



## 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

# FREELANCE *folio*

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

THURSDAY, FEBRUARY 3rd MEETING

## TAX HELP 101—What freelancers need to know about taxes

BY KARIN PENDLEY KOSER

Just in time for tax season, tax professionals **Chet Burgess** and **Ben Bowen** will come to the rescue for Freelance Forum members and guests at our February program.

Chet Burgess is licensed by the Treasury Department to represent taxpayers before all administrative levels of the IRS. He is a member of the National Association of Tax Professionals and the National Association of Enrolled Agents. Chet's tax practice serves many clients who own S corporations and LLC's, including home-based businesses. His year-round services include tax preparation, planning, and representation of taxpayers.

Ben Bowen is the founder of Bowen Consulting Group and Ben Bowen III, C.P.A. He speaks frequently on business valuation and tax and estate planning. He has authored several courses for state and national trade associations, and is active with the Georgia Society of Certified Public Accountants. Chet and Ben will cover the gamut of self-employment tax issues, so bring your questions.

**WHEN:** February 3, 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**



10th Anniversary of the Freelance Forum

## Party in Paris on May 12th!

Save that date—Thursday, May 12th—for the Freelance Forum's 10th anniversary bash.

You won't want to miss the biggest, flashiest, most splendiferous special event in our entire history.

Members and invited guests only.

Details coming soon!



### GO TO THE SOURCE

Just click on  
**Find a Freelancer**  
at [freelanceforum.org](http://freelanceforum.org)  
to instantly connect  
with Atlanta's best  
creative talent.

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

**Meet the 2005  
Freelance Forum  
Board**

Photographed by John Slemp



**PRESIDENT**  
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Missy Barrett



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**MEMBER-AT-LARGE**  
Tim Shannon



**MEMBER-AT-LARGE**  
John Slemp

**Personal Job Leads  
ONLY, Please!**

One of our objectives as a professional organization is to help each other in the most fruitful method to build new business, such as providing each other with personal referrals and job leads.

There's nothing personal about a cold lead pulled off an Internet job board. Yet some of the leads we've been receiving lately seem to be from this source. Please don't submit these to the Freelance Forum leads function!

Our members can—and should be encouraged to—search and find these on their own. We cannot know if these jobs are still available nor how long they've been posted, hence, whether they're valid leads. It's also an unnecessary duplication of effort.

Thank you for your cooperation!

*Sue Pearlman, Leads Coordinator*

**Membership  
Committee . . .  
recruiting YOU**

Know how you can play an active role in the Membership Committee . . . without joining the committee? Recall your first Freelance Forum meeting—were you impressed by how friendly the group was? Well, now it's time to return the favor! At every meeting, we have guests, as well as brand new members. By introducing yourself to them and them to others, you're an automatic Ambassador. If you're more reserved, procure an "Ask Me About Membership" button. Folks will flock to you! Thanks for spreading the goodwill our organization offers.

**SUPPORT OUR SPONSORS**



**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.



## 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  
Susan Drake  
Karen Denovich  
Laura Heck  
Karin Koser  
Sue Pearlman  
Michele Ryan

### DIGITAL DISTRIBUTION

Steven Knapp  
Jack Massa

### FREELANCE FORUM LOGO DESIGN

Charissa Schultz

### SPONSORS

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www.newlondonpress.com

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## PRESIDENT'S CORNER

*Once in a while  
you get shown the light,  
in the strangest of places  
if you look at it right.*

—ROBERT HUNTER

This was my high school yearbook quote. Funny how it continues to come up from time to time. It came up again at our January meeting when the speakers reiterated that answers to their personality assessment tools are not right or wrong but indicate significant things about ourselves.

It came up when I created my fine art photography studies of Reflections in Water. I was testing a new camera by shooting the pond behind our apartment. When I got the photos back, I realized the reflections of the fall foliage were way more interesting than the tops of the photos. I found myself turning the photos upside down, and hearing that quote in my head.

It comes up periodically in freelancing as well. For instance, in the midst of an otherwise indefinite contract with a large soft drink concern, I realized that the corporate environment was not a good fit for me. This was a real turning point in my

freelance pursuits. Thus began the Heck Design Group.

So it goes with the Freelance Forum. Time and again, I find new light about my business and how I conduct it through our programs and my discussions with other members. During a branding program, while staring at one of five fingers on my worksheet—the uniqueness one—I realized that I needed to stop trying to be all things to all clients, and start focusing on what I do best—production art for ad agencies and businesses. I have been a lot busier since. And when I started volunteering with the group, I realized that the best way to get referrals is to get involved and set an example of who you are and what you do. I realized that if I volunteer in ways that I'm comfortable with—things that I'm good at—people who refer work are much better able to remember what I'm about. In my experience, my best-quality and longest-enduring clients have come from referrals and from situations where I demonstrated my expertise through volunteering and teaching.

We've got some great activities and events happening in 2005. We're celebrating our 10th Anniversary, we're upgrading our Web site, we're printing a membership directory, we're adding networking events and seminars, and, of course, we're continuing our tradition of engaging monthly programs. Find your niche and get involved; go to the monthly meetings. That light could be anywhere; you won't see it if you don't look . . . Hope to see you at the February 3rd meeting!

—Laura Heck

## WELCOME, NEW MEMBERS

**Margarette Burnette**, writer

**Carol Clark**, writer

**Robert Liphard**, public relations

**Jim Russell**, photographer

**Bobby Strickland**, writer

**Tom Whipple**, videographer



## MEMBERS IN THE NEWS

For the second year in a row, writer **Georgia Dzurica** is shamelessly soliciting congratulations on behalf of her guinea pig, Swanee. A photo of the comely cavy received honorable mention in the photo competition sponsored by *Critters USA 2005 Annual*, a magazine devoted to exotic pets. Another photo was included for the second year in the *Pet Piggies on Parade* calendar put out by a guinea pig Web site that had submissions from around the world. Swanee is Miss September.



Swanee salutes the Olympics

Photo by Georgia Dzurica

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](mailto:justwrite@mindspring.com) or 404-288-5924; or David Knope at [knope@mindspring.com](mailto:knope@mindspring.com) or 770-390-0386. We want to hear from you.

# 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:**

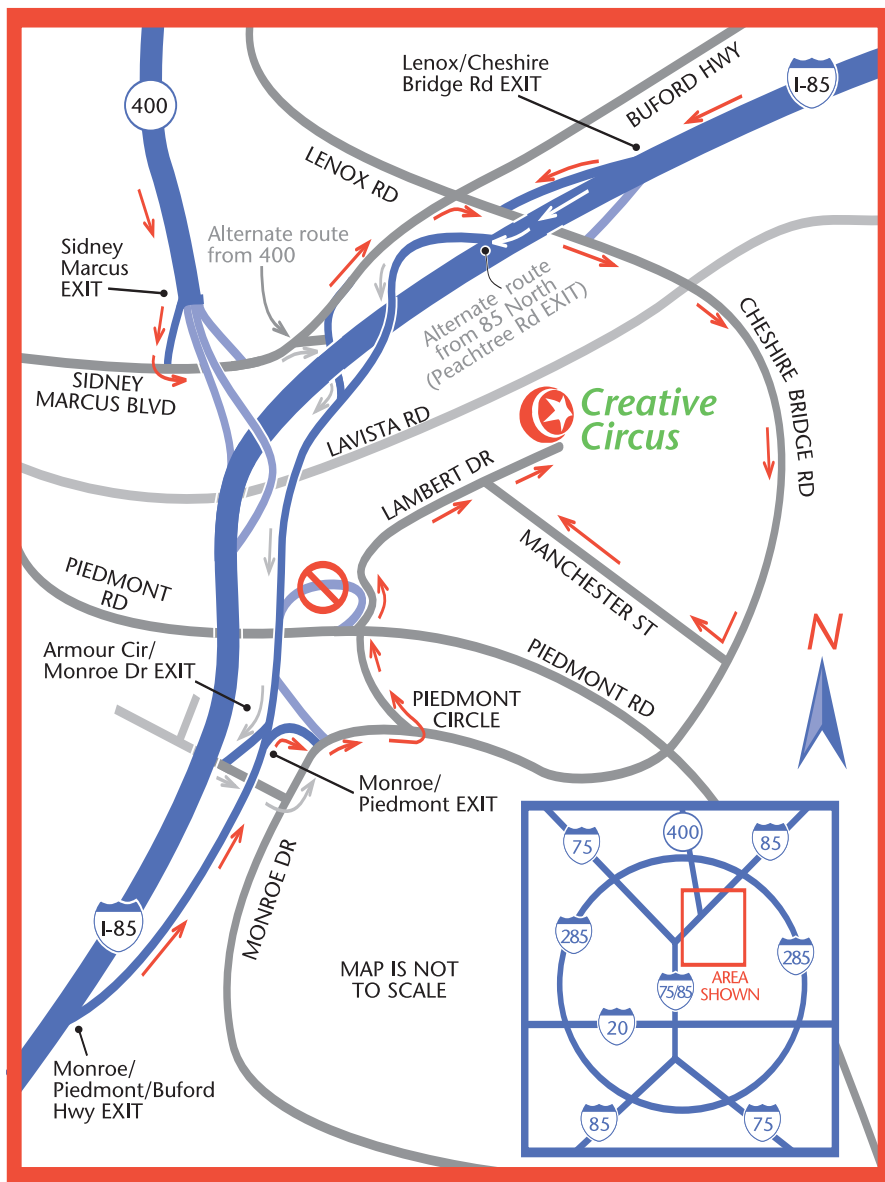
Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway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