



## FREELANCE FORUM

PO Box 250024  
Atlanta, GA 30325  
404-705-2400  
www.freelanceforum.org

### Annual Membership Dues:

Individual - \$75  
Couples/Partners - \$120  
Student - \$60

### 2001 EXECUTIVE BOARD

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Kathy Couch  
404-321-7811  
couchcom@mindspring.com

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Jame A. Riley  
404-350-3355  
rileyworks@mindspring.com

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Lois Graham  
770-939-8948  
gragraphic@aol.com

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Steven Knapp  
770-434-2352  
sknapp@mindspring.com

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404-486-8212  
jittles@mindspring.com

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770-971-8896  
klbishop1@aol.com

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E-NEWS FOR  
MEMBERS & SPONSORS of  
THE FREELANCE FORUM  
JUNE 2001



Illustration © Linda McCulloch

Thursday, June 7th Meeting

## From Media Zero to Media Hero: How to Get the PR You Deserve

Just because you're not a Fortune 500 company or NASDAQ rising star doesn't mean that you should overlook public relations. Learn from a member of the communications and PR team that brought the world the first IBM personal computer how to adapt big-company PR strategies and tactics to effectively and creatively promote your small business. Speaker: **Marilynn Mobley** of The Acorn Consulting Group, Inc.

*(Guests, bring our ad in the OZ Creative Index for free admission—one time use only, no photocopies.)*

**WHEN:** June 7, 6:15–8:30 PM

**WHERE:** The Hampton Inn, Piedmont Room

**ADDRESS:** 1152 Spring Street

**ADMISSION:** FREE for Members/Guests \$10

**DIRECTIONS:** The Hampton Inn (404-872-3234) is conveniently located at 1152 Spring Street, immediately south of the intersection with 14th Street. Look for the Inn on the right-hand side of Spring Street, which is one-way southbound. Go through the lobby and continental breakfast area to the Piedmont Room.

## Membership Committee On the Move

**F**ourteen new members and two former members have joined the Freelance Forum since January 2001, a major step toward the Membership Committee's goal of adding at least 20 new members this year. As writers are currently well represented, we hope to gain more designers, illustrators, photographers and Internet/multimedia members.

New and improved membership referral business cards are on the way, thanks to **Sharon Wasserman** who designed and produced them. Membership benefits are described on the backs of the cards, and a discount of half off the guest fee for one meeting is offered. There is space on the fronts to write in who referred the guest. We encourage all members to each take five to

10 cards to hand out to prospective members. The cards are now being printed and we hope to have them at our next general meeting.

### Upcoming and Planned Activities

**Seminars:** **Tim Shannon** and **John Nelson** have approached a local office supply chain with the idea of using their facilities to present short, informative seminars about the business of freelancing. Since all creative freelancers must use office supplies, this would be an excellent way to reach prospective members. The seminars would cover such topics as Business Basics, Marketing, Finances and Presentation. We would also provide a resources list of books,

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**SPREAD THE  
WORD! SEND THIS  
NEWSLETTER TO  
TWO FRIENDS.**

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## COMMITTEE CONTACTS

### MEMBERSHIP

Linda McCulloch  
770-493-7154

designthatworks@mindspring.com

### MONTHLY PROGRAMS

Barbara Wilkes  
404-249-6697

bwilkes@mindspring.com

### REFRESHMENTS

Jame A. Riley  
404-350-3355

rileyworks@mindspring.com

### WEB DEVELOPMENT

Steven Knapp  
770-434-2352

sknapp@mindspring.com

### WEB PROMOTION

Perry Mitchell  
404-373-0842

Perwriter@aol.com

### SOURCEBOOK

John Nelson  
404-486-8212

jittles@mindspring.com

### Membership Committee Update, continued

publications, web sites, etc. These seminars, if properly outlined, structured and written, could work for art schools as well, since we plan to keep the seminars general enough to have a broad appeal. We are presently awaiting a response from the office supply chain, and will be contacting local art schools to determine their interest in these types of workshops.

**Flyer and Postcards:** Concepts are being discussed for our new "take one" flyer and a possible postcard series. The flyers would be placed in art supply stores and other local businesses that freelancers patronize, such as copy shops or bookstores, and would have tear-off tabs with discount guest fees and organization information.

The Membership Committee could use your creative ideas and a little of your time! We meet monthly at lunch, and the time involved is minimal. Our next meeting is scheduled for Thursday, June 14, at 1:00 p.m., at Casa Grande, 1860 Peachtree Road NW, near Piedmont Hospital. The phone number is 404-350-6767 if you need directions. Please email **Linda McCulloch**, at designthatworks@mindspring.com, if you are interested in joining this exciting and forward-thinking group of people!

*Submitted by Linda McCulloch, Committee Chair*



## Whassup?

Did you just win an award? Snag a great new account? Teach a class? Move your office? Get married or have a baby? Your fellow members want to know. Get a little free publicity by submitting your news to the Folio. Send news items to couchcom@mindspring.com.

## Where Do Old Computers Go to Die?

It's not cool to throw your old computer gear into the trash. Monitors are especially problematic because they contain lead and other toxic substances that don't belong in a landfill. How are you handling this problem? If you have information on where to recycle old or obsolete equipment (both working and dead), please send an email to couchcom@mindspring.com and we'll share it with members.

## Be a Hero—Share a Lead

Does a client ever ask you for freelance recommendations that fall outside your own expertise? Or that you have no time or interest in handling yourself? Instead of just saying no, pass along job leads to info@freelanceforum.org and **Steve Knapp** will email the information to all FreeLance Forum members. Who knows, you might be the next one to snag a profitable assignment this way.

## Turning Up the Buzz

We've taken the squeeze out of our pre-meeting networking by moving our refreshments to the breakfast area of the Hampton Inn. With more space to mingle, it's a lot easier to circulate and enjoy conversation with fellow members and guests while noshing on complementary snacks. Come early and join the party. It starts at 6:15 p.m. each first Thursday.

### UPCOMING MEETINGS

July 12

(note date change due to holiday)

#### Working with a Business Coach to Improve Your Bottom Line

Speaker: Nancy Gerber

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#### Avoiding Legal Gotcha's Marketing Online

Speaker: Libby Johnson

### FOLIO VOLUNTEERS

Janie Morgan  
Steve Knapp  
Barbara Wilkes  
John Nelson  
Bonnie Buckner-Reavis  
Kathy Couch

FreeLance Forum logo designed by Charissa Schultz

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