



FREELANCE FORUM 1995-2005

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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
DECEMBER 2005

THURSDAY, DECEMBER 1ST MEETING

Small Talk: Working With Other Small Businesses

BY IRENE PIERCE

Did you know that—according to *Inc. Magazine*—Atlanta is the number one city in the country for entrepreneurs? There are a LOT of small companies in the city and they represent a huge market for freelance creatives. But they are definitely a different animal than the large corporate marketing departments some of us are more accustomed to.

Join us at the December meeting on Thursday, December 1, at 6:15 pm to learn more about this market and how to have successful engagements with small companies. We'll have a panel of various creatives—fellow Freelance Forum members—who know how to avoid the pitfalls of working with small companies. They'll talk about how to educate small companies on the value of marketing and hiring professional creative help. They'll provide insight on how we can teach them to be strategic about their marketing. And they'll give us tips on how to structure the deal with a small company.

So don't miss the December meeting. You'll be ready the next time a tiny start up looks to you for marketing guidance.

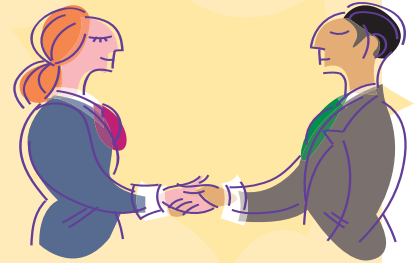
WHEN: December 1, 6:15-8:30 pm

WHERE: The Creative Circus

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

ADMISSION: FREE for Members/Guests \$15

SEE LAST PAGE FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



November Meeting Recap

Are You Trying to Make Trouble?

BY CHRISTIN WHITTINGTON

Our November 3rd Freelance Forum speaker started his career of making trouble at age four, creating a “meltdown” in a neighbor's garage. Most of us would try to put such an episode behind us, but Paul Johnson of Shortcuts to Results has capitalized on it, billing himself as the World's Only Professional Trouble Maker™. Of course, getting out of trouble is also important, and Paul shared with us how much easier it is to get things done if you're willing to make mistakes and learn from them.

And laugh at yourself. Paul led an interactive exercise in which we worked in teams to determine: What color was the magic marker? What part of his body did Paul color by mistake? How did he disguise it at the next day's company picnic? (The

answer, Paul said, is nowhere near as imaginative as what the audience came up with.)

The tips that Paul teaches corporate audiences also work for freelancers. If you're stuck in a situation that isn't changing, or facing a daunting challenge, don't be afraid to mess up. Ask yourself the “Triple Yes”:

- Did I go for it?
- Did I learn from the experience?
- Am I better now for having done it?

If you can answer “yes” to all three questions, you're on your way to becoming what Paul calls a Trouble Breaker. You may even become a role model for change-averse clients.

Paul Johnson talks about troublemaking and trouble breaking on his website, www.troublebreaker.com.

GO TO THE SOURCE

Just click on
Find a Freelancer
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Testimonial: It's not a leads group, but....

BY AYANA GLAZE

The Freelance Forum is a great place to find a new start.

I'm a member of a number of writer listserves. One thread in particular struck a chord with me. The thread was sent by a veteran technical communicator who voiced his concerns over the fact that many of us were advising a newcomer to join local writers' groups and other professional organizations. He based his argument on the fact that our professional organizations were a bad source for finding work and referrals, because we are competitors. As I read his argument, I thought, "I'm proof of

how wrong he is."

I began my career as a freelance writer in 2001 during the .com crash. I crashed with it. I struggled for years trying to make this writing thing work. No matter how much I networked with people I thought needed my services, I came up short. That is until April of this year when I was saved from giving up on my writing career.

In April, I followed up with a Freelance Forum member working on the 10-year anniversary party. I wanted to make sure it wasn't too late to add a guest to my RSVP. The Freelance Forum member replied with

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REFLECTIONS PHOTOGRAPHY ON DISPLAY IN NORCROSS



Laura Heck will be showing her *Reflections in Water* fine art photography at the Northern Star Coffeehouse this December and January. The series features fall foliage reflections styled like impressionist paintings by the wind and the light. "The craft is being in the right place at the right time," says Heck. The show will feature over 20 reflections photographs. The coffeehouse also serves wine

and desserts, and is located in Historic Norcross across from the railroad depot-turned-restaurant. For more information, contact Laura at Laura@Heckdesigngroup.com, or www.northernstarcoffeehouse.com for coffeehouse hours and information.

STAYING WELL-CONNECTED WORKS!

At our November 3 general meeting, longtime member and former president **Linda McCulloch** presented a list of fellow members she had brought in on projects or referred to clients or prospects. In an eloquent testimonial to the power of referrals, she read all 26 names, standing with members who were in attendance.



Shown left to right: Bobby Hickman, Barbara Wilkes, Janie Morgan, Laura Heck, Jay Montgomery, Jack Massa, Linda McCulloch, Tim Shannon, Kathy Couch, Jon Lee Andersen, Claudia Arkush and Paul Glickstein.

Not shown: Bonnie Buckner-Reavis, Georgia Dzurica, Brad Field, George Foster, Steve Heckler, Steve Knapp, Karin Koser, Debra Mercaldo, Perry Mitchell, Greg Mooney, John Nelson, Helga Ojinmah, Jame Riley, Charissa Schultz and Sharon Wasserman. *photo by John Slemp*



JUDGING FOR KANSAS CITY

Freelance Forum members Paul Glickstein, Linda McCulloch and John Slemp (left to right) helped judge an awards competition for a group similar to ours, the Kansas City Freelance Network. *photo by John Slemp*

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Design Enhancements Give Website A Creative Edge

BY AYANA GLAZE

The Freelance Forum's sporting a new look online thanks to a makeover courtesy of forum sponsor **Bonnie Reavis** of the Zenith Design Group.

"It was time for a makeover," said web committee chair Steve Knapp. "We're a group of marketing creatives, so our site has to reflect well on the organization and its members."

Knapp said Reavis was receptive to the committee's objectives for the site and offered great ideas for making the site more effective.

Reavis' first job was to design a more compelling site for creatives and those seeking them. Another important task was creating a design and navigational structure that would not hinder future site enhancements.

"We needed a design that would not compete with members' portfolio pieces," said Reavis. "The site also needed to convey

the depth of the organization's offerings and member benefits."

Positive member feedback is proof that the new design came right on time. New features include increased design flexibility, a cleaner and more corporate look, and improved navigation.

"The new site enhancements will mean more members, more creative buyers and more sponsors," Reavis said.

"This website is a great resource for visitors to learn about our organization," said Knapp. "It's a way for everyone to stay connected and current, especially members who have difficulty attending meetings."

In the future, look for a password-protected members-only section, a revamped Find a Freelancer service, and search engine optimized copy from Stacy Williams of Prominent Placement and Freelance Forum member Perry Mitchell.

In Remembrance: Craig Morgan

BY PAUL GLICKSTEIN

We're sad to report that long-time member **Janie Morgan**, graphic designer and production specialist, lost her beloved husband Craig unexpectedly of natural causes on November 13. A Ringling School of Art graduate and retired graphic artist, Craig was well known in the advertising community for his skilled executions and among his family, friends and colleagues for his equally skilled and mischievous humor. Janie and Craig were married for nearly 35 years. Cited for her years of work producing this publication, Janie was recently honored as the 2005 recipient of the Freelance Forum



Founders' Award.

To contact Janie, please refer to her listing on our web site or in the Freelance Forum Sourcebook. The family requests that in lieu of flowers, donations be sent to Paws Atlanta, 5287 Covington Hwy., Decatur 30035 (www.pawsatlanta.org) or to the Sierra Club, 1401 Peachtree St. NE, Suite 345,

Atlanta 30309 (www.sierraclub.org). A memorial service has been scheduled for Sunday, Dec. 4 at 3:30 p.m. at A.S. Turner & Sons Funeral Home, 2773 N. Decatur Rd. (located just east of DeKalb Medical Center). Visitation will begin that day at 2:30 p.m.

Testimonial *continued from page 2*

his approval, and then asked me if I had any technical writing experience. I responded with a summary of my experience. He forwarded the name and contact information of Jeffrey Shoap with Shoap Technical Services. The project was a four-week gig that turned into a three-month gig at BellSouth building an online help system.

In 2004, I promised myself I'd do things differently than I had before. One of those promises was to join the Freelance Forum

and to start to network with like-minded professionals. It's the best thing I ever did. Had I not committed myself to the change, I never would have met Freelance Forum member Ron Kissiah, I never would have ended up at BellSouth, I never would have realized my niche as a technical writer, and I wouldn't be writing today.

It's not a leads group, but the Freelance Forum is a professional association of supportive competitors who can lead you to a new beginning. Joining the Freelance Forum has been my best business decision yet.

PRESIDENT'S CORNER



As 2005 draws to a close, it's time to reflect on the year, give thanks to all who made it happen, and look ahead. It's been a rare privilege to serve you as president, and I am very grateful to our fine board of directors, chairpersons, and volunteers for a great year.

We celebrated our 10th Anniversary in 2005 with a fantastic party to mark the occasion. We also published a new Sourcebook, updated our website, held our annual Members Portfolio Show, sent a direct mail/database-building campaign, presented a Founder's Award for volunteerism, provided judges for another freelance group's awards, got a write-up in Create Magazine, published monthly newsletters, and hosted monthly programs. All fueled by volunteers.

The value of our organization is exceeded only by the fine quality of its people. The remarkable labors of love that drove us through our accomplishments this year were awe-inspiring to witness. Consequently, many heartfelt thanks are in order. Beginning with our board of directors, Vice-President **Missy Barrett**, Treasurer **Bobby Hickman**, Secretary **Sue Pearlman**, and Members-at-large **Tim Shannon** and **John Slemp** – thanks for your commitment, your thoughtfulness, and all the many, many details you handled with humor and grace.

Thanks to all of our committee chairpersons for their commitment and supreme volunteerism: **Irene Pierce**, Programs; **Steve Knapp**, Web; **Debra Mercaldo**, Marketing; **Michele Ryan** and **Karen Denovich**, Membership; **Ray Pelosi**, Refreshments; **Janie Morgan**, **Janina Edwards** and **David Knope**, Newsletter; **Lois Graham**, Sponsorship; **Kathy Couch** and **Linda McCulloch**, 10th Anniversary; **Sandy Barth**, Sourcebook; **Paul Glickstein** and **Dan Friedman**, Hospitality. Other members whose contributions were

invaluable: **Claudia Arkush**, **Susan Drake**, **Georgia Dzurica**, **Ronelle Genser**, **Richard Grimsley**, **Bradley Jacobsen**, **Kathy Kirkland**, **Ron Kissiah**, **David Lawrence**, **Steve Marshall**, **Jack Massa**, **Jay Montgomery**, **Helga Ojinmah**, **Wendy O'Brien**, **Jamie Riley**, **Honey Rubin**, **Kathleen Saal**, **Charissa Schultz**, **Polly Wade**, and **Barbara Wilkes**.

Please help me welcome our new board of directors for 2006: **Bobby Hickman**, President; **Jerry Silvestrini**, Vice-President; **David Knope**, Treasurer; **Jan Stittleburg**, Secretary; and **Charissa Schultz**, Member-at-large. Let's also welcome **Polly Wade**, Programs; **Steve Knapp**, Web; **Irene Pierce**, Marketing; **Ray Pelosi**, Membership; **Claudia Arkush**, Refreshments; **Janie Morgan**, **Janina Edwards** and **Christin Whittington**, Newsletter. I'll be serving as Past President and Sourcebook chair. Please support these members as they serve to continue the traditions and innovations of our fine organization.

Finally, thanks to the many volunteers all year who contributed in some way to our meetings, events and projects. Your presence is what truly makes the Freelance Forum Atlanta's premier organization for freelance creative professionals.

–Laura Heck

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, for more information.

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 Christin Whittington at cwhittington@mindspring.com or 404-406-5204. We want to hear from you.

SUPPORT OUR SPONSORS



WELCOME, NEW MEMBERS

Jeff Craven, The Write Guy, LLC
Writer

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.

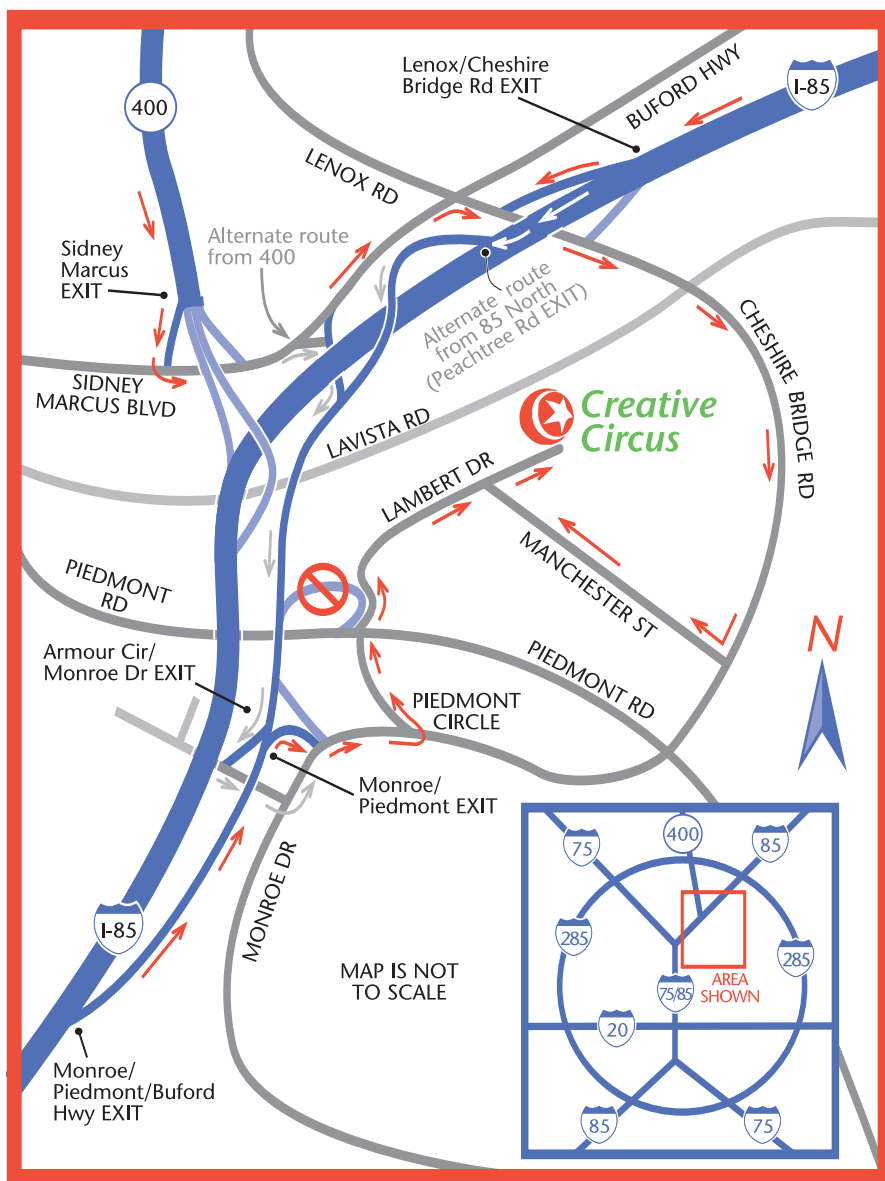
OR: Take the Peachtree Rd exit (Exit 88) onto the access road. Take the first exit (Armour/ Monroe). At the end of the ramp go left to the next light and turn left onto Monroe. Turn left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right of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

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