



## FREELANCE FORUM

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404-705-2400

[www.freelanceforum.org](http://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  
OCTOBER 2003



Thursday, October 2nd Meeting

## Wash Away That Gray: What Are the Ethics of Freelancing?



What do you do, without losing the client, when he or she hires another freelancer to carry out one of your ideas? Is it okay to go after a fellow freelancer's clients? Know anyone using any "pirated" software? How much "inside knowledge" is it really okay to use when working for a client's competitor? Join us for an open discussion with **Professor Andrew Cohen**, Associate Director of the Jean Beer Blumenfeld Center for Ethics at Georgia State University, as we ponder these, and other questions that can affect our relationships, reputations and bottom lines.

**WHEN:** October 2, 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

Please Note: The annual Show & Tell member portfolio show will be rescheduled for later in the fall.

**SEE PAGE 3 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS**

## Need Help Marketing Your Biz? Don't Miss the Branding Seminar on October 4.

BY KARIN KOSER, SEMINAR COMMITTEE CHAIR



Linda Travis

**T**errified of calling that agency creative director you've targeted, but never worked for? Fearful of facing rejection from a corporate communications director? Uncertain, in this shaky economy, about your decision to freelance, period? Then hurry, there are just a few days left to register for the Linda Travis seminar—**Make the Phone Ring without Saying a Word**. This action-oriented, interactive seminar will be held Saturday, October 4th at the Creative Circus from 8:30 a.m. to noon.

As I said at our September meeting, Linda is a tiny person who packs an unexpected punch in her workshops. She began her career working on marketing research assignments for Kimberly-Clark, Coca-Cola and BellSouth, moving on to become a marketing vice president with Wachovia Corporation, and to lead marketing information at Norrell Corporation.

Linda is a nationally recognized speaker on branding businesses, professional services and people. As the founder of Personal Branding®, a discipline for adapting brand strategies to people, she has been featured in *Catalyst Magazine* and *Oz: The Journal of Creative Disciplines*. She is a contributing writer to *Soundly Speaking*, *Better Branding Magazine*, and *Competitive Edge*.

To register, mail a check (by September 30)

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## October 4 Branding Seminar

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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 in the link <http://www.acteva.com/booking.cfm?bevaaid=52786> to your Web browser if you want to register and pay online. Or mail a check payable to The FreeLance Forum for \$35 (members) or \$50 (non-members) to Liz Jarnagin, Treasurer, 2922

## MEMBERS IN THE NEWS



FreeLance Forum member **Bobby Hickman** helped secure a bit of publicity for a client—and ended up getting some for himself and for us! Recently, the journalist/editor/writer helped place a client in the Sunday *Atlanta Journal-Constitution's* "My Favorite Web Sites" feature in the Personal Tech section. Two weeks later, when asked for another contact, Bobby generously (and wisely) offered himself. Among his favorite sites listed: **[www.freelanceforum.org/](http://www.freelanceforum.org/)**! The feature appeared in the Sept. 7 issue, and Bobby mentioned that he got a "fair amount" of response from it. Good work, Bobby!

Our own **Steven Heckler**, computer trainer and programmer, got a quick quote in a story on Wi-Fi (wireless) computer access in the September 17 edition of *USA Today*. Congrats on some national exposure.

## Did you know . . . ?

Tax information you share with your CPA is not confidential if the government really wants to know. Unlike attorney-client privilege, tax preparer-client privilege is very limited. For more info, go to **[www.fool.com/taxes/2003/taxes030912.htm](http://www.fool.com/taxes/2003/taxes030912.htm)**.

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Hickory Trail, Snellville, GA 30078. If you can't mail your check by September 30, please either register online or email **[karin@koserpendleykoser.com](mailto:karin@koserpendleykoser.com)** to ensure that we still have room for you.

After September 26, costs go up to \$45 for members and \$60 for non-members (plus \$2.50 fee for online registration). The seminar will run from 9 a.m. to noon, with registration at 8:30. Coffee and continental breakfast will be provided.

Please pass the word about this workshop to your colleagues and other entrepreneurs or small businesses that can benefit from Linda's expertise.

## folio TIPS

### IT'S TWO, TWO SITES IN ONE

BY STEVE KNAPP, WEB COMMITTEE CHAIR

When you get caught up in the excitement of finally getting your samples online, it's easy to forget that Forum Folios actually gives you two ways to display your images. One view is accessible through the Find a Freelancer service on the FreeLance Forum site ([www.freelanceforum.org](http://www.freelanceforum.org)). This is the view visitors see when they click on the Folio icon next to your name.

The second view is hidden and only accessible to visitors who know the url. To keep this second view distinct from our main site, we've even given it a separate domain name: [www.forumfolios.org](http://www.forumfolios.org). As a Folio subscriber, you automatically receive a second view url address that consists of this domain plus your username (for example, mine is [www.forumfolios.org/sknapp](http://www.forumfolios.org/sknapp).)

This second view gives you a way to share samples with potential clients without directing them to the main FreeLance Forum site. It's also possible to use Web forwarding to substitute another domain name for your Forum-generated address. To learn more about how that works, see the June 2003 issue of this newsletter, available for downloading at our Web site. (And if you haven't signed up to get your samples online, what are you waiting for? Go to **[www.freelanceforum.org/content/createportfolio.htm](http://www.freelanceforum.org/content/createportfolio.htm)** to find out how you can take advantage of this valuable service.)

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](mailto:couchcom@mindspring.com) or call 404-321-7811.

# 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.

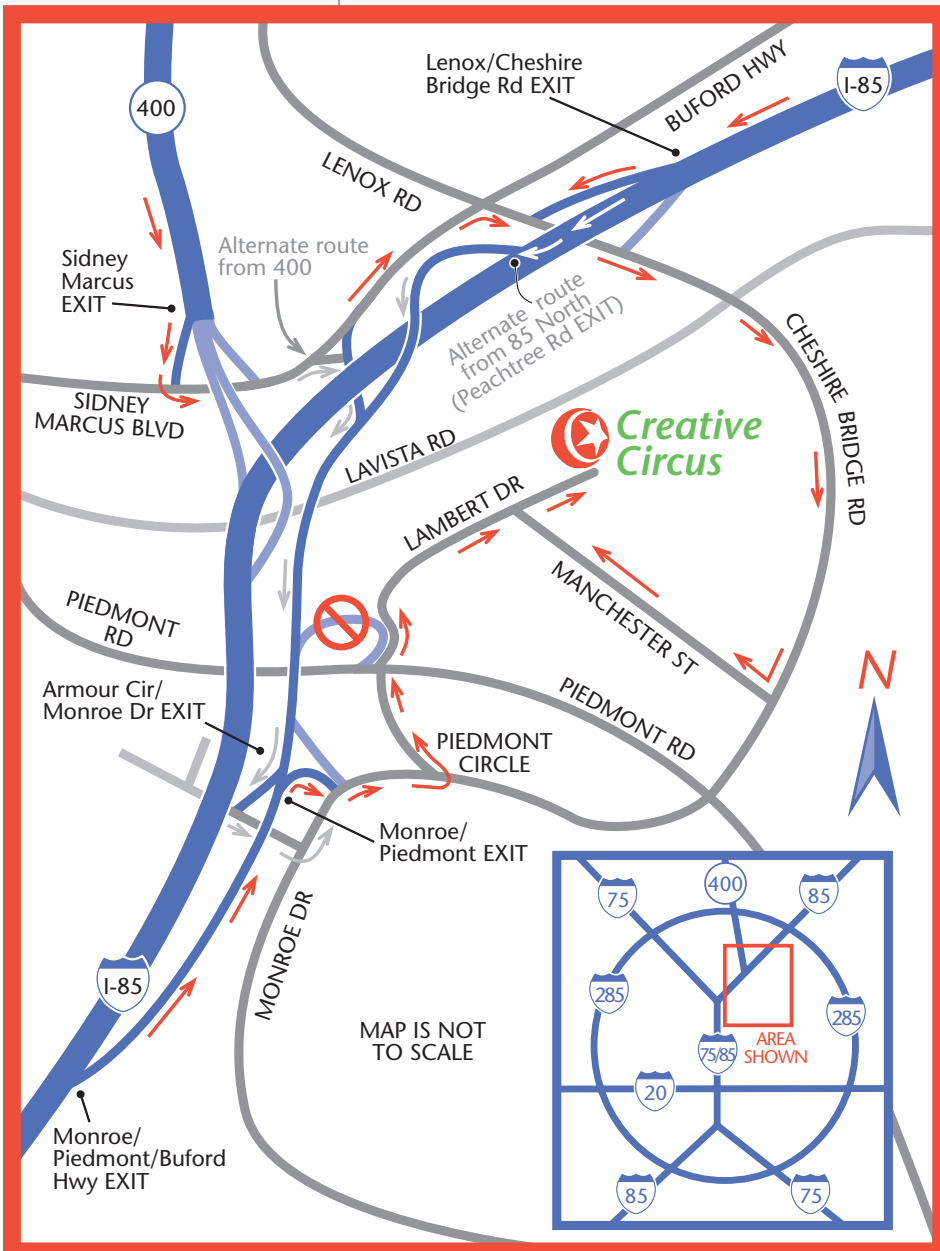
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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