



## FREELANCE FORUM

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www.freelanceforum.org

### Annual Membership Dues:

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

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F R E E L A N C E

# folio

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

THURSDAY, JULY 6<sup>TH</sup> MEETING

## Alliance Marketing for Dummies

BY POLLY WADE

All of us have, at one time or another, sunk piles of cash into marketing ideas we hoped would be the "silver bullet" for building business, only to be let down.

**Matt Tommey** of Kairos Marketing has a better idea.

Join us on July 6 as Matt shares his five best practices for developing an incredible alliance marketing plan. More than just "networking" or "getting a referral," alliance marketing helps you leverage the strengths and contacts of companies that are doing business with your prospects. It costs almost nothing to implement and Matt says, "You'll be blown away by the results."

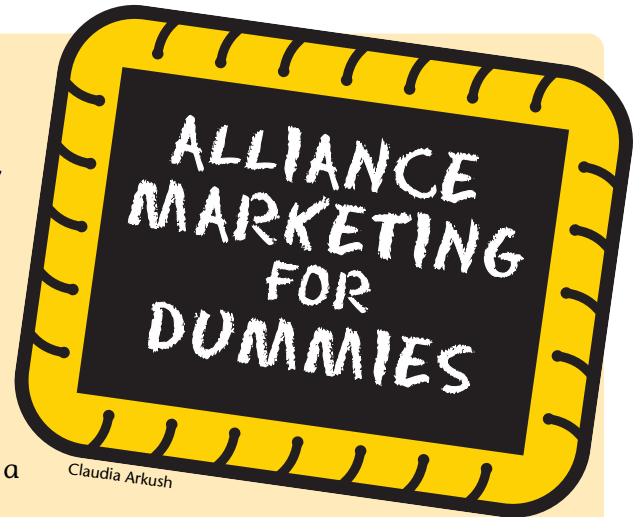
**WHEN:** July 6, 6:15-8:30 pm

**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**



Claudia Arkush

## How to Thrive in the Ad Biz for Your Whole Career

BY KATHY COUCH

**T**hink young. Live simply. Network a lot. Don't do the laundry when you should be working. And have fun!

**Perry Mitchell** knows what he's talking about. He's just retired after spending his entire career in advertising, including the last 10 years as a freelance copywriter. Making it to retirement is rare in our youth-oriented industry, so we asked Perry to share his experience.

Reflecting on his beginnings, Perry said, "Back then, people moved around all the time. Wherever I went, nobody cared that I had a master's degree. From your very first job forward, you live and die by your book." Perry made the leap from senior writer to creative director at Bennett Kuhn Varner and traveled around the world three times working on the Children's Fund account. He returned to freelancing in 1995 and became an active Freelance Forum member. He was president of the Creative Club for two years and taught at the Portfolio Center for five years.

### It's all about networking

Perry said, "I never saw account people at agencies as the enemy and never burned any bridges. I knew how to do a lot of



### WELCOME, NEW MEMBERS

**Wallace Sagendorph**, copywriter

**Rosita Smith**, copywriter

### 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.

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## How to Thrive *continued from page 1*



Perry Mitchell

different things . . . Discipline is important. I treated my home office like I was driving to an outside office—no grocery shopping or laundry during work hours. I've always kept my lifestyle simple and lived below my means."

Asked about the challenge of being a veteran in a youthful industry, Perry said, "I try to think young and keep up with what's going on . . . I exercise, and hang around with a lot of people who are younger."

What's next for Perry? He's a househusband now, volunteers for three organizations and loves to do projects around his home in Decatur, where he lives with his wife Pam and two stepsons.

Best wishes, Perry, from your friends at the Freelance Forum!

## June Meeting Recap

BY JANINA EDWARDS



Les Capouya, Sensible Networks

June 1st Freelance Forum members **Kevin Livingston** of Tosh Consulting and **Les Capouya** of Sensible Networks shared their considerable Information Services knowledge as they presented "Taking the Fear out of Protecting Your Computer." The meeting was in part a review of basic computer maintenance and security practices, building upon a similar presentation given in 2005. They also shared some fun things you can do with your computer. Both Apple and IBM personal computers were discussed; Kevin spoke on the former, while Les covered the latter.

Kevin and Les made a number of security recommendations. Many of their comments boiled down to common sense. Here are just a few:

- Buy *and use* virus filters and SPAM protection, and update regularly. (Apple computers aren't typically victims

of most computer abuses, but they can be a vector and they're not immune.)

- Secure your WiFi router (if you have a wireless internet connection).
- Protect yourself from spyware. Some good free software protection ideas: SpyBot, AdAware, CWShredder; and not so free: CounterSpy.

In the "let's have fun with our computer" portion of the program Kevin and Les tantalized the crowd with information about ISight—Apple's Firewire webcam and Macintosh Airport Express; and some of the best news . . . there's a new Apple Store at Perimeter Mall!

As usual, there was something for everyone in this very practical meeting. Kevin and Les generously shared their contact information for more specific member questions.



Kevin Livingston, Tosh Consulting

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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

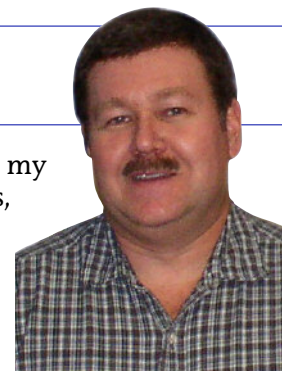
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We want to hear from you.

## PRESIDENT'S CORNER



If you need one more testimonial for the curious and unexpected benefits of the Freelance Forum, listen up. Attending our June meeting saved me a ton of grief and trouble.

**Kevin Livingston** and **Les Capouya** shared plenty of tips and tricks for keeping your computer happy. Later at home, I was going through the handouts when one particular concept caught my eye—backing up your data. I glanced over at the external hard drive I bought on sale a month earlier and decided I probably should put it to work. I backed up my entire hard drive—first time I've even done that in years, I confess.

Not four days later, my three-year-old PC started acting sluggish. The more things I tried, the worse it got. Finally Office crashed, then Windows, and it wouldn't reboot. With only an hour until the Forum board meeting, I tossed the tower in the car and headed for the computer store. The answer came in about 30 seconds—the hard drive was fried, everything lost. So my neighborhood geek asked warily, "I don't suppose you've backed anything up?" I smiled. "Actually, I took a full backup on Saturday!" So he plugged in a new hard

drive and sent me on my way. Within 24 hours, virtually everything was reinstalled and the computer's even better than normal now.

"Lucky" certainly comes to mind here. If we'd had a different program last month, I'm sure I wouldn't have gotten around to making a backup until I got back from vacation.

But it's more than simply luck. If I hadn't been a Forum member attending that meeting, I wouldn't have considered making a backup. Luck favors the prepared—which is just what we do at the Forum, help each other prepare for the bumps in the road.

A backup drive on the shelf is useless, unless you plug it in and use it. Similarly, a Forum membership is much more useful and rewarding if you get involved, attend meetings and interact with your peers.

In July, the topic is "affinity marketing"—going beyond the networking we discussed back in February and building rewarding partnerships. Here's looking forward to seeing you—and a guest!—at the Creative Circus on July 6th.

—Bobby Hickman

## What do you think?

The membership committee is interested in forming a Speakers Bureau and would like suggestions from Freelance Forum members on organizations where our speakers could make a presentation. The main subject would be, of course, the Freelance Forum!

If you have any ideas of organizations that would welcome Freelance Forum speakers or if you'd like to be a speaker, please contact **Ray Pelosi** at 404-373-1956 or [raypelosi@yahoo.com](mailto:raypelosi@yahoo.com).

## HELP THE FREELANCE FORUM GROW!

Every new member brings a unique perspective on how to survive and thrive in the creative industry.

To join the Membership committee, contact chair **Ray Pelosi** at 404-373-1956 or [raypelosi@yahoo.com](mailto:raypelosi@yahoo.com).

## 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.

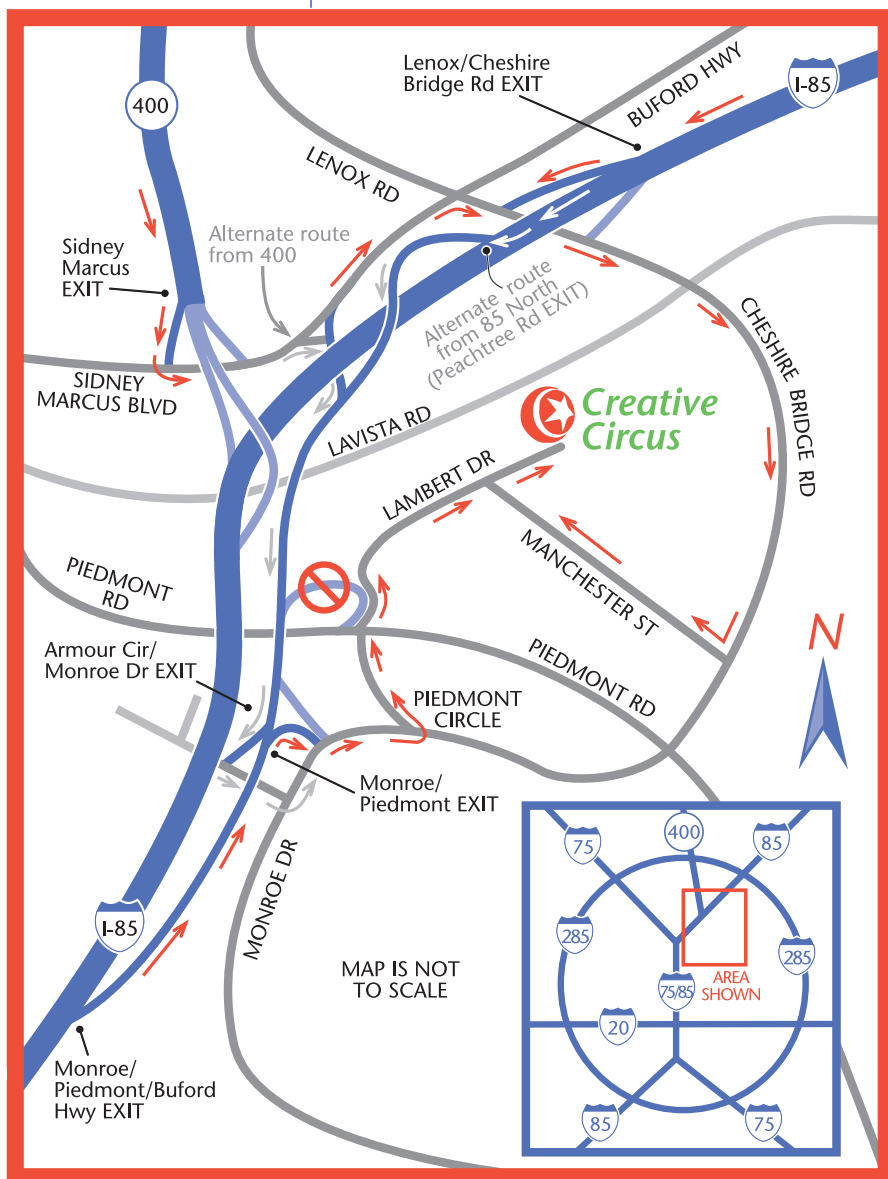
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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



Janie Morgan