



FREELANCE  
FORUM

www.freelanceforum.org

**Annual Membership Dues:**

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

**2009 EXECUTIVE BOARD**

**PRESIDENT**

David Knope  
404-435-8475  
dknope@mindspring.com

**VICE PRESIDENT**

David Batley  
404-314-6359  
dbphotodesign@comcast.net

**SECRETARY**

Kellie Frissell  
770-474-1953  
kellie@kfdp.com

**TREASURER**

Stan Schnitzer  
404-851-1804  
stan@theschnitz.com

**MEMBER-AT-LARGE**

Jan Stittleburg  
770-931-8170  
jan@jsphotofx.com

**PAST PRESIDENT**

Jerry Silvestrini  
678-380-1012  
kingcool@bellsouth.net

F R E E L A N C E

# folio

E-NEWS FOR  
MEMBERS & FRIENDS of  
THE FREELANCE FORUM  
DECEMBER 2009

**THURSDAY, DECEMBER 3 MEETING**

## Freelancing in the New Year

Our December speaker will be **Shannon Russo**, the CEO of Kinetix, a full-service talent acquisition, consulting and management company in Atlanta. Their client services include staffing and recruiting for in-house and outsource talent, human resource consulting and outplacement assistance.

She'll be talking about the hiring prospects for Atlanta-area freelancers coming into 2010—who's hiring them, what kinds of freelancers are going to be hired, how freelancers can find these prospects, and, perhaps, how freelancers may have to adjust their rates and/or prospecting strategies to fit the realities of this economy.

**WHEN: December 3, 6:15–8:30 p.m.**

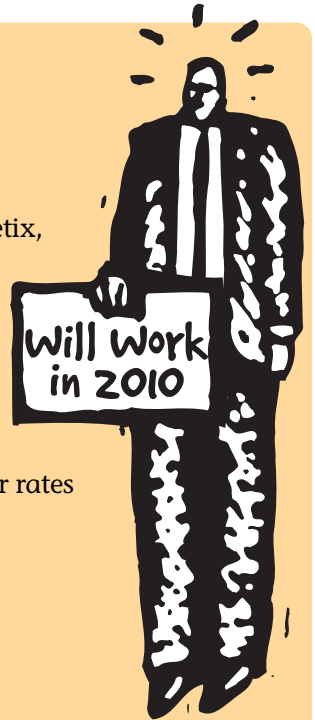
**WHERE: The Portfolio Center**

**ADDRESS: 125 Bennett Street NW, Atlanta, GA 30309**

**ADMISSION: FREE for members, guests \$15**

*(check or cash only, please)*

**See page 4 for directions to Portfolio Center and information on First Thursdays on Bennett Street—great pre-meeting art exhibits and edibles!**



**November Meeting Recap**

## Tax and Retirement Tips from the Experts

**M**ichael Williams, Certified Public Accountant, and **Tom Sherrill**, Certified Financial Planner, spoke at the November meeting on tax preparation and retirement planning for the self-employed. Each provided the most up-to-date information plus tried and true financial tips for freelancers.

Some helpful hints from the duo:

**Michael Williams, CPA**

- **New rule:** You can depreciate equipment (computers, printers, etc.) up to 100% in the first year instead of over five years.

**Tax deductions for the entrepreneur:**

- **Home office:** Space has to be solely your office. To determine your deduction, take the square footage of your office and divide into the total square footage of your house. Take this percentage of deduction for all expenses. Take a portion off of home repairs for the improvement of your house. If you

See **Recap** on page 2



Michael Williams, CPA

Jan Stittleburg

**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 December 8, unless pre-arranged.**

Please send to Betsy Rhame-Minor at [rhameb@aol.com](mailto:rhameb@aol.com).

## COMMITTEE CONTACTS

### COMMUNICATIONS

Soozy G. Miller  
770-693-7059  
soozy@soozy.com  
Honey Judith Rubin  
770-951-0304  
honeyrubin@tobeablessing.com

### MEMBERSHIP

Claudia Arkush  
678-366-1857  
CAgraphicdesign@comcast.net

### NEWSLETTER

Betsy Rhame-Minor  
919-418-3000  
rhameb@aol.com

### PROGRAMS

Ray Pelosi  
404-373-1956  
raypelosi@yahoo.com

### REFRESHMENTS

Lois Graham  
770-939-8948  
lois@grahamgraphics.com

### SOURCEBOOK

Laura Heck  
770-814-8984  
Laura@heckdesigngroup.com

### SPONSORSHIP

Bill Burns  
404-210-6070  
burnslll@aol.com

### WEB

Steve Knapp  
770-434-2352  
steve@knappcommunications.com  
Jack Massa  
770-621-0526  
jack@guidancecom.com

## Recap continued from page 1



Tom Sherrill, CFP

don't live alone, you should have more than one computer (one solely for your business; one for other family members/purposes).

- Office supplies are 100% deductible. Furniture that you buy for your home office can be expensed in the first year.
- *Mileage*: Document all of your mileage (where you went, how many miles you drove). You can take the standard deduction

for mileage or your actual expenses.

- *Travel, Meals, Entertainment*: Meals and entertainment are 50% deductible. For anything over \$50, tag it as entertainment and you get 50%. Take note of who, when, where and what you talked about at a meal with a client.
- *Insurance*: Your health insurance premium is 100% tax deductible, and a spouse who is working for you is also 100% deductible.
- *Retirement*: Consider a simplified employee pension (SEP) IRA. You can contribute up to 25% of your income up to \$49,000 per year.
- *Telephone*: 100% deductible if you have a second line at home. If not, use the home office percentage for your deductible.

### Tom Sherrill, CFP

- In your 60s, don't pull more than 4% from your IRA.
- When you're younger, invest aggressively with more stocks.
- Put money in your retirement accounts (IRA or SEP) before taxes.
- Consider putting a credit freeze on your name to prevent identity theft.
- Make sure you have adequate life and disability insurance to cover yourself.
- Consider an umbrella policy for personal liability.
- Fund your SEP as you go along rather than waiting until the end of the year.

For more tips, visit Williams' website at [www.mkwilliamsfinancial.com/default.html](http://www.mkwilliamsfinancial.com/default.html) and Sherrill's website at [www.sh-advisors.com](http://www.sh-advisors.com).

## FREELANCE FORUM BOARD MEETING MINUTES, 10/1/09

**Present: David Knope, Jerry Silvestrini, Stan Schnitzer and Jan Stittleburg.**

**Minutes:** The minutes were approved as is, motion by Jerry, seconded by Stan.

**Treasurer's report:** The Treasurer's report was approved, motion by Jerry, seconded by Jan. Stan has looked into options to Paypal. We agreed to get a debit card from Wachovia for the Freelance Forum to comply with Paypal's rules to be able to transfer more than \$500 per month, their present withdrawal limit.

**Portfolio Show:** We should find out if the Portfolio Center is always booked the beginning of November; if so, we may consider permanently moving the Portfolio Show to October.

**Communications:** Stan's friend will work with us on getting Constant Contact set up and will provide free tech support. We need to make sure that payment for Constant

Contact is kept up on a yearly basis, as they do NOT send out renewal notices, but instead start charging on a higher, monthly basis. Membership people will have to keep the lists up to date for member's only emails.

**Folio:** The idea of running ads in the newsletter has been tabled for now.

**Website redesign:** Our communication people are encouraged to review the copy on the present site to see if it can be updated. The design will stay as is for now.

**New Directory:** On hold until **David Batley** returns from Ireland.

**Next board meeting:** Wednesday, December 9 at 11:30 am at Olde Mill Steakhouse on the access road between N. Peachtree and Chamblee-Dunwoody off I-285. All members are welcome to attend, and we pay for our own lunch.

## 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)

## FOLIO VOLUNTEERS

### EDITOR-IN-CHIEF

Betsy Rhame-Minor

### EDITORIAL STAFF

Susan Drake  
David Freels  
Soozy G. Miller  
Robert Roth  
Honey Judith Rubin

### DESIGN

Janie Morgan

### PHOTOGRAPHY

Jan Stittleburg

### CONTRIBUTORS

David Knope

### DIGITAL DISTRIBUTION

Steven Knapp  
Jack Massa

### PROOFREADER

Susan Drake

### FREELANCE FORUM LOGO DESIGN

Charissa Schultz

## SUPPORT OUR SPONSOR

**ZENITH**  
DESIGN GROUP

### PUT THE SOURCEBOOK TO WORK FOR YOU!

The Freelance Forum Sourcebook makes an excellent leave-behind for clients and prospects—just highlight your listing (or ad). If you need a few extra copies, contact **Jan Stittleburg** at 770-931-8170 or [photofx@bellsouth.net](mailto:photofx@bellsouth.net).

## PRESIDENT'S CORNER

### Crazy Year—Many Thanks

BY DAVID KNOPE

It's the end of another amazing year for the Freelance Forum and time for me to express my appreciation of all the dedicated members who helped keep us on track.

My fellow Board members met faithfully every month to set guidelines, give direction and generally do whatever needed doing: VP **David Batley**, Treasurer **Stan Schnitzer**, Secretary **Kellie Frissell**, Member-at-Large **Jan Stittleburg**, and Past President **Jerry Silvestrini**.

Thanks also to Programs Chair **Ray Pelosi**, Membership Chair **Claudia Arkush** assisted by **Bobby Hickman** and **Kathy Couch**, and our ever-faithful greeters at the check-in table on meeting nights **Ronnie Genser** and **Paul Glickstein**. **Lois Graham** handled refreshments and **Bill Burns** was the go-to guy for sponsorships. **Jerry Silvestrini** and **Sheryl Richardson** pulled off another outstanding Portfolio Show.

**Honey Judith Rubin** and **Soozy G. Miller** are still our communication czars after transitioning the *Folio* over to new editor **Betsy Rhame-Minor**, ably assisted by **Robert Roth**, **David Freels** and **Susan Drake** along with other contributors, including photographers **Ed Wolkis**, **Jan Stittleburg** and **John Slemph**. **Janie Morgan** continued to handle the layout and design.

We moved to a new hosting service as part of the website overhaul under my predecessor with all new code and everything it takes to make the website function. **Marie Wendel**, guided by veterans **Steve Knapp** and **Jack Massa**, pulled us through various glitches with PayPal and the ISPs who began blocking our emails as spam (see related article). Our recent move to Constant Contact should

improve the flow of meeting notices, job leads and other announcements.

It was a year that made some people become freelancers even as others gave up. Normally our attendance booms in times like these but it's fallen off lately. I hope together we can revive the enthusiasm in 2010 and I'm thankful to have one more year on the Board to help with that process. There are so many things I had hoped to accomplish that haven't happened yet, but I know we have a good leadership team in place for the year ahead.

Thanks to all of you for joining, renewing, attending and participating in the Freelance Forum this past year. May your business boom in 2010!



## 2010 FREELANCE FORUM MANAGEMENT TEAM

### EXECUTIVE BOARD

<i>President</i>	David Batley
<i>Vice President</i>	Su Berland
<i>Treasurer</i>	Stan Schnitzer
<i>Secretary</i>	Kellie Frissell
<i>Member-at-Large</i>	Ray Pelosi
<i>Past President</i>	David Knope

### COMMITTEES

<i>Communications</i>	Soozy G. Miller Honey Judith Rubin
<i>Membership</i>	Claudia Arkush, Chair Ronnie Genser Paul Glickstein Bobby Hickman
<i>Portfolio Show</i>	TBA
<i>Programs</i>	Julie Zier Teryl Jackson
<i>Refreshments</i>	Lois Graham
<i>Sponsorship</i>	Bill Burns Steve Knapp Jack Massa Marie Wendel
<i>Website</i>	

### NEWSLETTER

<i>Editor-in-Chief</i>	Betsy Rhame-Minor
<i>Art Director</i>	Janie Morgan
<i>Designer</i>	Felicia K. Michelson
<i>Editorial Staff</i>	Susan Drake David Freels Robert Roth

## MEMBER NEWS

In early December, **Honey Judith Rubin** attends the Parliament of World Religions in Melbourne, Australia, to represent the Imagine Garden. For more information, visit [www.parliamentofreligions.org](http://www.parliamentofreligions.org), go to [www.youtube.com/watch?v=UyqgHFodMaU](http://www.youtube.com/watch?v=UyqgHFodMaU) or contact Honey at 770-951-0304 or [director@imaginegarden.org](mailto:director@imaginegarden.org).



*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*.

## SEVEN WAYS TO STAY FOCUSED ON YOUR WORK

EDITED BY ROBERT ROTH

**T**hese tips by Pam Houghton first appeared in the *Detroit Examiner.com* as “Don’t Get Distracted from Working At Home.” If you’ve been freelancing for a while, you already know (and hopefully practice) some of them. But if you’re a newbie freelancer, integrating these tips into your work routine can help you stay more focused and productive.

*Set a working schedule.* Don’t be afraid to mold it to your natural schedule, especially if you are likely to be more productive at certain times of the day. So set it, and stick with it.

*Establish a functional workspace.* Make sure it has everything you need to get the job done—i.e. supplies, software and fast Internet connection. Ideally, your workspace should represent a separation of work from home. (Or in my case, the laundry room.) The object is to be freed from the natural distractions of daily home maintenance.

*Look into daycare.* If you have young children, consider putting them in daycare for a few hours each day.

*Get dressed as though you are going to work.* Or at the very least, shower, shave and dress appropriately. Don’t stay in your PJs lest you be tempted to turn on the TV.

*Turn off your phone, email and IM privileges.* For those times that require sustained focus, turn off the outside world. And whatever you do, don’t go on Facebook!

*Take breaks.* Your brain needs a little refreshing after a couple hours of intense concentration. Reward yourself with a quick walk around the block or a game of “fetch” with your dog or a cup of coffee in the kitchen—whatever you define as a welcome break.

*Rely on self-direction and self-motivation.* Since you won’t have colleagues around to motivate you, you must figure out ways to keep yourself motivated, whether it’s a long-term goal you are trying to achieve (like writing a book), or a sense that the work itself has its own rewards. Whatever works to keep you going.

If you’d like to read the entire article, follow this link: [www.examiner.com/x-25830-Detroit-Working-Moms-Examiner~y2009m11d5-Distractions-of-workathome](http://www.examiner.com/x-25830-Detroit-Working-Moms-Examiner~y2009m11d5-Distractions-of-workathome).

For additional informative articles from past *Examiners*, try searching the site for “building a freelance business” and see what comes up.

### DIRECTIONS TO PORTFOLIO CENTER

The Portfolio Center is on Bennett Street in Buckhead.

Going south on Peachtree, two miles south of where Roswell Rd. joins Peachtree Rd., pass Office Depot and Willie’s Burrito; in two blocks see Vita Restaurant on the right and turn right onto Bennett St.

If going north on Peachtree, two blocks past Piedmont Hospital see the Fresh Market and Vita Restaurant on the left. Turn left onto Bennett St. Go straight, just past TULA.

Go up 75N to the Northside Dr. exit, go east, turn right onto Collier Rd., take it to Peachtree, turn left, go down the hill and to the left on Bennett St.

See [www.portfoliocenter.com/about/contact/directions](http://www.portfoliocenter.com/about/contact/directions) for other directions.

### FIRST THURSDAYS: 5:30–7:30 P.M.

Most of the Bennett Street galleries are staying open late on the first Thursday of the month, 5:30–7:30 p.m. Arrive early for the meeting, score a good parking spot, and enjoy light hors d’oeuvres, wine and other delights!

## Upcoming Events

- As previously announced, **Rick Bragg and Sonny Brewer** will be at Georgia Perimeter College in Clarkston, in the Cole Auditorium, on Friday, December 11 at 7 pm. If you cannot attend this, or would like to see this dynamic duo twice, they will also appear on Wednesday, December 9 at 7 pm, this time at The Aurora Theatre, 128 W. Pike Street, Lawrenceville, Georgia 30045, courtesy of the Gwinnett County Public Library. As with the GPC appearance, this event is free. Autographed books will be available for purchase provided by Eagle Eye Book Shop. For details, call 770-978-5154 or visit [www.gwinnettpl.org](http://www.gwinnettpl.org).

- Meet and network** with Atlanta Writer’s Club members on Facebook at

[www.facebook.com/people/AtlantaWritersClub/100000367043383](http://www.facebook.com/people/AtlantaWritersClub/100000367043383), and join the conversation on Twitter: [twitter.com/atlwritersclub](http://twitter.com/atlwritersclub).

## FOLIO CO-EDITORS NEEDED!

As co-editor, you can participate in creating a quality newsletter each month that will enhance the Freelance Forum’s reputation as a professional organization. You’ll have the final co-decision on the contents—very satisfying if you are used to having to please clients! As a bonus, your name will appear repeatedly in Google searches because of your participation. If you are interested, please contact **Betsy Rhame-Minor** at [rhameb@aol.com](mailto:rhameb@aol.com) and 919-418-3000.