



## FREELANCE FORUM 1995-2005

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

### Annual Membership Dues:

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

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# FREELANCE *folio*

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

THURSDAY, NOVEMBER 3RD MEETING

## Lose the Stress, Keep the Fun

BY IRENE PIERCE

Do you find that being a “solopreneur” is *thrilling*—but sometimes for the wrong reasons? If your answer is yes, our November Freelance Forum program will be of interest to you. We’re happy to present **Paul Johnson**, The World’s Only Professional Troublemaker™. He’s an expert at helping solopreneurs see around the blind spot that keeps them from breaking free from trouble and moving their business forward.

Paul’s unusual approach to being an entrepreneur allows him to help clients figure out how to:

- differentiate themselves and stand out in the marketplace
- keep the pipeline full of paid work
- manage all the details of running a one-person show

Paul will have some great ideas for how to have a thrilling business—for all the right reasons!

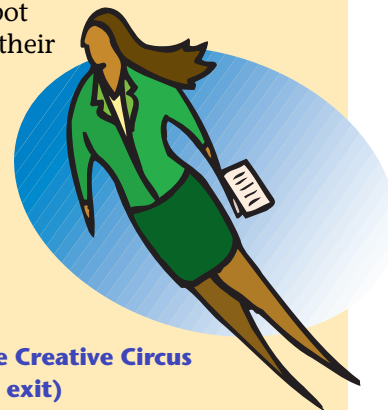
**WHEN:** November 3, 6:15–8:30 pm

**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**



## Ask Me About Membership

BY MICHELE RYAN & KAREN DENOVIK  
*Membership Committee Co-Chairs*

**A** guest at a monthly Freelance Forum meeting is very likely to hear about membership, even if he or she is speaking to a member that doesn’t belong to the membership committee or wear an “Ask Me About Membership” button! At just \$85 per year, membership in the Freelance Forum is one of the most effective marketing tools for creative professionals. An additional \$50 allows members to make their samples available online—a click away from a potential client.

The membership committee continues to provide a variety of value-added services, including:

### • **Welcome/Mentoring program.**

Committee members provide new members with a New Member Packet containing numerous articles and informative inserts to assist in building and maintaining a successful business. They also make introduction courtesy calls.

• **New Member Lunches.** Held the third Thursday every other month, this event gives new members the opportunity to ask questions in a small group setting. The next one will be November 17 from 11:30 am to 1 pm at Bridgetown Grill in Buckhead. All new members are invited, but we also enjoy having “veterans” on hand from a variety of disciplines.

### • **Strictly Networking Events.**

Networking opportunities around the fourth Wednesday of every month. We rotate to various locations throughout the city so everyone can attend an event close to home. Check the newsletter and keep your ears open for the location of the next networking event.

The Membership Committee relies on ALL of our members to be our ambassadors. Grab a stack of referral cards from the membership check-in table. When you meet other freelancers, invite them to a meeting and give them a card (50% off the guest fee). Tell them what a great group we are!

### 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)

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## October Meeting Recap

# Members Portfolio Show

BY JANINA EDWARDS

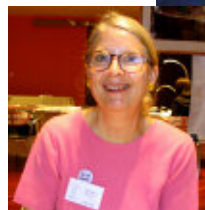
On October 6 the Freelance Forum held its annual Member Portfolio Show. The evening was a great opportunity to do what we do best—show our creativity. Modesty took a back seat as members shared a little bit of themselves and their work with each other and potential clients. The full range of professions represented by Freelance Forum members was displayed.

The evening was capped off with a brief ceremony acknowledging the contributions of those who helped to get the Portfolio Show going and up on its feet this year. Some lucky members received door prizes—gift certificates from Office Depot and theater tickets, to name just a few things.

Those who participated in the tour of the host facility, the Savannah College of Art & Design, were treated to a feast for the eyes as the interior design of the school was revealed. The open classroom setting, well stocked supplies and state-of-the-art technology were enviable, along with the cool sleek building layout, furnishings and general ambience.

All in all, the Member Portfolio Show was a resounding success and a lot of fun!

*From top:* Honey Rubin gives David Lawrence a few pointers on freelancing (and life). Jennifer Medina and Treasurer Bobby Hickman talk (eat and drink) over their work. President Laura Heck and Vice President Missy Barrett give out door prizes. Treasurer Bobby Hickman checks in with Sue Pearlman and Ronelle Genser. Georgia Dzurica says "it's all good" about the 2005 Member Show. Ray Pelosi and Charissa Schultz share freelancing war stories.



photos by Jan Stittleburg and Steven Knapp

## Freelance Forum Helps Katrina Evacuee

BY MICHELLE RYAN

A recent membership inquiry started out similar to many others . . . a potential new member relocated from another part of the country and based upon a referral wanted to join the Freelance Forum. A very common scenario, considering Atlanta is home to people from around the globe and many join as a result of referrals.

The uncommon factor was that **Mark Andresen** worked as an art director and designer in New Orleans for 18 years and now considers himself a "refugee in Atlanta." This Katrina survivor spoke of a stressful evacuation, wreckage that is no joke, as well as people getting pushed around and businesses ruined.

Mark lived in Atlanta twenty years ago and

was art director of Atlanta Magazine. He said, "This is like fast forwarding into the 22nd Century for us." The next challenge is getting to know the Atlanta market. The Freelance Forum will be one of Mark's many resources.

Mark is looking forward to being a part of the Freelance Forum. "I want to plug into the city and become self-sufficient again." It will be a long road to independence. The Freelance Forum, however, is making that road a slightly less bumpy one.

The board granted Mark a free membership to help him get resettled. "He expects to join us at the November meeting," said President Laura Heck. "Please look for him and extend your fellowship."

## TIDBITS

**Great News:** Members can now renew online with a credit card via PayPal.

**The Marketing committee** is looking for volunteers. Please contact Paul Glickstein, 404-329-0206 or [paulglick@mindspring.com](mailto:paulglick@mindspring.com), for more information.

**And...** Have you noticed the slick new skin on the Freelance Forum website? Check it out at

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

## FOLIO VOLUNTEERS

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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.

## PRESIDENT'S CORNER



**H**ope you joined us for our Members Portfolio Show last month at the new Midtown Atlanta campus of the Savannah College of Art and Design. It was a wonderful evening in an inspiring atmosphere, and an excellent chance to get to know each other better and meet some prospective clients. The food by You Should Eat and drink were fabulous and plentiful. Those who took the tour of SCAD got an extra treat.

As always, an evening like this requires the dedication of our member volunteers, and so we have many to thank. Special thanks to our Programs Chair **Irene Pierce** for her attention to detail in coordinating the evening. Thanks to **Tim Shannon** for handling the exhibitor reservations. Special thanks to **Wendy O'Brien** again this year for arranging our exhibitor space and handling the catering and table details. Many thanks to **Georgia Dzurica** for coordinating the set-up and clean-up volunteers again this year. Thanks also to **Sue Pearlman** and **Ronelle Genser** for handling the check-in desk and helping exhibitors find their spaces. Thanks to **Jan Stittleburg** for taking photos of the evening. Thanks to **Ray Pelosi** for bringing the soft drinks, and to **Steve Knapp** for that giant bottle of wine. And a super-special thanks to **Bobby Hickman** for bringing the beer and wine, and the gas-card door prizes! Speaking of door prizes, we had a couple of members donate extra prizes for the evening, so thanks to **Janina Edwards** for her theatre tickets prize, and to **Pam Adams** for her three door prizes. And then there's the crew . . . many, many thanks to the many, many hands that helped – among them: **Missy Barrett, Bill Burns, Patrick Carlson, Chris Chudek, Mark Escher, Lois and Philip Graham, Bill Kelley, Steve Knapp, David Knope,**

**Steve Marshall, Ray Pelosi, Irene Pierce, Joe Price, John Slemp, Jerry Silvestrini, Jame Riley, Marcia Romanuck, Honey Rubin, Stan Schnitzer, Mike Sellers, Robin Sherman, Deborah Simon, Jan Stittleburg, and Philip Vullo.** Thanks to all these wonderful members who helped make the evening special and successful. Next time you see these folks at a meeting, please show your appreciation—they're all volunteers!

Our November meeting will feature **Paul Johnson**, who will present tips for solopreneurs. Paul's unusual approach to being an entrepreneur includes how to differentiate ourselves and manage all the details of running a one-person show. In other words, how to be a successful solopreneur—not an *entre-manure* (like my ex-brother-in-law, Durwood). Our common ground as creatives makes our business challenges unique, and that's why the business development programs at our monthly meetings are such a great benefit to our members. Hope to see you there!

—Laura Heck

**WELCOME, NEW MEMBERS**

Mark Andresen, illustrator

**SUPPORT OUR SPONSORS**



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## 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.



# DIRECTIONS TO CREATIVE CIRCUS

## REMINDER: No More Slippin' In the Back

For security reasons, Creative Circus has asked that we enter and leave the school through the Main Entrance only.

Thanks for respecting the wishes of our generous host!

**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.

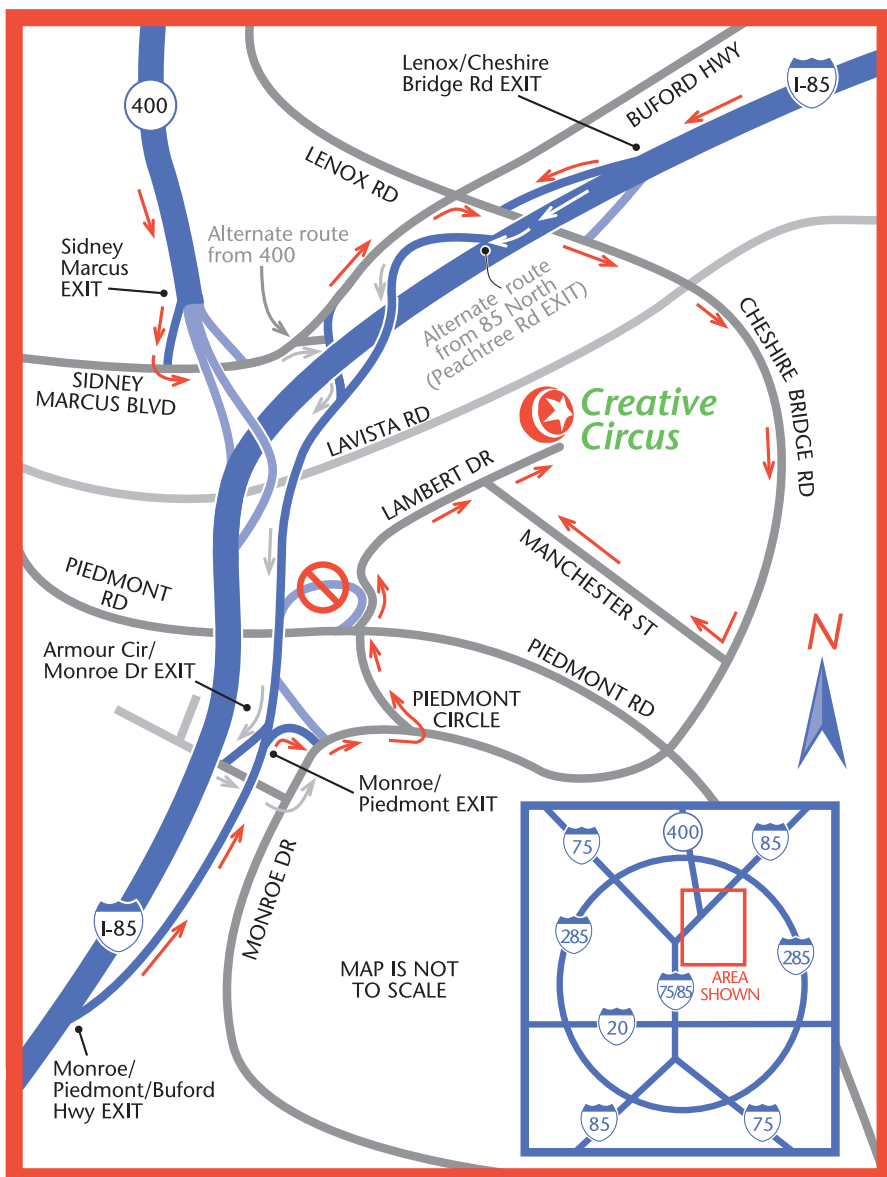
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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