



FREELANCE FORUM

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

Annual Membership Dues:

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

2004 EXECUTIVE BOARD

PRESIDENT

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

VICE PRESIDENT

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

SECRETARY

Sue Pearlman
770-992-4296
Sue@SolutionsInToto.com

TREASURER

Bobby Hickman
770-529-9189
bhickman@bellsouth.net

MEMBER-AT-LARGE

Tim Shannon
404-815-7715
Tim.Shannon@comcast.net

MEMBER-AT-LARGE

John Slemp
770-493-9727
john@johnslemp.com

F R E E L A N C E

folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
JANUARY 2005

THURSDAY, JANUARY 6th MEETING

Synchronize Your Career for the New Year

BY KARIN PENDLEY KOSER

Get 2005 off to a great start by developing career-based New Year's resolutions that you can keep. This program will focus on making the most of your talents and discovering the other factors that determine how you are hard-wired. Work with a sense of satisfaction and balance to maximize the use of your abilities and skills.

Speakers will be **Natalie Gold**, Training Director of The Highlands Company and **Lanie Damon**, owner of an independent career counseling service and developer of Synchronicity at Work, a self-leadership program. If you sometimes find yourself going from project to project without clear career direction, Natalie and Lanie can help you focus your natural strengths and abilities.

Lanie Damon has over 25 years of experience in the fields of education, business, and coaching. She is a Licensed Professional Counselor who specializes in career counseling and program development. Her most recent program centers on Self-Management and Living an Intentional Life.

Natalie Gold has over 25 years in personnel, human resources, training and coordination of career programs. She is the Director of Training and Programs for The Highlands Company, a company dedicated to helping students, adults and corporate employees find their natural strengths and put them to use in making career and life decisions. She will actually administer a short version of one of The Highlands Company's Abilities Battery tests to all attendees.

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

WHERE: The Creative Circus

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

ADMISSION: FREE for Members/Guests \$12

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



Introducing the 2005 Freelance Forum Board

There's a new board in town. The November elections confirmed the nomination slate, and the new board got to work in December. Everyone's excited about making this commitment to the Freelance Forum.

Laura Heck, President

Laura Heck has been freelancing for almost 20 years in New York City and Atlanta. After three years contracting at Coca-Cola, Laura and her husband Jamie formed Heck Design Group, in 1996. In addition to full service design to delivery, they developed curricula in graphic design for the State of Georgia's Training Division. Laura has been serving

as a production artist specializing in quality mechanicals, expert photo-retouching, and cross-platform conversions for ad agencies, corporate and government clients since the late 90s. She has a parallel pursuit in fine art photography with a series of *Reflections in Water* photographs, which she has exhibited in both Atlanta and New York.

A Freelance Forum member since 2001, Laura has served on the board as Member-at-large, and returns as President for the second year. Laura lives in Duluth with her husband and six-year-old daughter.

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GO TO THE SOURCE

Just click on
Find a Freelancer
at freelanceforum.org
to instantly connect
with Atlanta's best
creative talent.

www.freelanceforum.org

COMMITTEE CONTACTS

HOSPITALITY

Dan Friedman
770-552-8009

dan@animation-studio.com

MARKETING

Debra Mercaldo
404-248-9012

debra@mercaldomarketing.com

MEMBERSHIP

Michele Ryan

678-352-0445

michele59@bellsouth.net

Karen Denovich

770-672-0506

karendenovich@yahoo.com

MONTHLY PROGRAMS

Karin Koser

404-636-9311

kpkoser1@mindspring.com

NEWSLETTER

Janina Edwards

404-288-5924

justwrite@mindspring.com

David Knope

770-390-0386

knope@mindspring.com

REFRESHMENTS

Ray Pelosi

404-377-4728

raypelosi@yahoo.com

SPECIAL EVENTS

Nancy Pineda

770-992-3434

hireprofile@mindspring.com

SPONSORSHIP

Lois Graham

770-939-8948

lois@grahamgraphics.com

WEB DEVELOPMENT

Steven Knapp

770-434-2352

steve@knappcommunications.com

2005 Freelance Forum Board

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Missy Barrett, Vice President

2005 will mark Missy Barrett's 4th year as Vice President. Her area of expertise is the creative: conceptualization and execution of package design in broadcast and video production. Missy's enterprise, Watusi Design, is an award winning company with more than 20 years of experience in concept development for broadcast, video, commercials, interactive media, branding, logos, digital illustration, cd covers, film titles, art and creative direction.

Bobby Hickman, Treasurer

A freelance writer, Bobby produces articles for publications such as the *Atlanta Business Chronicle*, *Points North* and *Merger Market*. He also prepares newsletters, brochures, Web copy and various marketing communication vehicles for corporate clients. He has been a member of the Membership Committee since 2003 and served as the Freelance Forum's secretary and treasurer in 2004.

Sue Pearlman, Secretary

Sue (along with her sidekick, Toto) started Solutions in Toto, Inc., an Internet Strategy and Web Design company, in 2000. The sites they build reflect her many years of programming, design and project leadership in the lab at IBM and Fortis Family.

Throughout her career she has focused on designs people find intuitive, easy to use, with crystal clear navigation—a core strength for a Web company. Coupled with her passion for graphic design, she excels at

translating client desires into reality. "In toto" solutions range from simple brochure sites to database-driven (dynamic) pages, including catalogs, e-commerce, galleries and content management systems.

John Slemp, Member-at-Large

John's professional photography career started at the Portfolio Center in Atlanta, Georgia. Since 1992, he has enjoyed shooting both location and studio images for advertising, editorial and corporate clients. John is currently serving a three-year elected term on the American Society of Media Photographers' National Board. His passion for photography came full force while he served in the military in West Germany. This led to several award-winning images in the yearly US Army-Europe Photography Competition. John lives in Tucker with his wife, Marietta.

Tim Shannon, Member-at-Large

Tim began his freelance career in 1975 as a photojournalist in his home state of Ohio. After moving to Florida in 1981, he worked as a freelance "stringer" for *USA Today*. His wife's job transfer with IBM brought them to Atlanta in 1998. Following a brief stint as a director at a local publicity firm, he re-entered the freelance world the next year and now specializes in photography for corporate communications and PR/advertising agencies. A Freelance Forum member since 1999, Tim served as Programs Chair in 2003, and is returning for his second year as at-large board member in 2005.

**Happy Anniversary
Freelance Forum!**

BY LINDA MCCULLOUGH

Ten years ago, three Atlanta freelancers got together to discuss the market, business ideas, creative brainstorming, and offer support and assistance to each other. Three became 10; 10 became 30; and today, this group is your own Freelance Forum, with 157 members representing disciplines including writers, designers, illustrators, photographers, etc.

This spring we will celebrate the 10 year milestone with a blow out party for all current members! Stay tuned for specifics!

**WELCOME,
NEW MEMBERS**

Susan Drake, proofreader
Jackie Thornton, public relations

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**NEW
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NEW MEMBER LUNCHEON JANUARY 21

New members should check their mailboxes for an invitation to the New Member Luncheon at the Bridgetown Grill in Buckhead. The group will meet on January 21st, 11:30 am. Welcome!

FOLIO VOLUNTEERS

CO-EDITORS

Janina Edwards
404-288-5924
justwrite@mindspring.com

David Knope
770-390-0386
knope@mindspring.com

DESIGN

Janie Morgan
Claudia Arkush

PHOTOGRAPHY

John Slep
Steve Williams

CONTRIBUTING WRITERS

Kathy Couch
Karen Denovich
Laura Heck
Steven Knapp
Karin Koser
Michele Ryan

DIGITAL DISTRIBUTION

Steven Knapp
Jack Massa

FREELANCE FORUM LOGO DESIGN

Charissa Schultz

SPONSORS

CREATIVE KNOW-WHO

Sherra Bell
770-680-5807
www.creativeknow-who.com

NEW LONDON PRESS, INC.

Eric Rountree
770-442-1363
www.newlondonpress.com

Freelance Forum Road Show in Augusta



Left: **Bobby Hickman** and **Karen Denovich**, on the road for the Freelance Forum. Above: Bobby takes questions from the receptive audience.

BY BOBBY HICKMAN

The Freelance Forum presented its first “road show” this month when **Karen Denovich** and I addressed the Augusta Advertising Federation’s December 1 luncheon.

The AAF (www.augustaadfed.com), an affiliate of the American Advertising Federation, bills itself as “a network of marketing professionals which provides a forum for addressing current issues and recognizing, nurturing and developing advertising excellence in the Central Savannah River area.” Its membership includes the advertising, graphic design, marketing, public relations and media community in the Augusta area.

AAF President Mike Parsons, of Fairway Outdoor Advertising, invited us to speak about freelancing from two perspectives: that of a person thinking about freelancing and from someone considering hiring a freelancer.

I tackled the first topic, discussing how to conduct a freelance business, the lifestyle and many other topics. Karen shared helpful tips for clients who have not worked with freelancers before. I wrapped up the presentation by discussing ways the Freelance Forum might benefit the audience.

There were more than 35 attendees, including members and several Augusta freelancers invited for the event. We received a good variety of questions. Several attendees expressed an interest in membership, and some in hiring through the profiles on the Freelance Forum Web

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PRESIDENT'S CORNER



Happy New Year to all our friends at the Freelance Forum, Atlanta’s premier organization for creative freelancers! Hope everyone had happy and safe holidays. They say that luck is when preparation meets opportunity. As we begin a new year, it’s time to look ahead at how we can prepare for the opportunities to come. We have our tenth anniversary celebration in the spring. We’ll have our annual portfolio show, periodic seminars, and of course our very engaging monthly meetings. We’ve got projects in the works, such as the Sourcebook (our printed directory), on-going improvements to our website, membership events, and marketing committee promotions. All of these events and activities are only as dynamic as the people who plan and produce them. Consider this my personal invitation to you to find a comfortable niche in this myriad of opportunity, and enjoy the benefits of involvement. I know our new board and chairpersons are very excited about the year ahead. We welcome your enthusiasm and participation.

I have felt very lucky since joining the Freelance Forum. I am more focused and prepared than ever to meet the challenges of my business. And I have been busier than ever as well. I encourage each of you to get more involved and reap the benefits of our fine organization. I hope you’ll feel lucky as well. See you at the January 6th meeting!

Laura Heck

Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? Contact one of our *Folio* editors—Janina Edwards at justwrite@mindspring.com or 404-288-5924; or David Knope at knope@mindspring.com or 770-390-0386. We want to hear from you.

Freelance Forum Road Show

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site. So hopefully we will be able to help both our organizations and some of our members at the same time!

Afterwards, Karen and I joined a half-dozen AAF members and guests in a mini-portfolio

show. The format was based on the Freelance Forum's "Dog and Pony Show." Mike wrote afterwards that he felt it was one of the best AAF programs in 2004, and he hopes the Freelance Forum can participate in a similar program next year.

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.

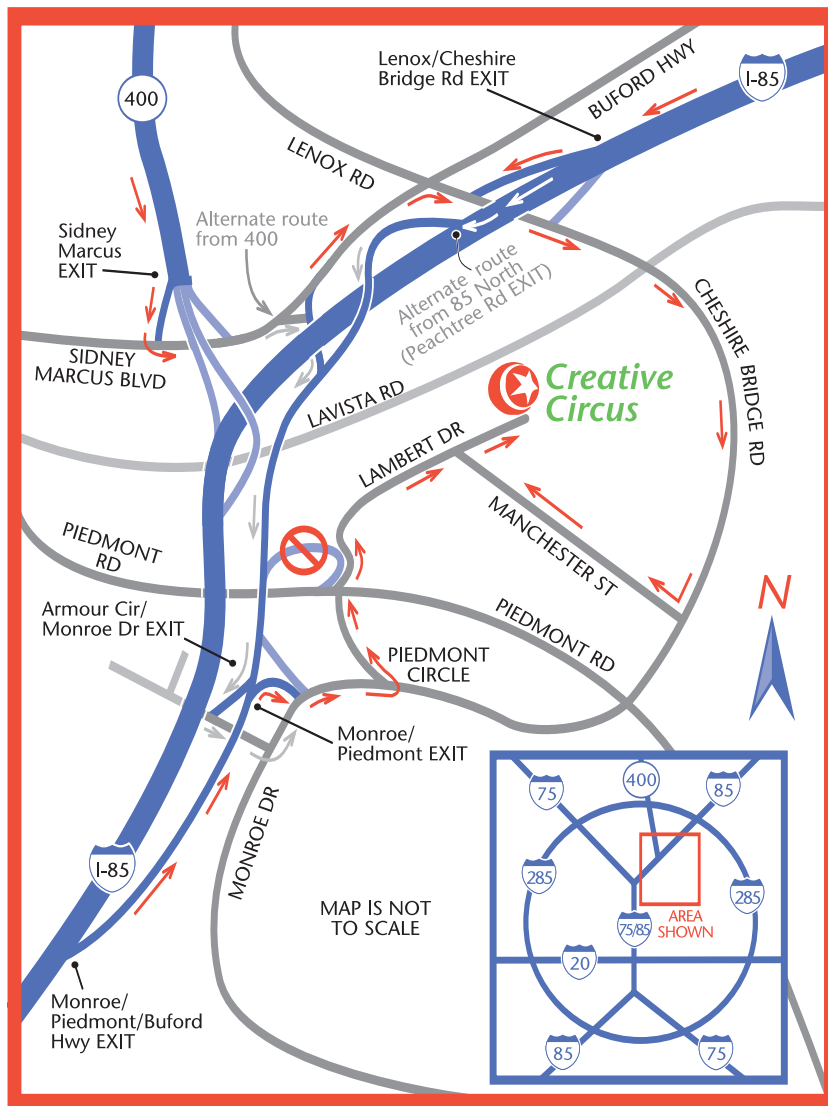
OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of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

WARNING! IF THERE'S BARKING, DON'T BE PARKING!

Sometimes the lot at Creative Circus is overflowing and you have to look elsewhere for a place to park. But whatever you do, don't park at Barking Hound. They tow, as several members have discovered.



Map: Janie Morgan