



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

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

2008 EXECUTIVE BOARD

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SUBMIT IT!

All members are welcome to submit announcements, news items, articles, artwork and ideas to the *Folio*. ALL material is subject to edit and approval by the *Folio* staff.

All submissions need to be in by November 11, unless pre-arranged.

Please send to BOTH
honeyrubin@tobeablessing.com
AND
soozy@soozy.com.

F R E E L A N C E

folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
NOVEMBER 2008

THURSDAY, NOVEMBER 6TH MEETING

It's Time to Strut Your Stuff!

Register by October 31 for the November 6 Portfolio Show at the Solarium

Psst! You there, with the great talent and fabulous portfolio! The Freelance Forum 2008 Portfolio Show gives you a great opportunity to present your best work and trade your great success ideas with other freelancers.

WHERE: The Solarium, 321 West Hill Street, Decatur 30030

WHEN: Thursday, November 6, 2008, 6:00-8:30 pm
(exhibitors arrive at 5:30 pm for set up)

ADMISSION: FREE to members and guests (only members may exhibit)

Join fellow Freelance Forum members and showcase your creative talent—what a great way to get to know each other, so we feel comfortable trading leads. Come share your expertise and those attention-grabbing designs, sales boosting brochures, and compelling copy samples while enjoying complimentary gourmet hors d'oeuvres and beverages. Invite the creative directors and managers you know—spreading the word about the Freelance Forum can only help us all! Register now at www.portfolioshow2008.eventbrite.com.

WE WILL NOT MEET AT THE CREATIVE CIRCUS IN NOVEMBER. SEE PAGE 4 FOR DIRECTIONS TO THE SOLARIUM (or use YAHOO!)



October Meeting Recap

Advice on Presenting your Portfolio

BY SOOZY G. MILLER

Tim Shannon moderated three panels from three very different companies: **Kevin Rej** of Raise Studio (product packaging), **Christine Andrews** of Strottman (a niche market—designs children's products) and **Tim Darnell**, editor and writer at *Business to Business Magazine*, a political/financial publication. Here are their individual preferences, tips and ideas:

Kevin: 1) Quality and context are most important. 2) Still likes conventional portfolios. 3) No DVDs from

designers, but welcomes laptop presentation at the time of interview. 4) Likes face time with vendors because good working chemistry is crucial. 5) Enticed by gimmicks, tiny toys and offers to bring cookie or coffee. 6) Gets about 5-10 email job requests every
See Recap on page 2



From left:
Tim Darnell,
Christine Andrews
and Kevin Rej.

Jan Stittleburg

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month, reads two. 7) Gets calls from other companies for referrals; cheaper than ads. 8) Goes to associates and colleagues for creative people who have special talents he needs.

Christine: 1) Variety is important. 2) Still likes conventional portfolios. 3) Likes printed pieces, but the applicant should make it clear what contribution he/she made to which piece (Kevin agreed). 4) She doesn't get many gimmicks, which is strange given that she works for a company that manufactures children's toys. 5) Fake a sample if necessary, just be honest about it. 6) Feel free to include spec work in portfolio if it shows talent. 7) Goes to Creative Group, Hire Profile for leads

Tim: 1) Doesn't look at portfolios; judges work mostly via email; can tell if he wants to work with the person within 10 minutes. 2) Doesn't care too much about face time; his publication has to stay current, he has little time, and contributor turnover is constant. 3) Works mostly with local people. 4) Found his latest hire through craigslist.

5) Gets about 24 emails for jobs every month. They all agree on the following:

- 1) Do your homework and research: Show material geared towards that company's needs.
- 2) Contact through email with a maximum of three attachments, and even a teaser in the email body.
- 3) Don't simply link to a website; make it easy on the person you are sending to: Put the samples right there where they are easy to access.
- 4) The first piece in a portfolio should be your best piece.
- 5) They'll know right away if they think you'd be a good fit, usually within two or three days. If you don't hear back by then, you won't.
- 6) If you don't hear anything, follow up in 4-6 months.
- 7) Willing to see previously proposed pieces if the piece is strong and properly represented.
- 8) Keep people on file if they like the work, but there are no positions currently available.
- 9) Post-interview follow-up is very important. Send thank you notes.
- 10) They will take 5-10 minutes to look at email/portfolio, 30-45 minutes for interviews.
- 11) Use online job sites for part- or full-time work, not contract work.

**M E M B E R N E W S****Winning Bid**

Linda McCulloch and Design That Works recently completed the state of Georgia 2008 Kids Count project, a complex state-by-state project reporting bi-annually on the status of babies, children and teens. The work was partially sponsored by the nationally recognized Annie E. Casey Foundation. Linda had to bid against two other design firms to get this project, and was awarded the project even though her firm's bid was higher in cost than the other two. Says the client, "You and your team have really raised the bar on our materials."

FREELANCE FORUM BOARD MEETING MINUTES, SEPTEMBER 10, 2008

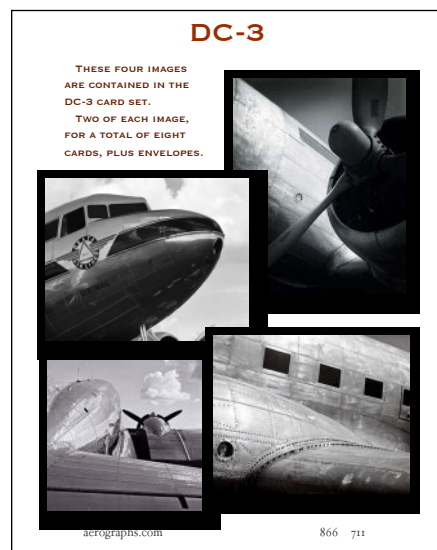
Present: **Jerry Silvestrini, David Knope, Kellie Frissell, David Batley and Jan Stittleburg**

January minutes: Approved motion by Kellie, second by David B.

Treasurer report: Zenith Design has signed up as a sponsor this year again. Income is staying ahead of expenses.

Committee chairs for 2009: Jerry is looking for volunteers to head the following

See **Board** on page 4



A set of John Slempe's aviation greeting cards

Important New Venue

John Slempe is now an "official" Smithsonian vendor with his aviation fine art. The Smithsonian Air and Space Museum is selling his aviation greeting cards at the main facility, the Udvar-Hazy Center (another Smithsonian facility), and three airport-based stores. John continues to market his fine art prints at aviation trade shows and on <http://www.Aerographs.com>.

GO TO THE SOURCE

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

www.freelanceforum.org

FOLIO VOLUNTEERS**CO-EDITORS**

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Soozy G. Miller

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Charissa Schultz

SUPPORT OUR SPONSOR

ZENITH
DESIGN GROUP

**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.

PRESIDENT'S CORNER

This past year, I've rambled on about personal things that have happened to me as a freelancer. Now, I'd like to thank all of the people who have had a role in helping me be president:

- The executive board: **David Knope, David Batley, Jan Stittleburg, Kellie Frissell** and **Nancy Spraker** all listened to me rant and rave at meetings and offered sage advice to keep me sane and keep the Freelance Forum running.

- *Folio* editors, **Honey Judith Rubin** and **Soozy G. Miller**, along with designer **Janie Morgan**, have worked very hard to make the *Folio* a topnotch source of information for and about the Freelance Forum.

- Program Chair **Brenda Sanders** has done an excellent job staying ahead of the curve providing great speakers to captivate our members and guests every month.

- **Claudia Arkush** (membership), **Margie Deeb** (refreshments) and **Bill Burns**

(sponsorship) for their hard work and diligence. We tend to take these chairs for granted, but they are important parts of the whole.

- **Steven Knapp** and **Jack Massa**, kudos for plowing into the issues with our web site, finding an affordable solution for creating a new site, and working to get the site online.

- Lastly, **Paul Glickstein** and **Ronnie Genser**, the people who run the sign-in tables, for the work that they do every month. Other people include past presidents and longtime members who all contribute to making the Freelance Forum the success it has become.

Thank you all. See you at the next meeting.

Your president, *Jerry Silvestrini*



Jan Stittleburg

Senate Passes Orphan Works Bill (S2913), House Expected to Follow

BY BRENT PHELPS, *ABOUT THE IMAGE*,
September 29, 2008

The visual arts community has recently learned that the Orphan Works Bill (S2913, the Shawn Bentley Orphan Works Act of 2008) was “hot lined” for a vote in the Senate on Friday afternoon. Upon hearing of this, artists and trade organizations have been set ablaze with emotion. On late Friday afternoon, the bill was passed in the Senate on the last day of the Congressional term, while most of the national attention has been focused on responding to an economic crisis. According to a statement by the Advertising Photographers of America (APA), “Passing controversial legislation by this process, i.e. under the radar, is deeply troubling to say the least and every Senator needs to be held accountable.”

In response to the news, more than 70 trade organizations representing over 100,000 photographers, illustrators, fine artists, songwriters, musicians, and countless licensing firms, have called upon their members to oppose the bill and to email their Senators. In order to ease the process, the organizations have set-up a simple

email form that allows you to email Congress located at <http://capwiz.com/illustratorspartnership/issues/alert/?alertid=11980321>. For more information, see <http://tinyurl.com/orphanworks-NOW>.

SPONSOR CELEBRATES ACHIEVEMENTS

Our sponsor, **Zenith Design Group**, is celebrating a host of accolades. The agency recently unveiled a new web presence for Cobb Landmarks & Historical Society and has been recognized with 14 Create awards, ranging from Silver to Best in Category, for print design and execution, art direction, web development and photography. The awards will be presented next month at the Create Chaos event in Orlando, Fl.

WELCOME, NEW MEMBERS!

Johanna Brown, writer
Shari Hawley, graphic designer
Elaine Hightower, graphic designer

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committees: programs, marketing, sourcebook, refreshments. **Claudia Arkush** is staying on membership; **Soozy G. Miller** and **Honey Judith Rubin** will remain on the *Folio*; **Steve Knapp** will stay on the Web; and Bill Burns will stay with sponsorship.

Portfolio Show: The link for member reservations is up and working. Jerry passed around a sign-up sheet at the October meeting for volunteers to help with set-up and take-down. Jerry and Jan volunteered to work out the details.

2008–2009 program planning: December meeting: member **Jame Riley** on PowerPoint demonstrations. January: break-out panel on pricing and how we do what we do. Suggestion: Another bring-a-friend promotion, probably early next year.

Folio items/open discussion: Working on a new host for the website; Steve and Jack are looking into it. The web site is ready for beta testing, and an email would go out to certain members for testing. The newly revised bylaws are now up on the web site. Jerry and his wife have created many cool T-shirts for the Freelance Forum; they will be offered to those present at the Portfolio Show for a \$15.00 donation.

We need to make an updated sponsor packet, and try to get the sponsors to promote themselves at the Portfolio Show and promote the PS to their other clients.

Next board meeting: November 12, 6:30 pm at the Olde Mill Steakhouse on Savoy Road, the access road by the Chamblee-Dunwoody, I-285 exit.

DIRECTIONS TO THE NOVEMBER MEETING/PORTFOLIO SHOW AT THE SOLARIUM

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:

- 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.

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

The Solarium at Historic Scottish Rite

321 West Hill Street,
Decatur, GA 30030

404-370-0888

In the
Oakhurst Business
District

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USE YAHOO!