



## FREELANCE FORUM

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

### Annual Membership Dues:

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

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F R E E L A N C E

# folio

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

Thursday, December 6th Meeting

## Marketing in a Down Economy: Creating Your Opportunities

Just because the market's soft doesn't mean there's no business out there. Learn practical strategies and straightforward tactics for all creative disciplines to capture business in a slow market. FreeLance Forum member

**Peter Bowerman**, speaker, columnist and author of *The Well-Fed Writer*, (an award-winning, triple-book-club selection) will share the who, what, when, where and how of getting into companies' doors with useable strategies such as diversifying offerings, fine-tuning target audiences, low- or no-cost promotions, and creating a multi-discipline network for project tag-teaming. Don't miss the opportunities that exist for smart marketers in even the slowest times!

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

**WHEN:** December 6, 6:15-8:30PM  
**ADDRESS:** 1152 Spring Street

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



## 2002 Sourcebook in Production

by John Nelson, Sourcebook Chair

Production of the 2002 FreeLance Forum *Creative Sourcebook* is moving along after a few unavoidable delays related to the current economic climate (affecting sponsor donations) as well as a few minor technical database difficulties.

These delays, though now overcome, have unfortunately scuttled hopes for having the book printed and mailed before Thanksgiving. To avoid the holiday season, the mailing will now be timed to have the books in the hands of Atlanta's creative services buyers by the first week of January. In addition, we hope to have the cover available for viewing on the FreeLance Forum Web site ([www.freelanceforum.org](http://www.freelanceforum.org)) in the next week or two.

The Sourcebook committee wishes to again thank all of the 2002 advertisers for their support (and patience) in seeing the book through to production. We feel that it will be well worth the wait.

### 2002 EXECUTIVE BOARD

Starting January 1st, our newly elected Board will begin the 2002 term. They're the ones to contact with any suggestions or concerns you have during the year.

President: **John Nelson**

Vice President: **Missy Barrett**

Secretary: **Richard Lapin**

Treasurer: **Lois Graham**

Member-at-Large: **Kevin Livingston**

Past President: **Kathy Couch**

## 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 **Kathy Couch** at [couchcom@mindspring.com](mailto:couchcom@mindspring.com).

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

Just click on  
Find a Freelancer  
at [freelanceforum.org](http://freelanceforum.org)  
to instantly connect  
with Atlanta's best  
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## WOWs! and YIKEs! of Freelancing

by Tim Shannon

The FreeLance Forum is growing fast as more creative professionals from the corporate and agency sides strike out

on their own. With downsizings and hiring freezes shrinking the employment market, more and more graduating college students are becoming attracted to solo careers, too.

So, on November 8, FreeLance Forum members **Debra Mercado** and **Linda McCulloch**

took time out to discuss setting up

your own shop with a class of 17 senior design students at the Atlanta College of Art in Midtown. Professor Peter Wong, the ACA's department chairman for Communication Design, coordinated the guest lecture.

Debra and Linda shared their years of experience in everything from how to get your first clients, to staying fresh creatively.



Linda McCulloch and Debra Mercado discuss the Wow!s and Yikes! of freelancing with senior design students at the Atlanta College of Art. Photo by Tim Shannon.

The pair reviewed their own "Top Ten" lists of the "Wow!s!" (such as freedom from office politics) and "Yikes!" (such as networking

and making sales calls) involved in being your own boss.

"The first thing you have to determine is if freelancing is really right for you," said Debra. "After all, you have to do your own invoicing, purchasing, and taking care of things like paying taxes and managing your own healthcare and retirement plans." Linda also spoke

about keeping your business, and sometimes your clients, on an ethical path.

*If you would like to participate in future presentations about the freelance life, contact Linda at 770-493-7154.*

## Web Ups & Downs

by Steve Knapp, Web Development Chair

You may have noticed that the FreeLance Forum Web site was adrift in cyberspace for a while last month. Our hosting facility in Washington, D.C. was battling a number of virus-related problems and suddenly decided to shift a number of sites (ours included) to a new server. Long story short, this move effectively knocked us off the Web for almost a week.

Our apologies to anyone who tried to access [www.freelanceforum.org](http://www.freelanceforum.org) during this time. We are in the process of moving the FreeLance Forum site to a new hosting facility located in Norcross where we anticipate fewer problems.

## Welcome, New Members

Four new members signed on with The FreeLance Forum at the November meeting: **Lyn Hillman**, art director/designer; **Richard Mintz**, writer; **Donna Page**, writer; and **Rick Robbins**, art director/designer. Please introduce yourself to them at the next meeting.

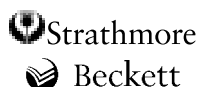
*Correction:* last month, we made an error in listing the creative discipline of new member **Janina Edwards**. She is a writer.

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