



FREELANCE FORUM

PO Box 250024
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www.freelanceforum.org

Annual Membership Dues:

Individual - \$85
Couples/Partners - \$150
Student - \$60

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F R E E L A N C E

folio

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

Thursday, April 3rd Meeting

Get It Together—and Get Back Your Life!



Think that being messy spurs your creativity? “Not so!” says productivity expert **Peggy Duncan**, founder of **Duncan Resource Group, Inc.**, who will speak at our April 3rd meeting. “Creative people just need to learn how to get organized in a way that works for them,” Peggy says. “Time spent looking for things among all the clutter can be much better spent creating, networking, building client relationships and having a life.” Join us to see how you can get it together and get back your life!

WHEN: April 3, 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 3 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS

Give Your Brand a Hand

The FreeLance Forum does more for you! We're planning to hold several seminars each year to help members gain deeper knowledge and sharpen business-enhancing skills. The Close More Sales seminar with **Renee Walkup** in January was a big hit. And now we're looking into a proposed Personal Branding seminar with **Linda Travis** that will be a stand-alone half-day workshop, probably on a Saturday.

This seminar would be a more intensive and personalized version of January's program on how to build your own “brand identity” and position yourself and your services in a more memorable way. Look for details in the coming weeks.

If you have ideas for future seminar topics, please contact John Nelson at jittles@pop.mindspring.com.

Show Your Stuff

Our annual Dog & Pony Show is an opportunity for members to show their portfolios to each other. Plans are in the works to make this year's show in September an extra special event. As in the past, only members may exhibit their work, but guests are welcome and encouraged to attend. The guest fee is suspended for this program and there is no exhibitor fee. Details coming soon!

Special Offer for HOW Design Conference

If you're going to the 2003 HOW Design Conference June 5–8 in New Orleans, here's how you can save as much as \$170 off the regular registration rate.

The FreeLance Forum has been designated as a “friend of TIMA” (The Interactive Media Alliance), so you are eligible for the same conference discount as TIMA members. You must register by April 1 to get the full discount. Visit www.tima.org for details.

WELCOME, NEW MEMBERS

Karen Denovich, writer

Carlos Garcia, photographer

Richard and Norma Nichols,
computer services

Julie Murphy, designer

Janet Reed, writer

Charles Boytner, illustrator

Mark Escher, photographer

David Cohen, writer

Ann Loventhal Kohut, public relations

Wendy O'Brien, designer

Kalin Thomas, writer

Partners **Linda Winsbro**
and **Patti Barrett**, designers

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Got an item or suggestion for the *Folio*? We want to hear from you. Contact Kathy Couch at couchcom@mindspring.com or call 404-321-7811.

MEMBER SPOTLIGHT: ALAN FRIEDMAN

All the World's a Stage

By Rich Lapin

While Shakespeare may have written the title, FreeLance Forum's **Alan Friedman** has performed it. But we're getting ahead of the story.

Originally from the New York/New Jersey area, Alan started out in the newspaper business. He worked for 11 years for *The Star-Ledger* (Newark, NJ)—eight years as a sportswriter and three as a political writer.

Although he enjoyed sports and political reporting equally well, he “wanted to see what else was going on in the world.” He moved to Washington, D.C. in 1981 where he started out as a legislative assistant for a congressman. Over time, he assumed increasingly responsible positions and when he left in 1990, he was the special assistant (read: manager) for the congressman's Washington office.

It was there that he came across the Capitol Steps, a political satire group based in D.C. “I have always been a writer and like to perform but writing is my strong suit,” Alan says. “When I saw the Capitol Steps, it was only natural to join them. I feel fortunate to have performed with them.” Actually, he also wrote some of the group's material.



Photo: John Hill

Alan Friedman (right) with his fellow Southern Discomfort cast members

In 1990, Alan and his family moved to Atlanta where he began writing and performing. It was at the 1996 Cracker Crumble (an annual fund-raising event of the Georgia Press Association) that he rekindled his desire to be in an Atlanta group like Capitol Steps. His efforts led to the formation of a group called Southern Discomfort. “It reflects the South in a wacky way that leads to laughter,” Alan explains. When not performing, he writes annual reports, newsletters, brochures and collateral pieces, among other things. “One of the lessons I learned from my journalist days was to take issues that are complex and synthesize them for myself and then explain them to the reader,” Alan says. “Even in corporate communications where you might deal with technical issues, you still must explain it in lay terms for the external audience.”

When asked what he most likes to write, he replies without missing a beat, “Anything that has a check in it that clears the bank.”

Alan wants his FreeLance Forum friends to know that Southern Discomfort performs at both private and public events. On April 12, the group will perform in a fundraiser for Neighborhood Playhouse in Decatur. See www.southerndiscomfort.com for more information.



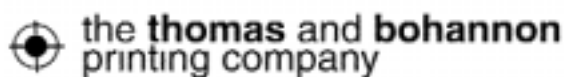
The FreeLance Forum Executive Board is more prolific than we thought! Two Board members became parents for the first time within a few months of each other.

Missy Barrett (top photo) and her husband Tim welcomed their daughter Carson on October 21, 2002.

Kevin Livingston and his wife Libby also have a new daughter, Sarah Camille, who was born on January 11, 2003. Congratulations!



SUPPORT OUR SPONSORS



Directions to Creative Circus

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:

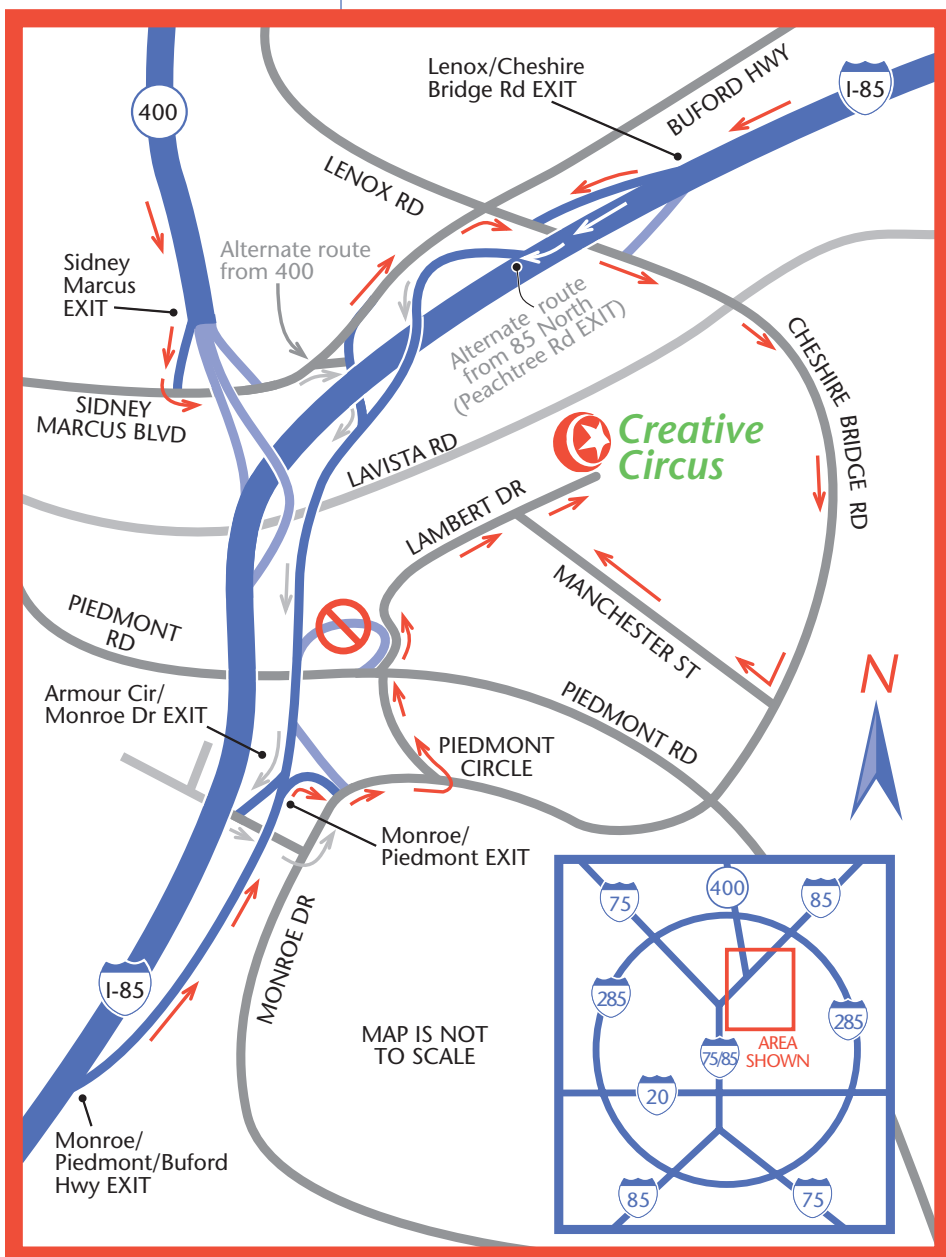
Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the 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