

FREELANCE
FORUM

www.freelanceforum.org

Annual Membership Dues:

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

2010 EXECUTIVE BOARD

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THURSDAY, JANUARY 7 MEETING

Gaining Greater Confidence
in Freelancing

BY HONEY JUDITH RUBIN

Back by popular demand: our breakout sessions! Every year at this time we have an opportunity to share experiences and find out how others in our field handle issues like pricing, contracts and organization.

We will divide up into small groups based on specific disciplines—writing, design, photography, etc.—

and a facilitator will lead discussion on issues related to freelancing.

This is an extraordinarily important meeting that can help you better value your work and gain confidence. Start your New Year with support!



Last year's sessions were well-attended.

Ed Wolkis

WHEN: January 7, 6:15–8:30 p.m.**WHERE:** The Portfolio Center**ADDRESS:** 125 Bennett Street NW, Atlanta, GA 30309**ADMISSION:** FREE for members/guests \$15 (check or cash only, please)

See page 4 for directions to Portfolio Center and information on First Thursdays on Bennett Street—great pre-meeting art exhibits and edibles!

December Meeting Recap

Reaching a Wider Audience in 2010

BY BETSY RHAME-MINOR

Shannon Russo, CEO of Kinetix, spoke about hiring trends in the creative industry for 2010 and reaching a wider and more diverse audience through social media web sites. The highest growing sectors in Georgia for employment in 2010 do not specifically include the creative industry, but do include retail/food service, education, customer service and healthcare. Creatives who have not worked in these areas before may want to begin looking for clients in those areas.

In addition, those in the creative industry will need to begin marketing themselves differently. Communicating with clients and audiences will shift as Millennials (those born after 1980) make their way into the workforce. Millennials are currently the

See **Recap** on page 2



Teryl Jackson

SUBMIT IT!

All members are welcome to submit announcements, news items, articles, artwork and ideas to the *Folio*. ALL material is subject to edit and approval by the *Folio* staff.

All submissions need to be in by January 12, unless pre-arranged.

Please send to Betsy Rhame-Minor at rhameb@aol.com.

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youngest and largest generation on the planet. They come into the workforce with different needs, perspectives, value sets and expectations than do members of Generation X, Baby Boomers or Veterans. Members of the three older generations may have to adapt their communication skills to market more heavily to the Millennials.

A large part of this shift includes adding a variety of social media (SM) websites (Facebook, Twitter, LinkedIn, etc.) to a creative person's specialty areas. Also, search engine optimization (SEO) writing and web site copy overhauls will likely be prevalent.

If you need to learn more about SM and how it can help your business, visit



Teryl Jackson

www.mashable.com for an overview of many popular SM sites and hints on how to best use them.

To see a YouTube video explaining the impact of Twitter, Facebook and similar sites on society, visit www.youtube.com/watch?v=sIFYPQjYhv8.

To learn more about Russo and Kinetix, visit www.kinetixhr.com/
wwwkinetixhrcom.

Meet the 2010 Executive Board

David Batley, President

David Batley joined Freelance Forum in June 2007. A photographer and instructor, he brings 40 years of experience in leadership and an eagerness to serve. He began freelancing part-time many years ago, but decided in 2007 to make freelance photography a full-time endeavor, primarily serving non-profit organizations.

David was drafted into the U.S. Army during the Vietnam War and completed a 26-year career there as a lieutenant colonel. Then he "re-tooled" himself as a writer, editor, graphic designer, photographer and photography instructor. He majored in business communications and journalism at Ohio University and earned his B.A. in English from Mercer University. He also earned an M.A. in Technical & Professional Communication from Southern Polytechnic State University.

He has served as president of the Mercer University Atlanta Alumni Association and as president of the Technical Communication Advisory Board at Southern Polytechnic and was active in the Society for Technical Communication. His hobbies and interests include photography, art, tennis, cycling, hiking, traveling and enjoying his five grandchildren. He is married with two children.

Su Berland, Vice President

The principal of Su Berland Design, Su is a creative director and designer based in East Cobb. She is a graduate of the Bezalel Academy of Art and Design in Jerusalem, Israel. She started her career in 1980 at JK Art Directions in downtown Milwaukee, WI, where she became CEO in 1993. She moved to The Scan Group in 1998 and established and managed their Atlanta design office from 2000 until mid-December 2009.

Su is married with one daughter and a Westie puppy named Sophie. Su is a member of PRSA-Atlanta. She is looking forward to a great year on the Freelance Forum board, and hopes to learn and share a lot this year with fellow members.

Kellie Frissell, Secretary

Kellie joined Freelance Forum in December 2004 and has applied her graphic design skills to our email campaigns and her shopping skills to keep stomach grumblings at bay during monthly meetings.

Kellie began designing 20 years ago and became a full-time freelancer and graphic design consultant in 2005. Kellie says client satisfaction is the best award she could receive. She loves reading, music, doing church projects, and has found a new hobby in helping promote local bands.

See **Board** on page 3

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

FOLIO VOLUNTEERS**EDITOR-IN-CHIEF**

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SUPPORT OUR SPONSOR


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PUT THE SOURCEBOOK TO WORK FOR YOU!

The Freelance Forum Sourcebook makes an excellent leave-behind for clients and prospects—just highlight your listing (or ad). If you need a few extra copies, contact **Jan Stittleburg** at 770-931-8170 or photofx@bellsouth.net.

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Stan Schnitzer, Treasurer

Stan joined Freelance Forum in 2005 and got involved immediately, serving on the membership and marketing committees. He brings strong networking skills and a desire to make new people feel welcome.

For 26 years, Stan has provided public relations services to mostly high-tech and industrial companies in the B2B arena, serving small businesses that reach global markets. Stan moved to Atlanta in 2005 with his wife, who is a CPA, and their daughter to join other family members that now include a son-in-law and grandson. In his spare time, he enjoys photography and sports. He also participates in a number of networking groups, such as BNI, International Business Academies Ltd., Southern Resources Group, Georgia Medical Leads Group and the Asheville Jewish Business Forum.

Ray Pelosi, Member at Large

Ray has previously chaired the programs, food and membership committees for Freelance Forum. He is a freelance business writing consultant working primarily with non-profits and businesses that provide services to non-profits. A 35-year resident of metro

Freelance Forum's new Executive Board. From left: Kellie Frissell, Secretary; Su Berland, Vice President; Ray Pelosi, Member-at-Large; David Batley, President; Stan Schnitzer, Treasurer; and David Knope, Past President.



Jan Stittleburg

Atlanta, he has been a freelancer since 2002. Prior to that he was—in order of most recent employment—a personal chef, a sauté chef for a country club, senior public affairs officer for Fulton County, a trade magazine editor, newspaper editor and reporter. He is a resident of Decatur, has two grown children and likes bowling, long walks, anything with chocolate, bad puns and the guitar wizardry of Leo Kottke.

David Knope, Past President

After 19 years in the corporate communication department at Georgia Power, David launched Knope Communications, Inc. in 2002. He has previously served on the Freelance Forum Board as treasurer and secretary. He earned a B.A. in Journalism from the University of Wisconsin and an M.A. in Film from London Film School. He is also a member of Media Communications Association International. David enjoys photography, seeing his son off to college and driving the Prius he bought just before the economy collapsed.

FREELANCE FORUM BOARD MEETING MINUTES, 11/9/09

Membership is down but we are still solid financially. **Jerry Silvestrini** cut Portfolio Show expenses by about a third this year and Treasurer **Stan Schnitzer** found ways to save on web hosting, email blasts and online payments.

Ten members attended the AMA Integrated Marketing Summit where we gave our Sourcebook to all 400 attendees.

Laura Heck sent mockups of a new member directory that the Board approved with minor changes. We will ask members to update their information online before pulling data for the directory layout in January.

We lowered the cost of sponsorships:

Bronze \$150, Silver \$250, and Gold \$500/year and redefined the benefits. **Bill Burns** has agreed to continue as Sponsorship Chairman.

David Knope and **David Batley** finalized the slate of board members and committee chairs for 2010 for the vote at the December 3 meeting. Both **Jan Stittleburg** and **Jerry Silvestrini** are retiring.

Next board meeting will be January 13, 11:30, at Olde Mill Steakhouse on the access road between N. Peachtree and Chamblee-Dunwoody off I-285. All members are welcome to attend. Everyone pays for their own dinner.



We cannot control the economic winds, but we can ...

ADJUST OUR SAILS

Do you find yourself in economically choppy waters, trying to reach calmer seas? How do you keep a good flow of business, a positive mental attitude and attract great clients? We will share workable ideas in the *Folio*.

FREELANCER JOB SITES—ARE THEY FOR YOU?

BY ROBERT ROTH

There are good freelancer job sites on the Web, but you have to dig to find them. What follows are some of the sites I visited for this article. If you are thinking of conducting your own job search (and you should be), just Google “freelance” or “freelancer” with a specialty, such as “design freelancer.”

There’s one caveat: They say you shouldn’t go grocery shopping when you’re hungry. The same is true for job sites. Don’t search when you’re desperate. Some of them can really take advantage of you.

Freelancers Union

www.freelancersunion.org

In their own words: “Freelancers Union is a national membership organization that’s free to join. We offer products like insurance and retirement to our members and provide political advocacy for all independent workers.” They think of themselves as a community. They offer Insurance, Retirement 401(k), Advocacy, Gigs (projects). It almost sounds too good to be true, but who knows? It’s worth checking out.

Freelance Writing Gigs

www.freelancewritinggigs.com

This is the Big Bertha of freelance writing sites. Very content rich. It offers everything from Writing Job Leads and Grammar Guides to Blogging for a Living and Writing Job Alerts. Check it out—you might want to join. (But don’t cancel your Freelance Forum membership.)

i-Freelance

www.ifreelance.com

Strictly for bottom feeders. Writers and designers have to bid on projects. The ones I

MARKETING MOJO! HALF-DAY WORKSHOP

From the Atlanta Writer’s Club:

Saturday, January 23, 2010, 12:30–4:30 p.m.
Building NC Auditorium at Georgia
Perimeter College in Dunwoody

Learn the essentials about marketing your books and yourself and get one-on-one advice from best-selling author and marketing maven Lauretta Hannon.

looked at already had 15–18 bids. You can imagine how small the winning bid was going to be.

Graphic Design Freelance Jobs

www.graphicdesignfreelancejobs.com

Look at this. Here’s a project in Atlanta. And here’s the post:

In need of someone to design logo for company (Atlanta and surrounding areas)

I am an owner of a very small company. I am not very creative when it comes to art and design. I would like for someone to design my logo for my company. I am willing to pay. Budget is not big. Maybe art students who need extra money. Please feel free to send me your bids and quotes. ... (cont’d at Craigslist.org)

This post had 41 hits when I looked at it.

Freelance Job Site

www.freelancejobsearch.com

Here’s an interesting site worth checking out. It sweeps every major freelance job site 24/7 and posts the new jobs it finds eight times an hour. When I looked at the site (7:02 a.m. EST Monday, December 07, 2009) it had 92,900 total jobs listed with 206 new jobs posted that day. Budgets ranged from \$25 to the thousands. It also posts jobs for every type of freelancers—designers, writers, photographers, etc.

Happy searching!

HAPPY HOLIDAYS FROM AMERICAN MARKETING ASSOCIATION ATLANTA!

We have exciting events scheduled for 2010, so be sure to mark your calendar:
Signature Luncheon: Jan. 19, 2010

Register now and join us for lunch and a presentation from Richard Warner of What’s Up Interactive.

Collegiate Conference: Feb. 19, 2010

The 2010 Conference will be held at the Biltmore in Midtown. This annual event is a must for Georgia college and university students interested in Marketing and AMA professionals who are interested in sharing their post-grad experiences with students or promoting their companies within the Atlanta AMA Community.

DIRECTIONS TO PORTFOLIO CENTER

The Portfolio Center is on Bennett Street in Buckhead.

Going south on Peachtree, two miles south of where Roswell Rd. joins Peachtree Rd., pass Office Depot and Willie’s Burrito; in two blocks see Vita Restaurant on the right and turn right onto Bennett St.

If going north on Peachtree, two blocks past Piedmont Hospital see the Fresh Market and Vita Restaurant on the left. Turn left onto Bennett St. Go straight, just past TULA.

Go up 75N to the Northside Dr. exit, go east, turn right onto Collier Rd., take it to Peachtree, turn left, go down the hill and to the left on Bennett St.

See www.portfoliocenter.com/about/contact/directions for other directions.

FIRST THURSDAYS: 5:30–7:30 P.M.

Most of the Bennett Street galleries are staying open late on the first Thursday of the month, 5:30–7:30 p.m. Arrive early for the meeting, score a good parking spot, and enjoy light hors d’oeuvres, wine and other delights!