



F R E E L A N C E

folio

E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
MARCH 2006

FREELANCE FORUM

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, MARCH 2ND MEETING

Create the Time You Need for the Life You Want

BY POLLY WADE

Do you ever feel so overwhelmed that you can't think straight? Do you often say, "There's got to be a better way?" Well, there is. Let veteran professional organizer, project manager and computer trainer **Peggy Duncan** show you how to set goals, look at how you do things, and figure out a better way to get things done. If your contact management system is a wad of business cards stuffed in a drawer, Peggy will share insights on how to create a system that works. For a little change of pace, this program will focus on YOUR issues by expanding the Q&A portion of the program. So come armed with questions and get answers that bring immediate benefits to your business.

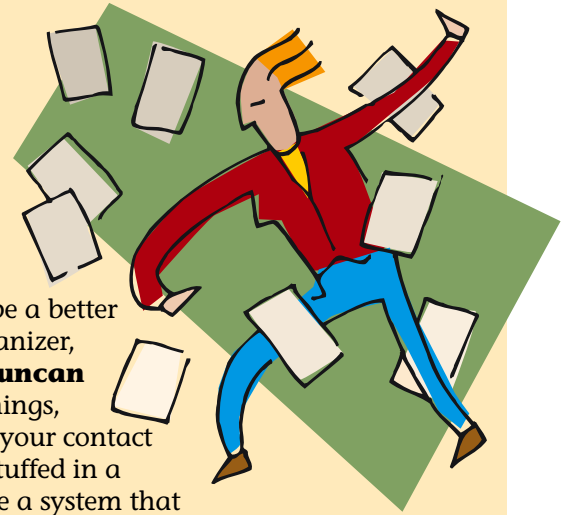
WHEN: March 2, 6:15-8:30 pm

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



2006 Sourcebook Call for Entries

BY LAURA HECK

Freelance Forum members are invited to submit designs for the upcoming 2006 Sourcebook: the inside and outside cover pages. You may submit designs for either or both pages. If your design is chosen, you will be credited in both the Sourcebook and the newsletter. **The deadline for both submissions is February 28.**

We got great feedback on the size of the book last year, so please design for a 7" x 11" page size. Cover designs should be full color; Directory pages should be black and white. You can submit your designs in PDF format to sourcebook@freelanceforum.org.

Please make sure your online profile is updated by March 15, since your directory listing will be pulled from it. For more information or to get involved, please contact **Laura Heck** at 770-814-8984 or Heckdesigngroup@bellsouth.net.

UPCOMING PEGGY DUNCAN EVENTS

Our guest speaker for the March meeting, Peggy Duncan, is holding two computer training classes in the coming weeks for anyone looking to upgrade his or her skills.

PowerPoint in a Hurry. Learn beginning to advanced PowerPoint. Thursday, March 2nd.

Get Organized and Manage Your Time with Outlook. Tuesday, March 7th.

Registration is online only. Get details on www.PeggyDuncan.com, and follow the flashing arrow. Both events will be at the Hampton Inn in Midtown, 1152 Spring Street, 9:00 am-1:00 pm, and include a copy of Peggy's book and full breakfast.

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

**THURSDAY,
MARCH 2ND MEETING**

**WE'RE BACK AT
CREATIVE CIRCUS!**

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February Meeting Recap

BY JANINA EDWARDS



You can write splendidly, create photographs to die for, use illustrations to capture the essence of a book or article, but to get paid, you must first be hired. Networking is one of the leading methods for freelancers to get hired by clients. In February, **Wendy Kinney**, networking guru and distinctive “hat lady” of the Freelance Forum, led members and guests in a discussion of just how to use networking to make contacts that become sales. She outlined ten steps that can place you in the 10% of all sales people who make over 80% of all sales.

Wendy’s approach to networking is almost like a game. For example, when you go to an event, she says, “Walk in with



Above: Wendy Kinney makes a point. Left: David Knope (left) and Robert Roth put Wendy’s networking system into action. Photos by Jan Stittleburg.

confidence. Look for someone you don’t already know. Say hello, stick out your hand and say your name. Shake hands. The first person to do this wins!”

Wendy distilled a seemingly frightening prospect, business networking, down to a clear and manageable system, and you can take that to the bank!

WELCOME, NEW MEMBERS

Vicki Bogart, print production management

Lynn Cohen, graphic design/strategic marketing

Kelly Watton, graphic design

Support Freelance Forum Members’ Volunteer Efforts

BY LAURA HECK

The Duluth Merchants Association (DMA) is hosting its 5th Annual Spring Benefit and Auction on Saturday, March 25, at 6 pm. This year the beneficiary is Dream House For Medically Fragile Children, Inc. Why is this of interest to Freelance Forum members? Perhaps because three of our own—**Pam Adams**, **Laura Heck**, and **Terry Palmer**—are on the DMA board of directors and would love for you to participate. But mostly, because the more you learn about Dream House, the more you are inspired to help.

Dream House was founded by Laura Moore, a pediatric nurse, who witnessed first hand the monumental challenges facing medically fragile children and their families. Many become foster children because of

neglect or their family’s inability to afford their special care. Dream House’s mission is to increase the number of families and communities prepared to care for medically fragile children by providing educational programs and unique teaching environments for families and caregivers; assisting in the development of specially equipped and accessible homes; increasing community awareness about the lives and needs of medically fragile children; and creating opportunities for community and corporate partnerships focused on improving the quality of life for medically fragile children and their families. Dream House has become a model nationwide for an intelligent and compassionate

continued on page 3

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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:

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We want to hear from you.

PRESIDENT'S CORNER



I hope you were able to join us for the February meeting when networking guru **Wendy Kinney** shared a number of useful tips for meeting new people and growing your business.

I use one of her suggestions a great deal—getting involved in the groups you join. It's one thing to show up at the meetings, hang out with your friends and absorb the program. But you'll gain a lot more by doing more: joining a committee, taking a leadership position, even just making a conscious effort to greet a guest. Getting involved increases your exposure to others and enables you to meet new people in a non-threatening, non-stressful situation.

If you're going to do something to increase your exposure, why not get more involved with the Freelance Forum? We have plenty of volunteer opportunities for everyone. Regardless of the amount of time you have available or the skills you bring to the group, there's somewhere you can help.

My first volunteer position was on the Membership Committee, sitting at the table and checking in the members. It doesn't require a lot of skill—finding a name badge and checking off the names on the member list—but it's a job that keeps the meetings flowing smoothly and helps us track

attendance. Other folks contribute by bringing the food each month, picking up door prizes, proof-reading the Sourcebook, maintaining the website, lining up speakers and sponsors, and dozens of other ways.

So if you'd like to follow up on Wendy's expert guidance last month, just contact a board member or a committee chair—our names are listed in the *Folio*.

Speaking of helping out—one of our real challenges the last couple of months was finding a new meeting venue after the auditorium roof collapsed at the Creative Circus in December. Fortunately, a large group of people pooled our contacts and suggestions, and we were able to line up meeting space at the **Art Institute of Atlanta (AIA)** for the past two months. **Steven Grote** and the folks at AIA have been super in helping us out during the winter. However, by the time you read this, the Creative Circus will have reopened their auditorium, so we're looking forward to being "home" in March.

Here's looking forward to seeing you when we return to the Creative Circus on March 2nd.

—Bobby Hickman

Volunteer Efforts *continued from page 2*

alternative to the excessive hospital stays that are typical for medically fragile children.

What you can do: buy tickets to attend the dinner and auction, donate an item for the silent and live auctions, become a sponsor, or make a donation. For ticket prices and more information, please visit www.duluthmerchants.com or contact Laura Heck at 770-814-8984 or laura@heckdesigngroup.com. For more information about Dream House, please visit www.dreamhouseforkids.org. Thanks for supporting this inspiring organization!

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SUPPORT OUR SPONSORS

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.

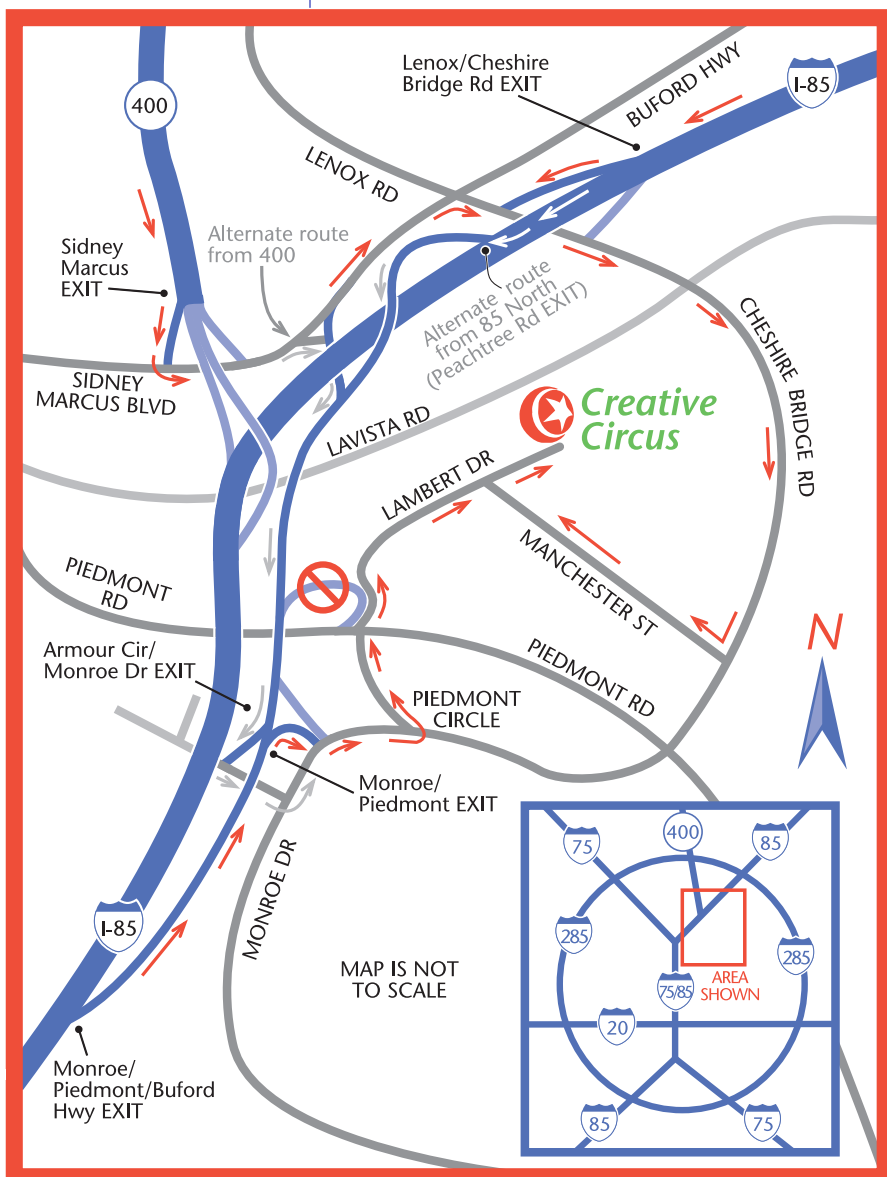
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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