



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

PRESIDENT

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

VICE PRESIDENT

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

SECRETARY

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

TREASURER

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

MEMBER-AT-LARGE

John Nelson
404-486-8212
jittles@mindspring.com

PAST PRESIDENT

Keith Bishop
770-971-8896
klbishop1@aol.com

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

F R E E L A N C E

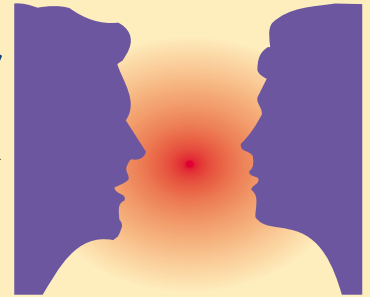
folio

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

Thursday, October 4th Meeting

Communication Face-to-Face: How to Become an Effective Communicator

Discover what they don't teach you about small group communication! Take away tools for interpreting nonverbal communication, techniques for managing meetings and strategies for handling conflict. Count on picking up useful strategies for surviving and succeeding in the creative services world. Speaker: **Dr. Carol Barnum**, award-winning author, communications consultant and professor of technical communication at Southern Polytechnic State University. **Guests, bring our ad in the OZ Creative Index for free admission—one time only, no photocopies.**



WHEN: October 4, 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 refreshments and networking.

Welcome, New Members

We've set a new record, with 17 new members joining The FreeLance Forum in just over a month. Plus 3 previous members rejoined. Please welcome the following people to our growing organization:

Kristine Anderson, writer; **Jake Aull**, designer/web developer; **Peter Bowerman**, writer; **John Bullock**, art director/graphic designer; **Steve Chalk**, designer/web developer; **Stephanie Geeter**, writer; **Sean Hynes**, designer/web developer; **Laura Heck**, designer; **Jay Kapp**, designer/web developer; **David Knope**, writer; **Richard Linden**, designer/illustrator; **Leslie Line**, designer; **Steve Marshall**, writer; **Judi Murphy**, designer; **Jessica Nunez**, art director/graphic designer; **Helga Ojinmah**, public relations; and **Denise Trahan**, designer. Previous members who rejoined were **Judy David**, **Bonnie Davis** and **Robert Wilson**, all writers.

Keep On Keeping On

What more can be said in the wake of September 11th? We all feel helpless, fearful, angry, grief-stricken. But we CAN take action. We can donate money to relief organizations and give blood to replenish our local supplies. We can limit our exposure to the incessant news machine, yet stay informed. We can stand up for the civil rights of Muslim Americans. We can stick with our long-term financial plans instead of selling our investments in fear. And we can get back to work. If you don't have work, call one of your colleagues in The FreeLance Forum to talk. To get motivated. And to get moving.

We are grateful to know that former member Stephanie Sharp and her husband Tom, who works in Manhattan, are safe. And hope that no one in our membership suffered the loss of a loved one.

—Kathy Couch, President

**IF YOU LIKE THE SOURCEBOOK
YOU'LL LOVE THE SOURCESITE.**

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

www.freelanceforum.org

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

IF YOU LIKE THE SOURCEBOOK, YOU'LL LOVE THE SOURCESITE.

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

www.freelanceforum.org

2002 Creative Sourcebook on Schedule for November

As chairman of the 2002 *Creative Sourcebook*, I would like to take a moment to thank all of the members who purchased advertising space in the upcoming book. Twenty-two ads were purchased, which is a *Sourcebook* record! You have made it possible for us to continue to provide this valuable benefit of membership, and help out yourselves in the process. The cover design, created by **Missy Barrett**, was reviewed at the last Board meeting, and we think you will be as pleased as we were.

Production work will continue into mid-October, at which time we will turn things over to the printer. If all goes according to schedule, we should have copies of the new *Sourcebook* by early November. Not likely in time for the November meeting, but certainly for December and by then they will already be on the desks of over 1100 of Atlanta's creative services buyers. My sincerest thanks and best wishes to you and indeed to all of our members.

—John Nelson, 2002 *Creative Sourcebook* chair

New Founders' Award Launched

At our September meeting, we had the pleasure of honoring two special people: **Sharon Wasserman**, co-founder of The FreeLance Forum and **Stephanie Sharp**, charter member and major mover and shaker (who relocated to New Jersey last year). Their tireless efforts got our organization off the ground in 1995 and made it what it is today.

This marks the launch of a new recognition—The FreeLance Forum Founders' Award—to be given periodically to honor those who provide outstanding service to our organization.

Getting the Word Out

During August, several FreeLance Forum members gave presentations to other groups to promote our organization. As an outreach project by the membership committee, **Debra Mercaldo** and **Linda McCulloch** presented a program to students at Creative Circus on "A Freelancing Life in Progress" (F.L.I.P.), which included the "wows and yikes" of freelancing. At a recent Webgrlls meeting, **Kathy Couch** was part of a panel discussion on marketing for small businesses. Both programs were very enthusiastically received. Thanks to everyone involved for their time and efforts.



What a Buzz!

If you missed our September meeting, you missed one our best gatherings of the year. More than 35 members informally presented their portfolios at our annual "show and tell." You could almost see the energy bouncing around the room as members looked over each other's books and made new connections. There's a lot of outstanding talent in our organization! Thanks to everyone who participated.

Nominations for the 2002 Executive Board

Watch for an email ballot so you can vote for next year's FreeLance Forum Executive Board. Although all nominees are running unopposed, your vote is necessary to make it official. Nominations for 2002 are:

- President:** John Nelson
- Vice President:** Missy Barrett
- Secretary:** Richard Lapin
- Treasurer:** Lois Graham
- Member-at-Large:** Kevin Livingston
- Past President:** Kathy Couch

SUPPORT OUR SPONSORS!

FOLIO VOLUNTEERS

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



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

PLATINUM SPONSORS

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



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