



## FREELANCE FORUM

PO Box 250024  
Atlanta, GA 30325  
404-705-2400

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

### Annual Membership Dues:

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

### 2001 EXECUTIVE BOARD

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404-321-7811  
[couchcom@mindspring.com](mailto:couchcom@mindspring.com)

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F R E E L A N C E

# folio

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

Thursday, August 2nd Meeting

## Avoiding Legal Gotchas When Marketing Online

Learn how to prevent legal problems as you market yourself and your clients on the Web. Attorney **Libby Johnson**, who specializes in online marketing issues, will cover laws in the U.S. and other countries, trends and tips to help freelancers work in this dynamic, evolving medium.

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

**WHEN:** August 2, 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 to the continental breakfast area for pre-meeting networking.



## Creative Sourcebook Call for Ads!

By Ron Kissiah

Freelance Forum members have long known the benefits of belonging to the largest network of freelancers in the Southeast. One of the best benefits is the opportunity to advertise your services in the *Creative Sourcebook*. The 2002 edition is due out before the end of the year.

This potent publication is delivered to over 1100 creative services buyers in and around

### CREATIVE SOURCEBOOK B/W AD RATES

SIZE:	1/4 PAGE	1/2 PAGE	FULL PAGE
MEMBER RATES:	\$ 60	\$ 85	\$170
CORPORATE RATES:	\$125	\$170	\$250

the Atlanta area. As a member, you are always guaranteed a profile listing free of charge. To really put your name out there, though, consider an ad in the Sourcebook to significantly increase the visibility of your unique services. And better still, creative directors throughout the metro area continually reference the Sourcebook throughout the year, long after they've thrown out the typical ads placed in magazines and newspapers.

### Affordable Rates

Think about the money you'll save over the cost of launching your own direct mail campaign. Refer to the box above for the available sizes and reasonable rates for black and white ads.

Use the form at left to reserve a space for your ad with payment in full before August 15th. We must receive all artwork no later than September 15th. Meeting these critical deadlines allows us to publish and ship the books in November.

### Yes, I want to boost my business with an ad in the 2002 Creative Sourcebook!

DATE

NAME

ADDRESS

PHONE NUMBER

EMAIL ADDRESS

Ad Size (check one):  1/4 page (\$60)  
 1/2 page (\$85)  full page (\$170)

Send this form with your check payable to The Freelance Forum to: John Nelson, 2304 Poplar Springs, Atlanta, GA 30319 to reserve your space today.

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

**COMMITTEE CONTACTS**

**MEMBERSHIP**

Linda McCulloch  
770-493-7154

designthatworks@mindspring.com

**MONTHLY PROGRAMS**

Barbara Wilkes  
404-249-6697

bwilkes@mindspring.com

**REFRESHMENTS**

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rileyworks@mindspring.com

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Perwriter@aol.com

**SOURCEBOOK**

John Nelson  
404-486-8212

jittles@mindspring.com

# Revamped Web Site Launched

Good things supposedly come to he or she who waits. If that's the case, then the members of The FreeLance Forum are being amply rewarded for their patience.

After more than a year of sometimes challenging development, The FreeLance Forum's revamped Web site ([www.freelanceforum.org](http://www.freelanceforum.org)) is now up and running. At press time, we were still working out a few database issues, but the "Find a Freelancer" online sourcebook should be active by the time you read this. We also expect the site's much anticipated Online Portfolio section to be ready to go some time this fall.

Many, many thanks to **Steve Knapp** who is coordinating the project and wrote some of the copy and to **Keith Bishop** (reviewer), **Sean Burnley** (designer), **Kathy Couch** (reviewer), **Georgia Dzurica** (writer), **Dan Friedman** (database developer), **Jack Massa** (forms development), **Linda McCulloch** (reviewer), **John Nelson** (reviewer), **Bonnie Buckner Reavis** (designer, coder, Web maven), **Jame Riley** (reviewer), **Barbara Wilkes** (writer), and **Catherine Wright** (database developer) for putting in many hours of effort to give us this great new Web presence.

## Georgia MediaFest 2001

The Atlanta Chapter of the Media Communications Association International (MCAI) announces the 2001 MediaFest. As in the years past, this MediaFest will be a gala celebration to highlight award winners and pay tribute to the best in the industry.

**Call for entries:** MediaFest has 10 program categories, 10 craft categories, and a student achievement category for your video entries. Deadline for entries is 6 PM on Tuesday, August 28th. To download your entry form, go to <http://www.atlantamcai.org>.

The award ceremony will be held on Saturday, October 27th at the Apparel Mart Penthouse Theatre. Banquet reservations are \$50 and also are available on the web site.

Do you work with any vendors that would benefit from advertising in the 2002 Creative Sourcebook? Advertising rates are very reasonable and the mailing will be targeted to corporate and agency creative buyers. Contact John Nelson at [jittles@mindspring.com](mailto:jittles@mindspring.com).

**Sponsor Spotlight:**

## Sitton & Associates

By Georgia Dzurica

*Sponsors help stretch your membership dollars farther, making it possible for The FreeLance Forum to provide you with more benefits. This is the first in a series about our sponsors and what they offer you and your clients. Please support our sponsors.*



Sitton & Associates bills themselves as print managers offering printing, prepress and publishing services. Their capabilities let them work with you on everything from business cards to brochures to books to 26 x 40-inch sheets. Most of their work is sheetfed offset, in one to six colors.

The company has developed a reputation for what owner Larry Sitton calls "weird projects"—jobs that can involve specialized printing in three locations, using three finishing houses and assembly in yet another location.

Sitton & Associates works from concept to completion on identity packages, manuals,

*See Sponsor Spotlight on page 3*

**FOLIO VOLUNTEERS**

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

**SUPPORT OUR SPONSORS!**



Service Bureau and Digital Printing  
770-216-2800  
Contacts: Sherrill Moss  
Laura Padgett

**PLATINUM SPONSORS**



Strathmore International Paper Company  
404-845-4827  
Contact: Linda Shoepf



Beckett



Print Production  
770-446-5222  
Contact: Larry Sitton

**IN-KIND SPONSOR**

**ZANDERS USA**

Division of International Paper  
800-827-8053 x 301  
Contact: Cliff Beaven

**FOR SALE**

ZIP DISKS  
USED ONCE!

3 FOR \$10

Call Keith Bishop at  
770-971-8896  
to place order and  
set up delivery.

**Sponsor Spotlight** *continued from page 2*

product literature, dimensional mailers and corporate reports. They can also design and print packaging and handle fulfillment. They can run two 15-person shifts a day to complete big fulfillment jobs.

For individuals and corporations who want to publish their own books, Sitton & Associates offers a full range of services, including editing, formatting, illustration, layout, production, marketing, packaging and shipping. Though he has a stable of vendors in the metropolitan Atlanta area, Larry Sitton will go to California to get the right printer for the job. And after more than 30 years in the printing business, he can walk through a shop and with one pass, quickly assess a vendor's capabilities for your job. In addition to his experience in printing, he has a background in publishing.

For prepress work, Sitton & Associates takes files in every format and uses G4s with Scitex scanners and image setters and a Fuji proofer. The majority of the work uses the Macintosh platform.

At a time when many printers have gone out of business, Sitton & Associates is busy with 20 to 40 projects in house at a time for local, regional and national clients, some of which Sitton has worked with for more than 20 years. For traditional and digital printing, print management and production management, Sitton & Associates spells printing success.

With a staff of seven, Sitton & Associates is located at 5680 Oakbrook Parkway, Suite 150, Norcross, GA 30093. Call them at 770-446-5222. ([www.sitton.com](http://www.sitton.com)).

## Spread the Word

Have you seen the handsome new FreeLance Forum business cards created by the Membership Committee? Use them when you meet freelancers who might be interested in our organization. Guests receive a 50% discount on the guest fee when they bring the card with your referral to a monthly meeting (one time only).

You can pick up a supply of cards at our meetings or by contacting Linda McCulloch at [designthatworks@mindspring.com](mailto:designthatworks@mindspring.com). A special thanks to **Sharon Wasserman** for the design and for handling the printing and to **Linda McCulloch** for spearheading the effort in producing this this great-looking little promo!

## Members Only: Special Group Coaching Opportunity

As a follow-up to July's meeting presentation, "Coaching—It's Not Just for Athletes Anymore", Professional Certified Coach Nancy Gerber is offering to facilitate special group coaching EXCLUSIVELY for FreeLance Forum members.

The agenda of this group will be governed by the needs and concerns of its members. Several themes that emerged during the July program—such as procrastination, client relationships and work/life balance—are likely topics. This group is for those who are ready, willing and able to invest some time, effort and resources in their personal and professional growth and development. The small group size—6 to 10 participants—will enhance this exploration of the basic truths, challenges and possibilities in common situations in a confidential setting.

**FORMAT:** Nine weekly one-hour teleconference group coaching sessions over 12 weeks

**DATE AND TIME\*:** Mondays, 9–10 AM (kick start your week!) Starting July 30 and ending October 15 (no session on September 3)

**COST:** \$450\*\*; payable in three installments of \$150 due on July 27, August 24, and September 21

OR: Pay in full by July 27 and save \$25 (VISA, MasterCard and American Express accepted)

\* Scheduling is flexible depending on the needs of those who enroll.

\*\* This fee does not include the cost of the long distance calls to the telephone bridge line for weekly sessions. Your charges will appear on your regular long distance phone bill. At an average rate of 5 cents per minute, each call will cost about \$3.

To enroll or for further details email Nancy at [steppingstones@mindspring.com](mailto:steppingstones@mindspring.com) or call 770-931-4514.

