



## 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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### SUBMIT IT!

All FF members are welcomed to submit announcements, news items, articles, artwork and ideas to the *Folio*. All material is subject to review.

**All submissions need to be in by August 12, unless pre-arranged.**

Please send to BOTH [honeyrubin@tobeablessing.com](mailto:honeyrubin@tobeablessing.com) AND [soozy@soozy.com](mailto:soozy@soozy.com).

### THURSDAY, AUGUST 7TH MEETING

## Tax Planning for Independent Contractors



Stacey J. Gorowitz

*Tips for Maximizing Your Profits and Keeping More Earnings in Your Pocket with Stacey J. Gorowitz, CPA, M.B.A., founding principal of S.J. Gorowitz Accounting and Tax Services*

We all want to know how we can keep more of our hard earned money. Come listen to **Stacey J. Gorowitz** talk about tax issues pertinent to independent contractors. Stacey, client advocate and trusted advisor in an array of business situations, is dedicated to saving clients time and money and turning their numbers into opportunities.

Stacey founded the firm in 1991 after a successful career with Price Waterhouse where she worked extensively with closely held businesses in the areas of income tax planning and preparation, financial statement preparation and business consulting services.

**WHEN:** August 7, 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](http://www.freelanceforum.org/site/map.htm) OR COPY AND PASTE INTO YOUR BROWSER.**

### July Meeting Recap

## Paper Management for Busy People

BY SOOZY G. MILLER AND HONEY JUDITH RUBIN

**Monica Ricci**, founder and president of Catalyst Organizing, delivered a humorous and helpful presentation to an appreciative crowd that wowed Monica in turn with many valuable questions. Monica started in the organization business 10 years ago when she noticed that, unlike most people, she feels no emotional attachment to "stuff."

The biggest problem of all for any company or household is the sheer volume of paper that must be handled, organized and/or tossed. Monica's method for dealing with the avalanche of paper is called FAITH: File, Act, In Progress, Toss, Hand Off.

**FILE:** 1) Figure out what you must keep: legal docs, medical records, tax returns (not the whole support folder, just statement). 2) Put all papers in one place (box, folder, clipboard, neat pile) until you file them. 3) Do filing quarterly; you will throw away a lot more because papers become less important over time. Ask yourself: How will I find that paper when I

See **Recap** on page 2



John Siemp

# folio

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need it? Use containers and timetables that work for you.

**ACT:** What needs immediate attention? Use boxes and files for things such as bills, invoices and checks; keep these organized and separate from other papers.

**IN PROGRESS:** Ask yourself: What requires future action, is in progress waiting for something or someone else to act on it before you can resume action, and/or are ongoing (plane reservations, bills, event invitations)? Good place for these things: accordion folder with list stapled in front, put the action date and "IP" entry in your calendar for each item in the folder.

**TOSS:** Mail is the biggest offender. Toss mail as soon as you can, as soon as you have the information to make the decision. Put a

recycle bin in your garage or in your path between mailbox and house so you can toss junk mail immediately and it doesn't even get into the house. Ask yourself: Can I find this info somewhere else? How difficult would it be to recreate it? What to shred: anything with financial and names in it; anything past "destruction" date (i.e., old bank, services, utilities statements).

For information on what tax materials to keep or toss, Try 1) Google Georgia Commission shredding; 2) UPS stores (may offer home service); 3) Bulldog Shredding; 4) [www.irs.gov/publications/p552/ar02.html](http://www.irs.gov/publications/p552/ar02.html).

**HAND OFF:** Delegate whenever possible so you can focus on your core purpose and your passions. Give tasks to someone who is better and faster than you are.

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## M E M B E R N E W S

### SLEMP FLIES HIGH AGAIN

**John Slemp's** current aviation work was selected by the editors of The American Society of Media Photographers (ASMP) Bulletin to be a featured project in the "Best of ASMP 2008." With 400 entries from more than 350 photographers representing a wide array of photographic subjects and markets across the country, review and deliberation took several weeks.

John's work, currently available as fine art prints and as greeting cards, features aircraft from a bygone era captured in black and white by his trusty film cameras. The resulting images have been licensed as wall art in various airport hotels, and now hang in Fixed-Base Operations (airport service centers), corporate offices, and private collections throughout the country. More about John at [www.aviationfineart.com](http://www.aviationfineart.com).

### SPEAKING OF COLOR

Art director, designer and color expert **Margie Deeb**, who teaches artists interested in adding to their color



The Language of Color

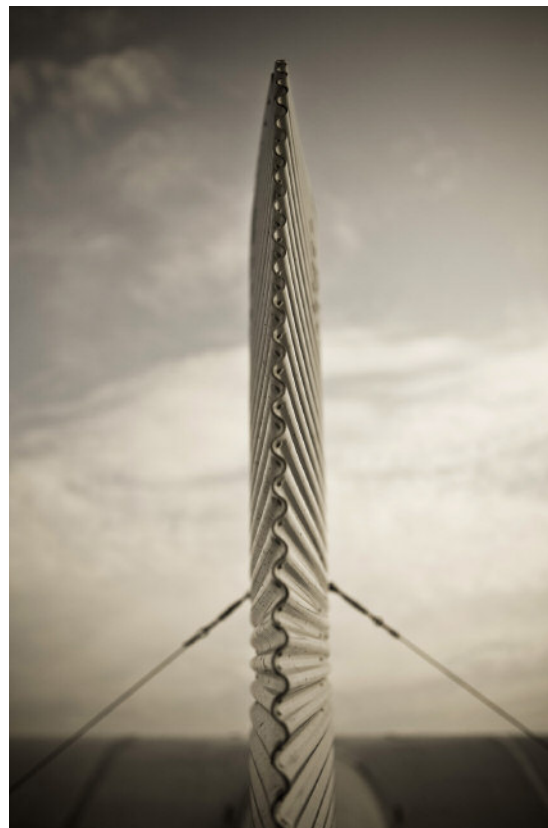
knowledge, is presenting an evening class on color in early

September, free for Freelance Forum members. For info:

[margie@margiedeeb.com](mailto:margie@margiedeeb.com) or go to [www.margiedeeb.com](http://www.margiedeeb.com).

### CREATING A MAGNIFICENT LIFE

**Honey Judith Rubin's** Sunday morning series on prayer, based on The Law of



Ford 1929 TriMotor Rudder, another Slemp beauty.

Attraction and several other mystical and spiritual wisdom traditions, continues at Unity North Atlanta Church in East Cobb until September 7. For info: 770-951-0304 or [honeyrubin@mindspring.com](mailto:honeyrubin@mindspring.com), or go to [www.unitynorth.org/classes/index.php](http://www.unitynorth.org/classes/index.php).

## GO TO THE SOURCE

Just click on **Find a Freelancer** at [freelanceforum.org](http://freelanceforum.org) to instantly connect with Atlanta's best creative talent.

[www.freelanceforum.org](http://www.freelanceforum.org)

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**PRESIDENT'S CORNER**



Jan Sittlerburg

I'm getting ready to go on vacation, and I tend to get stressed about it. I remember that vacations, especially summer vacations, were great when I was a kid; total freedom, no responsibilities, and gas cost 40 cents a gallon. Now I'm the adult – planning, packing, and paying for gas at four bucks a gallon. Am I the only freelancer that worries about missing out on job opportunities while I'm away?

My wife works at a standard full-time job, so she is getting paid to go on vacation. She's clearing out the stress of the job and relaxing. She's having a good time, and I'm sitting there growling at the sand, thinking about all this non-billable time.

Vacation time for freelancers can be difficult. It can really be a buzz-kill to start worrying about work you might be losing.

Prepare yourself and your clients a few weeks in advance for the fact that you will be gone and away from the computer. Pay as many bills in advance as you can so that, when the trip's over, all you'll have are the bunches of photos to download and stacks of dirty laundry to do that everyone has to contend with.

Hey! Freelancers deserve a vacation. So I'm going to take a deep breath, relax ... and try to picture lots of paying work waiting for me in the in-box.

See you at the next meeting.

*Your president, Jerry Silvestrini*

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Other suggestions: 1) Make decisions about paper quickly, 2) stop printing emails, 3) pay bills online, 4) call 888optout or go to [www.optoutprescreen.com](http://www.optoutprescreen.com) or, 5) unsubscribe from magazines and newspapers, 6) use [www.paperlesspetition.org](http://www.paperlesspetition.org) to stop phone book delivery.

When you can more easily and confidently manage the outside (your surroundings), you will feel more confident and better inside.

Go to [www.catalystorganizing.com](http://www.catalystorganizing.com) for more info on Monica's book, products, talks and services.



John Slemp

Attendees gained useful organizing tips.

**ORPHAN WORKS ACT ALERT:**

The Orphan Works Act of 2008 (a bill now pending in Congress) attempts to allow new creators to use old works without fear of massive lawsuits, provided that a good faith effort has been made to find out if the work in question is copyrighted. The copyright owner who discovers the use and demands payment can receive ONLY "reasonable compensation." For more information, see [www.tinyurl.com/orphanworks1](http://www.tinyurl.com/orphanworks1). For updates go to <http://tinyurl.com/orphanworks2>.

The Freelance Forum board was unable to meet in July. Notes from both June and July will be in the September Folio.

**SUPPORT OUR SPONSORS**





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*.

### THREE STRATEGIES TO HELP YOU THRIVE

BY TRICIA MOLLOY

**1) Raise your vibration.** We are all vibrational beings and we vibrate at different levels at different times. Vibration is just another word for feelings and emotions. The universal law states that energy attracts like energy – just like a magnet. When we operate from a place of love, peace and trust, we vibrate at a high level and we attract people and circumstances that vibrate at that same positive, constructive level. That can lead to new opportunities for success. Increase and maintain a high vibration by taking good care of yourself: Eat healthy, exercise, spend time with positive people, limit how much TV news you watch, enjoy nature. Find reasons to laugh, sing, volunteer and practice random and not-so-random acts of kindness.

**2) Affirm success.** Studies show that we talk to ourselves approximately 10,000 times a day and 80% of that talk is negative. Be aware of what you're saying to yourself when you wake each morning, before making phone calls, at networking events and as you prepare for interviews. Keep thoughts positive, in the present and brief. Consider using affirmations like these: "I am prosperous." "I am open to receive." "I will attract ideal job opportunities today." Write your affirmations down, post them, say them with a smile, and share them with others.

**3) Give thanks often.** What you focus on expands. There are many things you have for which to be grateful. A few nights a week, write in a gratitude journal. Include the typical list (your good health, family, friends, skills and experience). Commit to include at least one original entry each time (i.e., you scheduled two promising job interviews or saved money by negotiating a better deal with a vendor). Show your appreciation of others with a handwritten note or phone call. By being aware of what's going right in your life, you increase your confidence and the flow of more good things. Cultivating that "attitude of gratitude" will also help you get a good

night's sleep so you can be at your best the next day.

**Tricia Molloy**, a past Freelance Forum speaker, shares this from her Working with Wisdom e-newsletter (sign up at [www.divinewisdomatwork.com](http://www.divinewisdomatwork.com)). Tricia is a business consultant and author of *Divine Wisdom at Work: 10 Universal Principles for Enlightened Entrepreneurs* and the upcoming *Take Your Higher Self to Work: 7 Best Practices for Success*.

### REMEMBER THE BASICS IN MARKETING

BY PATRICK CARLSON

Podcasts, blogs, and viral marketing: it can all seem overwhelming as new marketing channels emerge. Present-day marketers have more opportunities than ever to deliver information to prospects. Before you proceed with the "next best thing," let's review the basics of the marketing tool kit.

Basics in marketing are as relevant today as they were yesterday. The basics are time-tested, reliable forms of communication to your clients and prospects. Start with the foundation, and then build your marketing tool kit from the ground up. Stick with what's worked for decades and then add on new emerging marketing vehicles.

Every marketer should have these essentials in his or her tool kit: brand mark (logo), correspondence package, capabilities brochure, pocket folder or media kit, print and online advertising, direct mail, presentation, trade show presence, and website, as well as a brand identity to pull it all together.

Keep up to date with emerging sale channels, but don't forget the marketing basics. They are time tested and bottom-line approved.

Member **Patrick Carlson** is principal of *Bulls-Eye Creative Communications*, a marketing and design firm with clients in a wide range of industries.

#### 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](mailto:photofx@bellsouth.net). She has about 12 boxes of them for distribution.