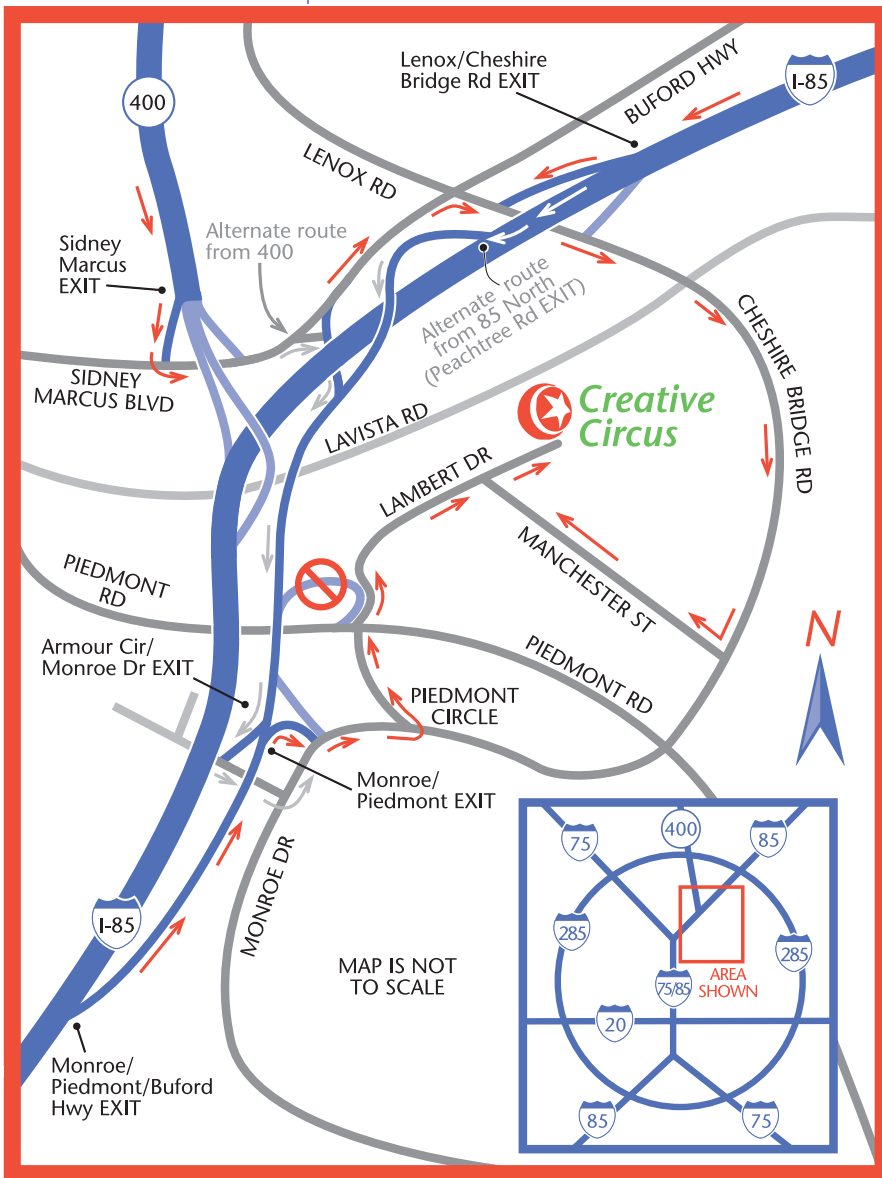
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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



Jamie Morgan