

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

Annual Membership Dues:

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

2003 EXECUTIVE BOARD

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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@accelebrate.com

TREASURER

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

MEMBER-AT-LARGE

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

MEMBER-AT-LARGE

Kevin Livingston
678-427-5447
kevin@toshconsulting.com

DOG & PONY DELAYED

Due to circumstances beyond our control, The FreeLance Forum annual Dog & Pony Show scheduled for September 4th must be postponed to later in the fall. We're sorry for the inconvenience and will give you details on the rescheduled event very soon.

So... on September 4th, we'll be meeting in our usual spot at The Creative Circus, with a special program you won't want to miss.



Thursday, September 4th Meeting

How to Keep Your
Computer Happy

Does having to wait another month or two to show your beautiful portfolio give you the blues? Or is it really your computer that's having the blues? At our September meeting, two of the most computer savvy members of The FreeLance Forum will show you how to keep your computer happy and your documents safe.

Kevin Livingston (a Macintosh expert) and **Steve Heckler** (a PC expert) will cover all of the following:

- Protecting your Mac or PC from viruses, Trojan horses, and other evil programs
- Setting up an easy, quick backup system to protect your work
- Locking your Mac or PC down against intruders from the Internet
- Defending your Mac or PC against power surges, power sags and other power problems

The emphasis will be on setting up systems that are inexpensive and easy to use.

WHEN: August 7, 6:15-8:30 PM**WHERE:** The Creative Circus**ADDRESS:** 812 Lambert Drive (near the I-85 Monroe Dr exit)**ADMISSION:** FREE for Members/FREE for Guests**SEE PAGE 4 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**

Make the Phone Ring Without Saying a Word

BY KARIN KOSER, SEMINAR COMMITTEE CHAIR

Last month, we announced our upcoming October seminar with Linda Travis, principal of the Brand RenovatorSM and founder of Personal BrandingTM. Her session at a regular meeting in January proved so popular that we decided to bring her back for a Saturday morning seminar.

Register now for Linda's session, "Make the Phone Ring Without Saying a Word—The Creative Person's Guide to Generating Revenue," at Creative Circus on Saturday, October 4th.

Linda gives hope and help to anyone who is not a natural born salesperson but is

WE STILL NEED VOLUNTEERS

for this seminar's organizing committee. Anyone willing to help is welcome. We especially need someone with PR/media relations skills.

Contact Karin Koser
(karin@koserpendleykoser.com)
to join the seminar team.

responsible for growing revenue (and that's each of us, right?). Come away from this half-day workshop with tried and true action items you can use to build business NOW, including:

- ☎ What to do with your network of contacts

*continued on page 3***IF YOU LIKE THE
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COMMITTEE CONTACTS

MEMBERSHIP

Linda McCulloch
770-493-7154

designthatworks@mindspring.com

MONTHLY PROGRAMS

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

REFRESHMENTS

Lois Graham
770-939-8948
lois@grahamgraphics.com

WEB DEVELOPMENT

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

WEB PROMOTION

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

THE SEPTEMBER 4TH MEETING OF THE FREELANCE FORUM WILL BE HELD AT THE CREATIVE CIRCUS, AS USUAL.

THE ANNUAL DOG & PONY SHOW HAS BEEN POSTPONED TO LATER IN THE FALL.

WATCH FOR DETAILS.

SPONSOR SPOTLIGHT:

Wow 'em with Superb Printing

BY KATHY COUCH

Whether you buy printing services for clients or just for your own stationery, you'll want to know more about the Thomas + Bohannon Printing Company, which became a FreeLance Forum sponsor this year. T+B is a small commercial offset printing company noted for its excellence in printing complex jobs for small to medium size businesses.

"Ninety percent of our work comes from graphic designers and/or print brokers," commented Kip Thomas, who co-owns the company with Bruce Bohannon. "They are the most demanding customers imaginable—even more demanding than their own customers are. Working for such discriminating customers is extremely rewarding because we get to do a lot of high-end, unique printing—challenging jobs that are complex, colorful and use unusual papers."

For the Love of Ink

Kip and Bruce grew up with ink on their hands, working in their teen years in Bruce's parents' print shop. They genuinely loved printing and joked that one day they'd have their own printing company.

"Eight years ago, our dream came true," said Kip. "We bought a printing company and reshaped it so we could do the kind of imaginative printing we love. Now, with our recent move to a new facility near the Dekalb Farmers' Market, we have room for expansion and ample parking for customers."

Pre-press Expertise

Thomas + Bohannon was an early adopter of the direct-to-plate process—perhaps the smallest format printer in the state to begin using the process in 1999. The company was able to jump on this new technology quickly because of its in-house pre-press expertise.

"We don't send anything out to a pre-press house," explained Kip. "It's a rare day when we can't figure out what to do with a file. Our clients appreciate that we know what's going on with their files. We catch a lot of minor mistakes that could blow the job if



Photo: Alaina D. Jones

L-r: Bruce Bohannon, Julia Kubica, Shawn Christopher, Mr. Cool Gray 11 and Kip Thomas

overlooked. I can make the needed changes rather than bouncing the files back to my customer and delaying the job. We draw the line at necessary pre-press work, though. We don't offer graphic design services, so we don't compete with our customers."

Short Runs a Specialty

Short runs are no problem because T+B doesn't have large presses with high overhead.

The company's workhorse is a Riobi 512 two-color landscape press, often used for four-color process jobs. Although the focus is on complex multi-color work, T+B can provide relatively inexpensive printing for simple jobs on an AB Dick two-color duplicator. If a job is outside T+B's capabilities (long runs, large sheet size, etc), Kip will refer you to the right printer who can produce the job at the same high quality level.

Next time you need printing that will make you and your client look good, be sure to call Kip or Bruce at 404-262-1792.

Proof in the Pudding

FreeLance Forum member **Linda McCulloch** has been working with Thomas + Bohannon for six years and says, "They always do an outstanding job, meet my deadlines and stand behind their work, which is excellent. Last year, I won an award from International Paper on three identity packages they printed. Great work and great people to work with!"

FOLIO VOLUNTEERS**EDITOR**

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

DESIGN

Janie Morgan

CONTRIBUTING WRITERS

Tim Shannon
John Nelson
Steven Knapp
Kevin Livingston
Janina Edwards
Michele Ryan
Kathleen Saal
Rich Lapin
Bobby Hickman
Georgia Dzurica

DIGITAL DISTRIBUTION

Steven Knapp
Jack Massa

FREELANCE FORUM LOGO DESIGN

Charissa Schultz

Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? We want to hear from you. Contact Kathy Couch, *Folio* editor at couchcom@mindspring.com or call 404-321-7811.

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Make the Phone Ring Without Saying a Word

continued from page 1

- ☎ How to identify and leverage your “fan club”
- ☎ How, why, and when to ask for and use client feedback
- ☎ How to sell with testimonials
- ☎ How “doing what you do” can sell itself

Apply Linda’s unspoken truths to grow YOUR business—all without saying a word.

To register, mail a check or pay by credit card online. The credit card option carries a \$2.50 surcharge to cover the fees of the online transaction service. Paste the link <http://www.acteva.com/booking.cfm?bevaidd=52786> into your Web browser if you want to use your credit card to register online. Or mail a check payable to The FreeLance Forum (\$35 for members, \$50 for

non-members) to Liz Jarnagin, Treasurer, 2922 Hickory Trail, Snellville, GA 30078.

Be sure to register early because, after September 26, the cost is \$45 for members and \$60 for non-members (plus the \$2.50 fee if you register online). The program will run from 9 a.m. to noon, with registration at 8:30. Coffee and refreshments will be provided.

WELCOME, NEW MEMBERS

Ray Berg, book publisher
David Smith, illustrator

folio TIPS**GETTING ONLINE. STEP 1: BUY A SCANNER**

BY STEVE KNAPP, WEB COMMITTEE CHAIR

You don’t have to be a graphics guru to put your samples online with Forum Folios. But you do need a scanner to convert your hardcopy into images.

You can buy a decent Microtek or Canon scanner for less than \$100. For scanning samples, a flatbed device is preferable. Bit depth and resolution aren’t terribly important since most models on the market today have plenty of both. But if you buy a used device, make sure it offers at least 24-bit depth and an optical resolution of 300 dpi. Higher image quality is a plus but not essential.

When you’re shopping, also check the software bundle. You want a package that includes basic image-editing software such as Photoshop Elements (sometimes called Photoshop Lite).

Finally, make sure the scanner has the right interface for your computer. Most scanners work with a USB (Universal Serial Bus) connection, but some older computers don’t support this type of interface (or don’t do it very well). If you need a parallel (for PC) or SCSI (Mac) connection, verify that the scanner provides the required interface.

Follow these suggestions, and you’ll be happily scanning in no time.

To learn more about scanners and scanning, go to http://reviews.cnet.com/Scanners/2001-3136_7-0.html?tag=ont-scan and <http://www.pcmag.com/article2/0,4149,1191563,00.asp>.

New Look for e-Notice


You may have noticed that our email meeting announcement now has a new look. The layout and html coding are the work of FreeLance Forum member **Melinda Plauche** of IgrokMedia. Thanks to Melinda for contributing her online expertise to this effort.

Nominations for 2004 Executive Board

It’s too late to run for governor of California, but you’re in luck as we are now taking nominations for The FreeLance Forum 2004 Executive Board. If you’re interested or wish to nominate someone (obtain his or her consent first, however), contact Steve Heckler at steveheckler@celebrate.com.

The nomination period closes on September 30. The 2004 ballot will be distributed to members via email during the last week of October, with results announced at the November general meeting.

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 the thomas and bohannon
printing company

Creative
KNOW•WHO

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.

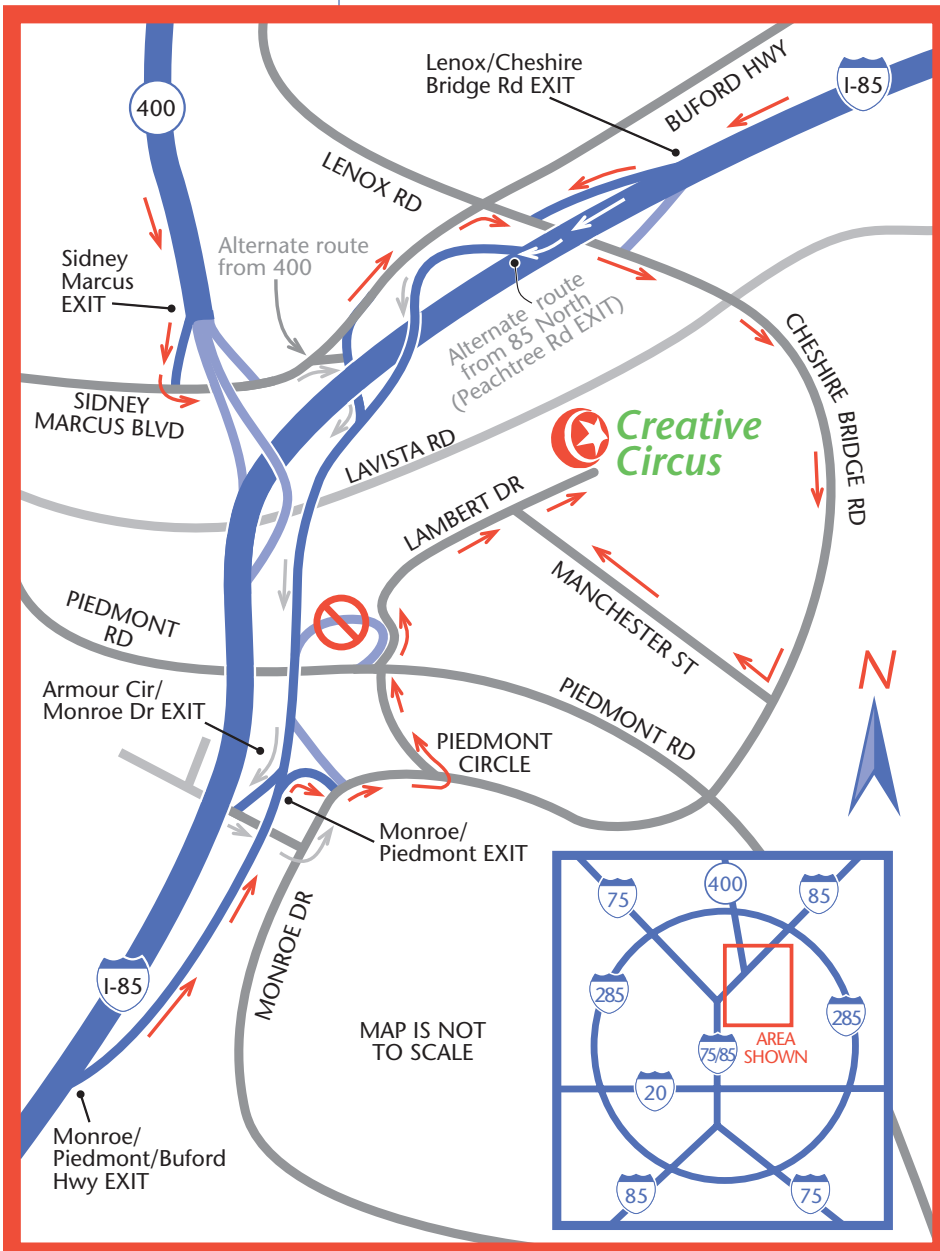
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right 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