



FREELANCE FORUM

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

Annual Membership Dues:

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

2005 EXECUTIVE BOARD

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

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

SECRETARY

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

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770-529-9189
bhickman@bellsouth.net

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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

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

THURSDAY, MARCH 3rd MEETING

DE-STRESS YOUR WORK LIFE: Take back the personal power you already own

BY KARIN PENDLEY KOSER

Don't underestimate the challenge of the freelance lifestyle. Sitting alone at our computers for hours or days on end can be very stressful. Isolation itself can be a cause of depression, anxiety and other maladies that can seriously impact our work and our health. Then there's the client who calls at the end of the day and wants a myriad of changes made to his or her project—before 8am the next morning. How do you handle it? Do you drop all your personal plans or routine to accommodate the client? Routine—what routine, you say?

Learn how to take back the personal power in your work life so that your stress levels are reduced and you achieve a better life balance. Join us for the March 3rd Freelance Forum program with personal life coach

Marlene Svoboda. Marlene made a career transition from the corporate world to the hands-on world of life coaching and, along the way, developed a life balance philosophy that has helped many self-employed clients. Following Marlene's talk, we will hear about how meditation can augment her tips. **Tom Haynes** of the Shambhala Meditation Center will discuss the use of meditation for lowering stress and conduct a guided meditation for those who wish to participate following the program.

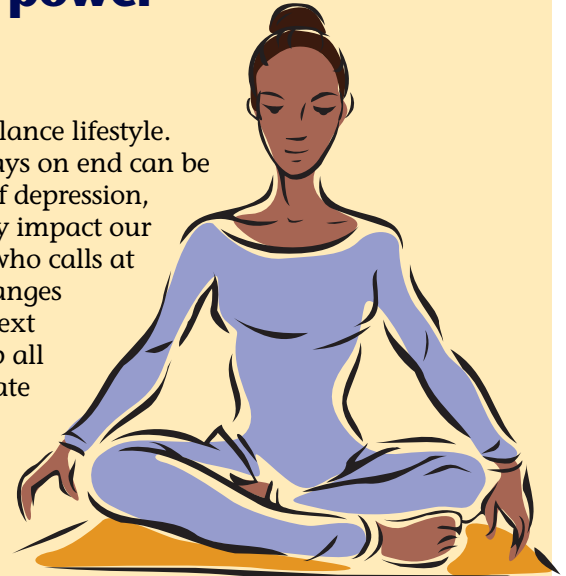
WHEN: March 3, 6:15-8:30 PM

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 FUN:

Private Party Stars Le Moulin Rouge and YOU

Ever fancied yourself strolling down the streets of Paris toward the Moulin Rouge? Well, imagine enjoying the ambience of that famed cabaret without leaving Atlanta! Le Moulin Rouge, a fabulous private party room in Midtown, is the place to be on Thursday, May 12th, for the Freelance Forum's big anniversary party.

Our organization has grown and thrived for a decade, and now it's time to celebrate—to say congratulations to the largest freelance creative organization in the Southeast. And to do it in style.

As a Freelance Forum member, you are invited to spend an evening dancing, noshing and mingling at the atmospheric Moulin Rouge in Atlanta's very own Paris on Ponce. You'll be treated to a luscious buffet, an open bar, entertainment and some of the liveliest conversation in the city. All you have to do is RSVP and show up, 'cause it's all free to members!

Watch for your email invitation to the Freelance Forum 10th Anniversary Party. Space is limited, so each member who wishes to attend must RSVP.

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

REFRESHMENTS

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

SPONSORSHIP

Ray Pelosi
404-377-4728
raypelosi@yahoo.com

WEB DEVELOPMENT

Lois Graham
770-939-8948
lois@grahamgraphics.com
Steven Knapp
770-434-2352
steve@knappcommunications.com

2005 Freelance Forum Sourcebook Coming in May

IMMEDIATE CALL FOR SOURCEBOOK ADS!

Want to receive a year's worth of foot-in-the-door exposure to thousands of Atlanta's creative buyers? Then hurry and submit your ad for the upcoming 10th anniversary edition of the **2005 Freelance Forum Sourcebook**—the premier freelance talent resource for Atlanta's creative industry.

After 10 years, the Freelance Forum's members-only Sourcebook has become a vital resource for buyers seeking creative talent in the Atlanta advertising and marketing community. Here's a great way to get ad prices you want, with exposure you deserve, all year long!

Don't wait until the last minute. Submit your ad today!

COMING SOON—Email Blast About All Sourcebook Opportunities

More details are coming directly to your email box about advertising possibilities and the cover art competition. Specs and samples will be attached.

If you've got questions, contact **Sandy Barth** at sandy@highprofilestudio.com (770-663-8327) or **Claudia Arkush** at CAgraphicdesign@aol.com (678-366-1857).



Your work could appear on this fabulous cover!

CALL FOR SUBMISSIONS—SOURCEBOOK COVER ART!

Have you ever wanted your work to appear on a cover? Now you can!

The cover of the upcoming 10th anniversary edition of the 2005 Freelance Forum Sourcebook will feature a montage of the most fabulous artwork from our members—and serious exposure for you!

Send us your smartest looking project, the award-winner, the one you show prospective clients first: photos, illustrations, graphic design. The Freelance Forum Board will review all submissions for consideration. Their final choices will appear on this year's Sourcebook cover.

If your work is chosen, you will be required to sign a legal release for it to appear on the cover. In addition, your name will appear in the credits of the Sourcebook. Positions are limited but, to be considered, you must submit your work. So do it today—and get some serious coverage for your work!

AD AND COVER ART SUBMISSION DEADLINE: MARCH 22, 2005

All ads will be printed in black and white, in the appropriate talent category.

Ad Rates & Sizes:

\$50	1/8 page
\$90	1/4 page
\$150	1/2 page
\$225	Full page

Ad Specs:

JPEGs or PDFs, 300 dpi minimum.
Set up as CMYK.

Cover Art Guidelines:

Send one to three samples of your best artwork, with or without type (no spec work).

It must be work you legally own or have permission to use.

Samples must be in PDF format.

Cover Art Specs:

No more than 3 PDFs, 300 dpi minimum.
Set up as CMYK.

Sales & Marketing Training Event Sponsored by SCORE

Monday, March 7th, 9am to 4pm, SCORE is hosting a sales and marketing training event on the Georgia Tech campus. For more information and details, go to www.scoreatlanta.org.

SCORE is a nonprofit organization which provides free and confidential small business counseling and training for small business owners (especially start-ups) under a grant from the U.S. Small Business Administration (SBA).

SCORE members are successful, retired business men and women who volunteer their time to assist aspiring entrepreneurs and small business owners. Their site is worth a visit even if you're not interested in the upcoming seminar.

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

Susan Drake
Laura Heck

Karin Koser
Sue Pearlman

Michele Ryan

DIGITAL DISTRIBUTION

Steven Knapp
Jack Massa

FREELANCE FORUM LOGO**DESIGN**

Charissa Schultz

SPONSORS**NEW LONDON PRESS, INC.**

Eric Rountree
770-442-1363

www.newlondonpress.com

ZENITH DESIGN GROUP, INC.

770-425-9474

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PRESIDENT'S CORNER



There's nothing like a referral. It's the best way to find a mechanic, a doctor and a client. As the mature professional collection of freelance creatives that we are, referrals should play a big role in our business.

Referrals are a two-way street. My best clients have come from referrals, clients with whom I've developed long-term relationships. And, when I make a successful referral to a client, the value to the client comes back to me. I have found that when the job is not the right fit, or when I'm unavailable, I generate more good will and potential future business by referring that client to another artist rather than just turning them down. I become a resource to them, in addition to being a production artist.

Of course my preference is to refer Freelance Forum members first. Since being a member, I have better identified my niche in the marketplace, and am not trying to be all things to all clients. Through my involvement with the group, I've identified members in various disciplines that I feel confident referring work to. My confidence comes from getting to know them through meetings, events and committees, as well as learning what their work looks like at our annual Members Portfolio Show.

This past week I got a call from a potential client who'd been referred to me by a designer I'd known from her previous company. I glossed over the phrase "heard you were a competent freelancer," although I thought it was odd. Turns out that recent experience with freelancers had created more work for them instead of easing their load. Since I was too booked to

accommodate them, I referred them to another Freelance Forum member. They were very hesitant to go with someone unknown. I convinced them that this freelancer was a person of quality and every bit an expert as I. Since I am hoping to get work from these folks in the future, it was important to have confidence in my referral, and I did.

Our association with this organization gives us extra credibility in a world where "freelance" can have negative connotations. The more we get involved and make these connections, the more we are positioned to give and receive referrals. And referrals mean more business. To reiterate my earlier point, my best clients have come from referrals.

Please keep this in mind as you enjoy the benefits of the Freelance Forum. When we call for creative submissions for upcoming organizational projects, when we ask for committee and event participation, and when we invite you to exhibit at the annual portfolio show, you have an opportunity to turn your involvement into referrals and, consequently, into business. Hope to see you at the March 3rd meeting!

—Laura Heck

WELCOME, NEW MEMBERS

Nancy Perry, proofreader

Catherine Wright, database developer

Monty Wyne, writer

IN MEMORIAM

Martha Denton Engle, an Atlanta freelance writer since the early 1980s, passed away on Sunday, February 13th, of liver cancer. She had joined the Freelance Forum last fall.

Martha was born in Kansas City, Kansas. She graduated from Lawrence University in Appleton, Wisconsin, and went on to earn a master's degree in film from Northwestern University.

She met her future husband, David, while playing charades at church six years ago. They had been married for only three months. Martha will be sadly missed by many.

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.

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:

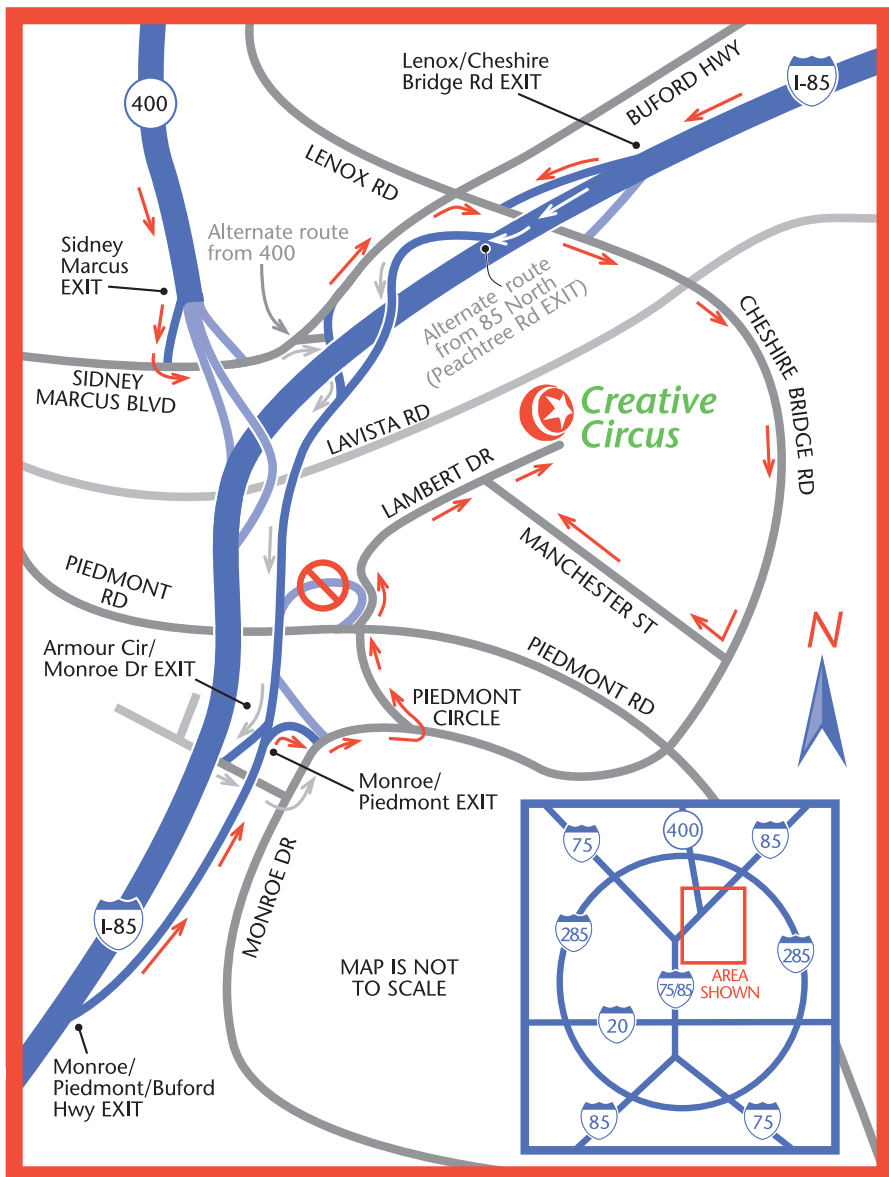
Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of the yellow highway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