FREELANCE folio

E-NEWS FOR MEMBERS & FRIENDS of THE FREELANCE FORUM

JANUARY 2006

10th ANNIVERSARY

FREELANCE FORUM
1995–2005

PO Box 250024
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www.freelanceforum.org

Annual Membership Dues:
Individual – $85
Couples/Partners – $150
Student – $60

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*THURSDAY, JANUARY 12TH MEETING**

New Year's Resolution: PRIORITIZE!

Greet 2006 with a pledge to do it right

BY POLLY WADE

Do you find that the turning of the calendar at the beginning of each year finds you in a panic about what to do, and how to do it, when it comes to the business of freelancing? Many of us have trouble setting realistic expectations for our businesses when a new year begins. How should I plan for the year? Where should I focus my energies? Join us at the January meeting and get practical advice from staff educators at the Small Business Administration. They'll provide real-world tips on how to get your business on track for the year, giving you the best possible chance to achieve your goals. Past programs from the SBA have been well-received by our members, so don't miss out on this opportunity!

SEE PAGE 3 FOR DETAILED MAP AND DIRECTIONS TO THE ART INSTITUTE OF ATLANTA

***JANUARY MEETING VENUE AND DATE CHANGE**

THE JANUARY MEETING OF THE FREELANCE FORUM WILL TAKE PLACE ON

THURSDAY, JANUARY 12
6:15 –8:30 PM

AT
ART INSTITUTE OF ATLANTA
6600 Peachtree Dunwoody Rd, #100, Atlanta, GA 30328

ADMISSION:
MEMBERS: FREE
GUESTS: $15

DECEMBER MEETING RECAP

BY JANINA EDWARDS

At December's meeting **Peter Bowerman, Debra Mercaldo, Bobby Hickman, Jame Riley, Jon Lee Anderson,** and **Tim Shannon** shared their experience of marketing to and working with small businesses. Their clear message: the key marketing tools for small businesses are referrals and networking. Stay in contact with your pool of prospective clients. Demonstrate good work ethics and great product with all your clients and eventually your marketing efforts will probably pay off. Debra Mercaldo emphasized once a small business decides to use you, "they want you and they want you now".

The small business market is very broad and well worth investigating. Small businesses are those with less than 500 employees. Year end revenue may be $10,000 or $10,000,000 or more. Small firms represent 99.9 % of the total 24.7 million businesses in the United States. (Small Business Administration)

Peter Bowerman's success is built on mutually supportive relationships with other creatives. He added that many small companies with little or no marketing materials suddenly realize old methods and materials just won't work when they want to expand. They need the whole package, brochures, website, sale sheets . . . the works. That is a great opportunity.

Bobby Hickman encouraged creatives to be generous with their referrals. Eventually that act will come back to you. The client will remember your professionalism and willingness to help.

However you define small businesses, the best way to reach them is the most accessible—networking, referrals, and good product.

GUEST FEE INCREASE

STARTING IN JANUARY THE GUEST FEE IS GOING UP TO $15 PER PERSON.

GO TO THE SOURCE

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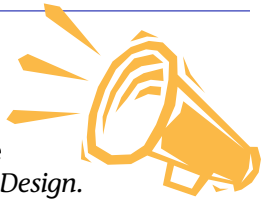
Strictly Networking

Come out to the next Strictly Networking meeting, Wednesday, January 24, 7–9:30 pm at the Morning Star Coffee House, off Jimmy Carter Blvd. in the historic district of Norcross. Past Freelance Forum President **Laura Heck's** photos will be on exhibit. Location info is on their website, at ***www.morningstarcoffeehouse.com***

New Member Luncheon

Meet our new members at the next New Member Luncheon, Thursday, January 19, 11:30 am–1 pm at the Buckhead Bridgetown Grill, 3316 Piedmont Road, Atlanta, 30305 (404-266-1500). Everyone's invited!

MEMBER IN THE SPOTLIGHT



Georgia Dzurica has written an article for the January issue of *Interior Design.* It discusses the home of music and film producer Dallas Austin, who penned "The ATL," Atlanta's new theme song. The house was designed by Architropolis, the hot firm in Portland that remodeled Lenny Kravitz's home in Miami.

WELCOME, NEW MEMBERS

Rob Andres, web developer
Keith Bishop, art director
Karen Dean, writer
Jack L. Ricketson, art director
Debra Wolf, writer

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PRESIDENT'S CORNER

If you look forward to New Year's as a time to ring out the old and ring in the new, you're in the right place. There's plenty of change afoot in the Freelance Forum this month—and not all of it is within our control!

Let's start with our January meeting. If you show up on the first Thursday of the month at the Creative Circus, you'll be in for an unpleasant surprise. The heavy rains in mid-December damaged the auditorium where we usually meet, so we're forced to move our meeting to another venue. The January meeting will be held at the Art Institute of Atlanta (see page 3 for directions). We'll be back at Creative Circus for our regular meeting February 2nd.

Secondly, we'll be meeting on the *second* Thursday of the month—January 12th—rather than the first Thursday. The board decided it would be best to delay this meeting a week to make sure everyone had recovered from the holidays. So, we actually lucked out—that gave us an extra week to line up another meeting spot.

And speaking of meetings: this is the month that the guest fee increases to $15. And if you've given out one of our business cards with the half-price admission, those guests will be paying only $7.50 to visit. I believe we can all agree that even at $15, the combination of great programs, food and camaraderie is still a bargain! (And hopefully this will make it a little easier to convert some of our guests into members.)

–Bobby Hickman

SYMPATHY FOR FREELANCE FORUM MEMBERS

Our sympathies to two Freelance Forum past presidents who lost members of their families in December. Joy Heck, mother-in-law of **Laura Heck,** passed away early in the month, as did Dorothy (Dottie) Gaston, mother of longtime member **Michael Gaston** and mother-in-law of former president **Linda McCulloch,** a few days later.

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Got an item or suggestion for the *Folio*? Have you won an award, landed a new acccount, had a baby? Contact one of our *Folio* editors:

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We want to hear from you.

DIRECTIONS TO THE ART INSTITUTE OF ATLANTA

FROM I-20 EAST– Traveling east on I-20, take the I-285 bypass north, exit number 51B, towards Chattanooga/Greenville. Next, take the GA-400 north exit, exit number 27, towards Atlanta/Dahlonega. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-20 WEST– Traveling west on I-20, take the I-285 bypass north, exit number 67B, towards Greenville/Chattanooga. Next, take the GA-400 north exit, exit number 27, towards Atlanta/Dahlonega. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM GA 400 NORTH– Traveling north on GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM GA 400 SOUTH– Traveling south on GA 400, take exit 5 and turn left onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-85 NORTH– Traveling north on I-85, take the GA-400 bypass north, exit number 87. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-85 SOUTH– Traveling south on I-85, take the I-285 bypass west, exit number 95A, towards Chattanooga/Birmingham. Next, take the GA-400 north exit, exit number 27, towards Atlanta/Dahlonega. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-75 NORTH– Traveling north on I-75, continue through downtown Atlanta and take the I-85 north exit, exit number 251, on the left towards Greenville. Next, take the GA-400 north exit, exit number 87. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-75 SOUTH– Traveling south on I-75, take the I-285 bypass east, exit number 259A, towards Greenville/Augusta. Next, take the GA-400 north exit, exit number 27, towards Atlanta/Dahlonega. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

FROM I-285 EAST OR WEST– Traveling on I-285, take the GA-400 north exit, exit number 27, towards Atlanta/Dahlonega. Off of GA 400, take exit 5A and bear right onto Abernathy Road. Turn left at the second light, Peachtree Dunwoody Road. Continue on Peachtree Dunwoody Road through the first light. Take the next left into the Embassy Row complex. The Art Institute of Atlanta is the first building on the left.

BY MARTA– Take MARTA rail north one stop past the Dunwoody station to Sandy Springs and follow signs to the pedestrian tunnel under Abernathy Road. Turn right out of the tunnel entrance and walk a half block to the corner of Peachtree Dunwoody Road. Turn right and walk two blocks north to the Embassy Row complex, on the left. The Art Institute of Atlanta is the first building on the left.