



FREELANCE FORUM

PO Box 250024
Atlanta, GA 30325
www.freelanceforum.org

Annual Membership Dues:

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

2006 EXECUTIVE BOARD

PRESIDENT

Bobby Hickman
770-529-9189
bhickman@bellsouth.net

VICE PRESIDENT

Jerry Silvestrini
678-380-1012
kingcool@bellsouth.net

SECRETARY

Jan Stittleburg
770-931-8170
jan@jsphotofx.com

TREASURER

David Knope
404-435-8475
knope@mindspring.com

MEMBER-AT-LARGE

Charissa Schultz
404-442-7207
csdesign@mindspring.com

PAST PRESIDENT

Laura Heck
770-814-8984
laura@heckdesigngroup.com

F R E E L A N C E

folio

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

THURSDAY, OCTOBER 5TH MEETING

Shape Up Your Portfolio

BY POLLY WADE

Wondering if your portfolio really does the job of showcasing your talent? Want to know what's hot from people who hire creative freelancers, just in time to prepare for November's Member Portfolio Show? Attend our October meeting, and you'll get a chance to hear what creative buyers like to see in portfolios. Representatives from **Edelman** and **Manning, Selvage & Lee**—firms with divisions that work with writers, designers, photographers and other creatives—will be on hand with their tips and critiques. And if you'd like your portfolio evaluated on site, feel free to bring it along.



WHEN: October 5, 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

September Meeting Recap

BY CHRISTIN WHITTINGTON



Jan Stittleburg

"You don't see Marketing, HR or PR on a blog. You see people." Toby Bloomberg explained the essence of blogging to an attentive audience.

Toby Bloomberg of Bloomberg Marketing bills herself as a "business blog evangelist." Addressing a packed house at September's Freelance Forum meeting, Toby explained just what a blog is—and is not—and showed how blogs have become powerful marketing tools for building business.

So, what's a blog? Short for "weblog," a blog is more public than a diary, more interactive than an online bulletin board. A

blog is a culture: people talking and listening to people in a web environment. Which leads us to what a blog is not. It is not blatant self-promotion, press releases, corporate-speak or online brochures. If you post something on your blog that is incorrect, exaggerated or a blatant lie, alert readers will "getcha." As Toby Bloomberg puts it, "the Blogosphere is self-correcting."

continued on page 2

COMING IN NOVEMBER!

The Freelance Forum Annual Portfolio Show

**November 2nd
at the Defoor Centre
1710 Defoor Avenue NW
Atlanta, 30318**

Check your email for instructions on how to reserve your exhibit space at this members-only show.

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

COMMITTEE CONTACTS

MARKETING

Irene Pierce
404-260-4514

irene@impactcopywriting.com

MEMBERSHIP

Ray Pelosi
404-373-1956

raypelosi@yahoo.com

NEWSLETTER

Janina Edwards
404-291-5924

justwrite@mindspring.com

Christin Whittington

404-406-5204

christin@solutionsinwriting.com

PROGRAMS

Polly Wade
770-645-6396

polly@pollywade.com

REFRESHMENTS

Claudia Arkush
678-366-1857

CAgraphicdesign@comcast.net

SPONSORSHIP

Patrick Carlson
404-352-3006

patrick@bullseyecreativecommunications.com

Lois Graham
770-939-8948


lois@grahamgraphics.com

WEB

Steve Knapp
770-434-2352

steve@knappcommunications.com

• • • • **MEMBER NEWS** • • •



Peachtree City-based SMC3 has tapped **Bull's-Eye Creative Communications** to design and develop conference marketing and support materials for the SMC3 2006 fall seminar, "Increasing LTL Performance Through Operational Analysis, Practices and Technology."

An article by **Georgia Dzurica** is included in *House of Worship: Sacred Spaces in America*. The book, to be published October 1, is an anthology of features from the pages of *House & Garden* profiling churches and synagogues across the country.

Also . . . *Critters USA 2007 Annual*, a magazine for aficionados of chinchillas, mice, rats, ferrets, rabbits, guinea pigs, hamsters, hedgehogs, sugar gliders and flying squirrels, features Georgia Dzurica's photo of her pampered pet, Scarlet O'Hairy.



Georgia Dzurica

The lovely Scarlet O'Hairy shows off her winning look.

Charter Freelance Forum member **Stephanie Sharp** answered an online survey about surviving breast cancer, and was one of three women chosen for an article in the October issue of *Ladies Home Journal*, at newsstands now. Stephanie is grateful for the calls, emails and letters she has received since first being diagnosed in 2003. "I got a lot of support from my friends in the Freelance Forum," she says.



Piero Ribelli

Stephanie Sharp and her husband, Tom—three years after her cancer diagnosis.

Celebrate the recent influx of new members at the **Freelance Forum New Member Lunch**

On the 4th Thursday (Sept. 28)
11:30 am to 1:00 pm

Bridgetown Grill in Buckhead
3316 Piedmont Rd. at Peachtree Rd.

Call Ray Pelosi at 404-373-1956 for details.

September Recap continued from page 1

How can blogs help Freelance Forum members? Toby called a blog without a strategic direction "a me-too playtoy." Figure out what a blog can do for you and put it to work. Some benefits of blogging are:

- creating and maintaining relationships
- building awareness of your services and brand
- increasing traffic to your website
- engaging people with similar interests (an online community)
- providing cost-effective "viral marketing"

Toby gave attendees a handout with tips on starting a blog. She offers advice on her blog website, divamarketingblog.com. To find personal stories of how blogs have touched peoples' lives, check out www.bloggerstories.com.

The Power of Networking

Here's a brief example of how the Freelance Forum works at its best . . .

In late August, **John Slem** contacted **Bobby Hickman**, seeking travel writers to cover a music festival in Hamburg, Germany, in late September. Bobby was already committed for a trip to San Francisco that week. However, just the day before, he had talked to fellow member **Nancy Spraker** and found out she was an international travel writer. Bobby suggested the two of them get in touch. Ultimately, Nancy got the job and will go to Hamburg—all expenses paid.

There are plenty of morals to draw from the story, but one is to talk with as many folks as you can before the meeting. If people know what you do, you're more likely to come to mind when they have an assignment to pass on.

Stan Schnitzer of the PR committee is collecting "success stories" from members to promote the Freelance Forum in area magazines. Contact him at 404-851-1804 or stan@theschnitz.com.

FOLIO VOLUNTEERS**CO-EDITORS**

Janina Edwards
404-291-5924

justwrite@mindspring.com

Christin Whittington

404-406-5204

christin@solutionsinwriting.com

DESIGN

Janie Morgan
Claudia Arkush

PHOTOGRAPHY

Jan Stittleburg

CONTRIBUTING WRITERS

Kathy Couch

Susan Drake

Bobby Hickman

Polly Wade

DIGITAL DISTRIBUTION

Amelie von Fluegge

Steven Knapp

Jack Massa

FREELANCE FORUM LOGO**DESIGN**

Charissa Schultz

SPONSORS**THE LIST**

404-350-0600

www.thelistinc.com

NEW LONDON PRESS, INC.

770-442-1363

www.newlondonpress.com

TAYLOR LETTER SERVICE INC.

404-523-1618

www.taylorls.net

ZENITH DESIGN GROUP, INC.

770-874-2334

www.zenithdesigngroup.com

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

justwrite@mindspring.com

404-291-5924

Christin Whittington

christin@solutionsinwriting.com

404-406-5204.

We want to hear from you.

PRESIDENT'S CORNER



By the time you read this newsletter, you should have also received in the mail the new edition of the 2006-2007 Freelance Forum Sourcebook, a categorized directory of our members.

I'd like to take this opportunity to acknowledge the many volunteers whose hard work has brought the new Sourcebook into our hands—and to share how we're going to use this document to market ourselves to the larger creative community.

First, the new edition would not exist without many months of effort by the Sourcebook Committee, chaired by immediate past president **Laura Heck**. Layout and design were by **Sandy Barth**, **Charissa Schultz** and Laura. Proofreaders included **Susan Drake**, **Steve Knapp**, **David Knope** and **Kathleen Saal**. Press checkers were **Patrick Carlson**, **Lois Graham** and Charissa. **Jerry Silvestrini** pitched in to coordinate with the fulfillment house, Mail Advantage. And our sponsor **Taylor Letter Service** did the printing.

Please join me in congratulating everyone involved. I think that, once again, we have a document to show to prospective buyers and the creative community at large not only what our members can produce as a group, but also what we have to offer individually.

Last year, we revived the Sourcebook after a two-year hiatus, largely as a tie-in with our 10th Anniversary celebration. This year, we're looking to broaden its use as a marketing tool. We've partnered with **The List**, a new sponsor for 2006, to send the Sourcebook to a targeted mailing list of more than 900 buyers of creative services in the Atlanta area.

Also, there are several hundred extra copies of the Sourcebook that the Marketing Committee plans to use in its upcoming projects to better promote our organization (and you, our members) within the creative community. In a similar vein, **Stan Schnitzer** and the Public Relations

subcommittee is putting out a press release about the Sourcebook, again with an eye towards increasing our name recognition in the creative

community, driving more traffic toward our website—and ultimately, exposing our members to more potential buyers.

So, hopefully this recap gives you an idea of why we're excited about the new Sourcebook—not just as a meaningful milestone on its own, but also as a stepping stone to letting more folks in on Atlanta's best kept secret—the Freelance Forum!

—Bobby Hickman

WELCOME, NEW MEMBERS

Nonie Daniel, graphic designer

Joe Eckloff, graphic designer

Barbara Joye, writer

Paul Marquardt, graphic designer

Soozy Miller, writer

Sheryl Richardson, designer/other

Katie Kohutek/M Stone,
strategic marketers

George Wallace, graphic designer

SUPPORT OUR SPONSORS



COMING SOON TO YOUR MAILBOX:

2006 Freelance Forum Sourcebook!

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.

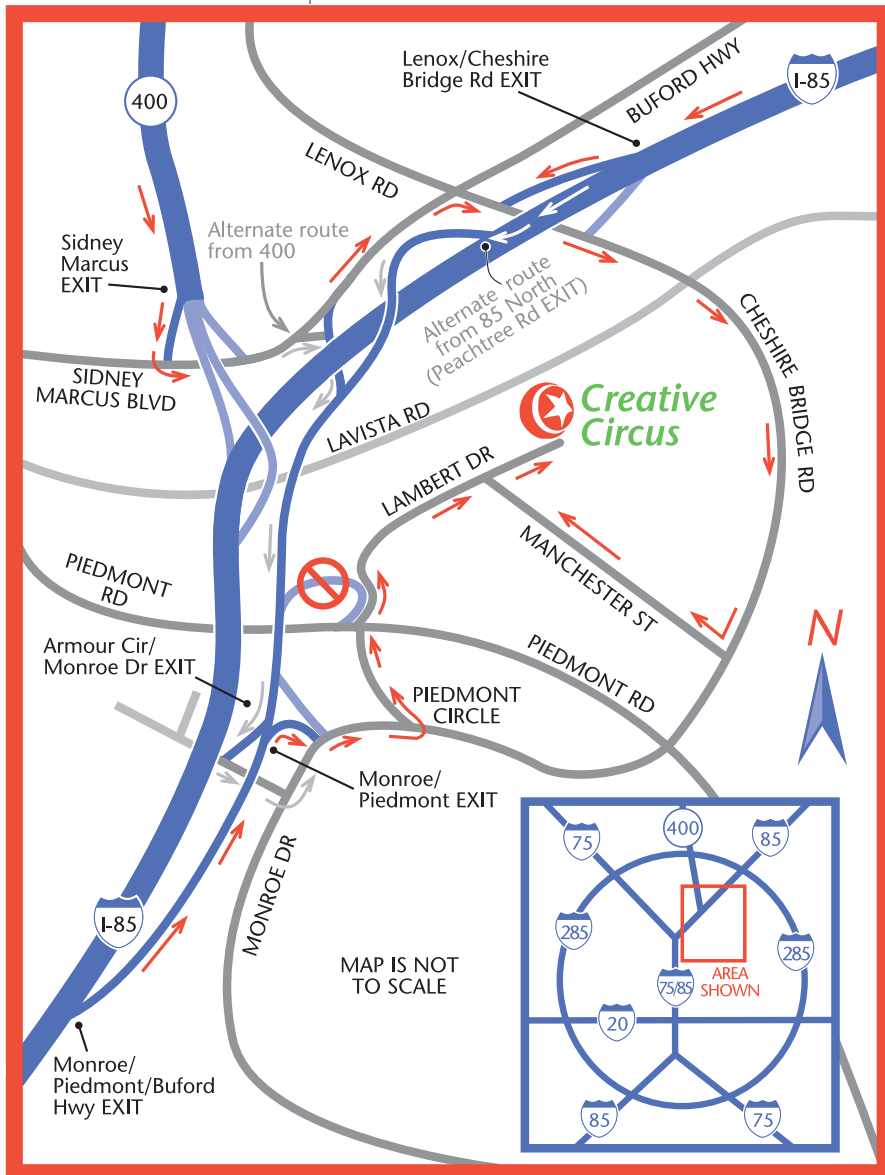
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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