



## FREELANCE FORUM

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

**Annual Membership Dues:**  
Individual – \$85  
Couples/Partners – \$150  
Student – \$60

### 2003 EXECUTIVE BOARD

#### PRESIDENT

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

#### VICE PRESIDENT

Missy Barrett  
404-378-1396  
watusi@mindspring.com

#### SECRETARY

Steve Heckler  
404-849-1850  
steveheckler@accelerbrate.com

#### TREASURER

Liz Jarnagin  
404-217-1713  
lizjarnagin@aol.com

#### MEMBER-AT-LARGE

Laura Heck  
770-814-8984  
Heckdesigngroup@aol.com

F R E E L A N C E

# folio

E-NEWS FOR  
MEMBERS & FRIENDS of  
THE FREELANCE FORUM  
JANUARY 2003

**NEW DATE!** Because of the New Year holiday, the January meeting has been moved to the **second** Thursday of the month. Be there on Thursday, January 9th.



Thursday, January 9th Meeting

## Give Your Brand a Hand!

What would it mean to your business if a client or prospect immediately understood the value of your services? We work tirelessly to establish our customers' brands so that their customers can readily identify with their

businesses. Now it's time to do the same with our own!

Whether we market our services under a company name or our own name, what we're marketing is ourselves. At our Thursday, January 9th meeting, Personal Branding® strategist Linda Travis will help you determine how to establish your own brand identity, whether you're starting from scratch, or need to take a fresh look at your personal marketing strategies.

WHEN: January 9, 6:15-8:30 PM

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Dr exit)

ADMISSION: FREE for Members/Guests \$10

**SEE PAGE 4 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**



## A Letter from the President

**C**an it be 2003? Somebody slow this big blue thing down a notch or two. One other thing that isn't showing signs of slowing down is The FreeLance Forum.

Many years ago, upon taking the helm at my fraternity, I came home from classes one day to find a photocopied quote anonymously taped to my door. It said something like:

How many were there?  
Which direction were they headed?  
How fast were they traveling?  
I must find them.  
I am their leader.

Thankfully, I don't have to ask those types of questions as I begin my second term as President of this group. This is due, in no small part, to the hard work and leadership of past-presidents (most recently Kathy Couch in 2001), as well as the high levels of enthusiasm, ability and experience that our many committee heads and volunteers bring with them.

As we enter 2003, I most definitely know how many of us there are (148 members as of the December meeting). I also am confident of the direction we are traveling, which is towards making The FreeLance Forum the foremost creative freelancing resource in Atlanta, if not the Southeast. A place where creative freelancers can find the support and camaraderie they need. A place where buyers of creative services have easy access to the most talented and professional freelancers the Atlanta area has to offer. These are two sides of the same coin, in my opinion.

As to how fast we are traveling, on occasion the speed of our growth has been a little

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

## WELCOME, NEW MEMBERS

Devin Price, illustrator  
Benita McShan, writer  
Joy Freeman

## COMMITTEE CONTACTS

## MEMBERSHIP

Linda McCulloch  
770-493-7154

designthatworks@mindspring.com

## MONTHLY PROGRAMS

Tim Shannon  
404-815-7715  
PRO-Active@att.net

## REFRESHMENTS

Missy Barrett  
404-378-1396  
watusi@mindspring.com

## WEB DEVELOPMENT

Steven Knapp  
770-434-2352  
sknapp@smyrnacable.net

## WEB PROMOTION

Perry Mitchell  
404-373-0842  
perwriter@earthlink.cnet

Letter from the President, *continued*  
unnerving to some. One thing I can promise, though, is that we will never lose sight of our core objective, which, to quote our By-laws, is "to supply solutions to the problems of running a freelance business in the creative industry".

We may be unable to control the passage of time, but we can apply the brakes when and where necessary to ensure that The FreeLance Forum continues to fulfill its stated mission and never becomes something that none of us would want to be associated with.

There are also moments, of course, when flattening the accelerator is called for and we've been mashing that puppy quite a bit over the last two years. We accomplished much in 2002 and there's more to come in 2003. Come be a part of it. Volunteer if you've never volunteered before. Successful networkers know that pre-meeting chit-chat

is valuable, but members who get more directly involved reap the real networking rewards. And if you haven't yet joined, what are you waiting for?

Happy New Year, everybody!

—John T. Nelson, 2003 President

## Are You a Survivor?

By Michele Ryan

I like to think of creative freelancers as true survivors.

Okay, so we don't have to endure immunity challenges or ingest bugs, but we do encounter our own unique set of challenges in doing business.

Face it, creativity does not sell itself! YOU

have to do it. But take heart—expert help is on the way. To help members improve their sales skills, The FreeLance Forum is offering the Close More Sales Seminar with Renee Walkup on Saturday, January 18.

Renee has 24 years of experience in professional sales and management and started her own business, SalesPEAK, seven years ago. As a sales consultant and independent business owner, she knows how to provide freelancers with marketing and promotional techniques tailored to our unique circumstances.

This is a great chance to develop the sales survival skills you need to sell your creative services. You'll leave the seminar with practical exercises for applying your newly learned skills. Plan to join us:

Date: Saturday, January 18, 2003

Time: 8:30 TO 9:30 AM— Informal networking (breakfast provided)

9:30 AM TO 1 PM— Close More Sales program

Place: The Creative Circus,  
812 Lambert Dr. NE, Atlanta

Cost: \$40 for FreeLance Forum members (\$60 for nonmembers)

\$80 Late/Door registration (any payments postmarked after January 9)

Send in your registration now to get a tax deduction for 2002. To print a copy of the registration form, click on the link on the FreeLance Forum home page.



Renee Walkup



## Promote Yourself for Only 14¢ a Day

Here's a deal that's hard to beat. For only \$50, you can post your creative samples on The FreeLance Forum web site for all of 2003. For that paltry sum, you can show up to 20 samples (or up to 6 Mb). Buyers using our online Find a Freelancer service are much more likely to click on your name if you are showing samples. For details, go to [www.freelanceforum.org](http://www.freelanceforum.org), click on "Learn About Us" and then on "Create an Online Portfolio."

If you currently have your samples displayed on our site, send your \$50 renewal check by January 15th to keep your samples active. Checks should be payable to The FreeLance Forum and sent to our treasurer Liz Jarnagin at 2922 Hickory Trail, Snellville, GA 30078.

## JANUARY MEETING DATE CHANGE

Because of the New Year holiday, there will be no meeting on January 2nd. It has been rescheduled for January 9th.



## FOLIO VOLUNTEERS

## DESIGN

Janie Morgan

## EDITOR

Kathy Couch

## CONTRIBUTING WRITERS

Tim Shannon

John Nelson

Steven Knapp

Kevin Livingston

Janina Edwards

Michele Ryan

## DIGITAL DISTRIBUTION

Steven Knapp

Jack Massa

## FREELANCE FORUM LOGO

## DESIGN

Charissa Schultz

## Thank You to Our 2002 Volunteers!

The FreeLance Forum continued to make great strides in 2002. Our membership has tripled since the end of 2000. The quality of our monthly programs this year was unmatched. We successfully launched our online portfolio feature, Forum Folios, and promoted it with a direct mail campaign that increased traffic to the site by 45%. In June we staged a workshop to help members get their samples web-ready.

We found a new home at The Creative Circus in July following an exhaustive search when we outgrew the space at the Hampton Inn. We published our first 3-page and even a 4-page edition of the *Folio*. The Pricing Survey received record participation, and the membership committee continued its Freelance Life-in-Progress (F.L.I.P.) presentation to area art schools.

There's more to come in 2003 and enthusiastic volunteers are always needed. I'd just like to take a moment to list those who contributed their time and effort to The FreeLance Forum in 2002. In the event anyone was left out, I apologize in advance. Send me an email and we'll be all too happy to recognize your contributions in the next edition of the *Folio*. Don't be modest—you deserve it.

**Web/Database Development:** Steve Knapp, *Chair*; Jack Massa, *Webmaster*; Steven Heckler, Charissa Schultz, Sherman Wellons.

**Web Promotion:** Perry Mitchell, *Chair*; Bill Kelley, Charissa Schultz and special thanks to Sherra Bell for the generous use of her mailing list.

**Web Workshop:** Linda McCulloch, *Chair*; Michael Gaston, Steven Heckler, Laura Heck, Steve Knapp, John Bullock, George Foster, Tim Shannon.

**Meeting Site Selection:** Paul Glickstein, *Chair*; Missy Barrett, Kevin Livingston, Barbara Wilkes, John Nelson.

**Membership Committee:** Linda McCulloch, Georgia Dzurica, *Co-chairs*; Debra Mercaldo, Leslie Line, Steve Chalk, Tim Shannon, Byron Wilson, Bobby Hickman, Brenda Marshall, John Bullock, Jame Riley, Kathy Couch.

**F.L.I.P. Presenters:** Linda McCulloch, Brenda Marshall, Debra Mercaldo.

**Programs:** Barbara Wilkes, *Chair*; Steve Knapp, Linda McCulloch, Elizabeth Malone, Honey Rubin, Kevin Livingston.

**Program Photographer:** Steve Williams.

**Pricing Survey:** Barbara Wilkes, Ron Kissiah, Steve Knapp, *Co-chairs*; Georgia Dzurica, Paul Glickstein, Michael Gaston, Elizabeth Malone, Linda McCulloch, Bill Kelley, Steve Williams, Dan Friedman, Helga Ojinmah, Janie Morgan, Honey Rubin, Tim Shannon, Jack Massa, Ray Louis, Suzanne Wright, George Foster, Debra Mercaldo, Jay Montgomery, John Nelson, Kathy Couch, Rich Lapin, Lois Graham, Kevin Livingston, Missy Barrett, Jame Riley, Keith Bishop, Peter Bowerman.

**Refreshments:** Missy Barrett, Lois Graham, *Co-chairs*; George Foster, Rob Hill, Peggy Flannagan, Linda McCulloch, Janie Morgan, Jerry Silvestrini, Kevin Livingston, Steve Marshall, Karen Burns, Michelle Ryan, Liz Jarnagin and special thanks to Richard Grimsley for once again generously donating the drinks all year.

**Hospitality/Sign-in:** Dan Friedman, *Chair*; Paul Glickstein, Honey Rubin, Steve Knapp, Steve Chalk, Byron Wilson, Tim Shannon, Elizabeth Malone, Georgia Dzurica, Leslie Line, Debra Mercaldo, John Bullock.

**Folio Newsletter:** Kathy Couch, *Editor*; Janie Morgan, *Layout*; Suzanne Wright, David Knope, Barbara Wilkes, Steve Knapp, Kevin Livingston, Janina Edwards, Perry Mitchell, Jay Montgomery, Jame Riley, Steve Williams, John Nelson, Linda McCulloch, Jack Massa, Michelle Ryan.

**Sales Seminar:** Lois Graham, *Chair*; Michele Ryan, Gerald Willis, Phillip Vullo, Janina Edwards, John Bullock, Steve Williams.

**Sponsorship:** Keith Bishop, *Chair*.

**Executive Board:** John Nelson, *President*; Missy Barrett, *Vice President*; Lois Graham, *Treasurer*; Rich Lapin, *Secretary*; Kevin Livingston, *Member-at-Large*; Kathy Couch, *Past-President*.

—John Nelson, *President*



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# Directions to Creative Circus— Our New Meeting Location

**FROM DOWNTOWN HEADING NORTH ON PIEDMONT:** North of Ansley Mall, turn right onto Cheshire Bridge Rd. Go approximately 2/10 of a mile to Manchester St (at Roxx Tavern) on your left. Turn left and follow Manchester until it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

**FROM BUCKHEAD HEADING SOUTH ON PIEDMONT:** Continue south past Lindbergh and go under I-85 overpass. Turn left at the first light past I-85 onto Lambert. Creative Circus is the purple building at the end of Lambert on the left.

**FROM CHESHIRE BRIDGE/LAVISTA ROADS:** On Cheshire Bridge from Lavista, go approximately 1 mile south toward Piedmont Rd. Turn right onto

Manchester St (at Roxx Tavern, just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

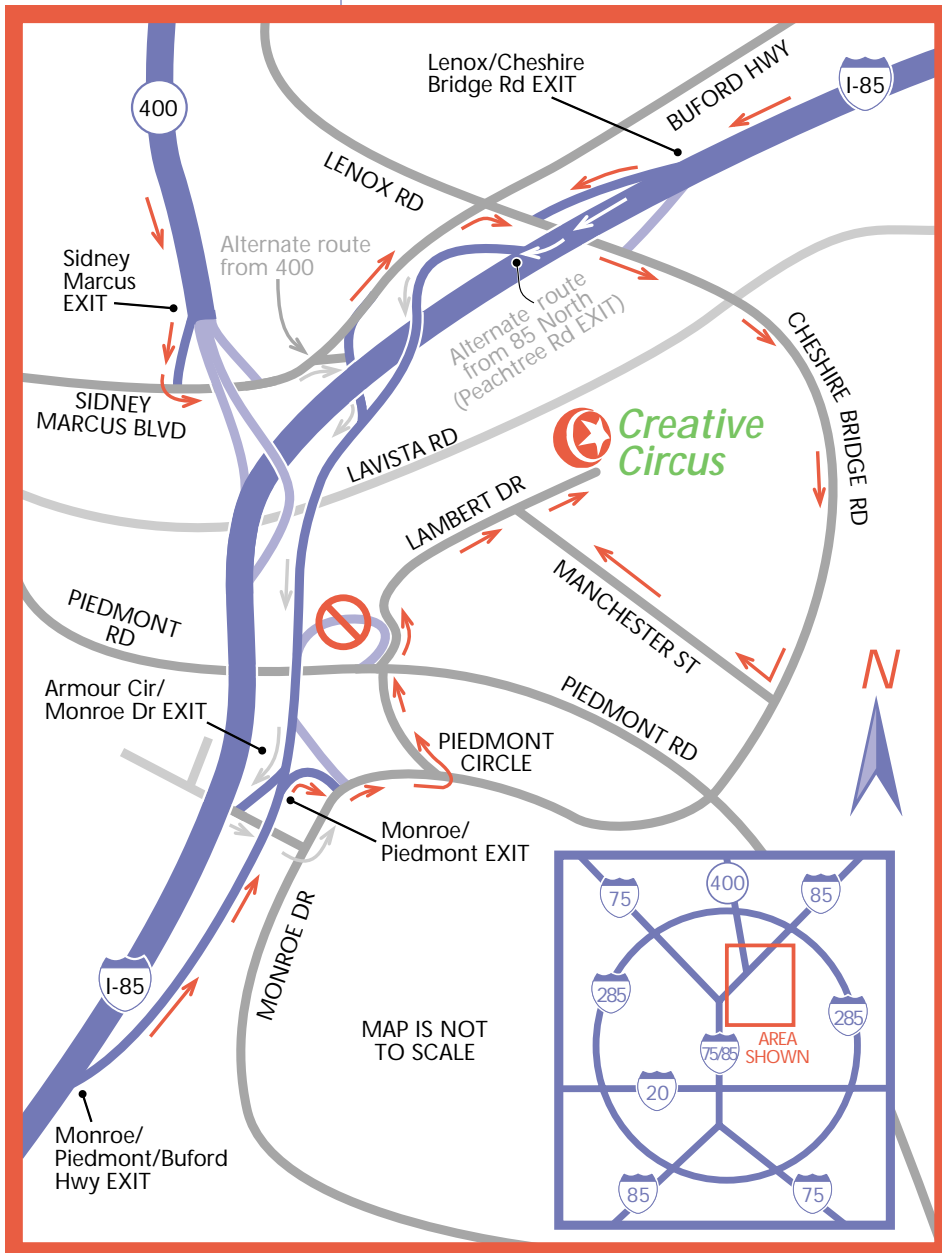
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

**FROM I-85 SOUTHBOUND:** Take the Lenox/Cheshire Bridge exit (Exit 86); turn left at the end of the ramp onto Cheshire Bridge. Continue 1.3 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

**OR:** Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.

**FROM GA 400 SOUTHBOUND:** Take the Sidney Marcus exit. At the end of the ramp go left onto Sidney Marcus. Turn left onto Buford Highway. Turn right at the next light onto Cheshire Bridge. Continue 1.4 miles to Manchester St and turn right (at Roxx Tavern and just past NAPA Auto Parts). Follow Manchester till it ends at Lambert and turn right. Creative Circus is the purple building at the end of Lambert on the left.

**FROM I-75 SOUTHBOUND:** Take the I-85 North ramp. Stay in the right-hand lane once on I-85. Go approximately 1 mile to the Monroe/Piedmont/Buford Hwy exit (Exit 86). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway barrels). Creative Circus is the purple building at the end of Lambert on the left.



Map: Janie Morgan