



FREELANCE FORUM

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

Annual Membership Dues:

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

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F R E E L A N C E

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E-NEWS FOR
MEMBERS & FRIENDS of
THE FREELANCE FORUM
JUNE 2003

Thursday, June 5th Meeting

What you don't know can cost you dearly!

Don't wait until it's too late to deal with the taxman. Join us for our annual panel discussion and open Q&A with three prominent certified public accountants who will share tips on what you can and can't do to minimize how much you pay in taxes this year.

Moderated by FreeLance Forum program chair **Tim Shannon**, our panel includes **Neal Bach, CPA** of Bach, James, Mansour & Co., **John Hedin, CPA**, and **Laimon W. Godel, Jr., CPA** of The Godel Group.

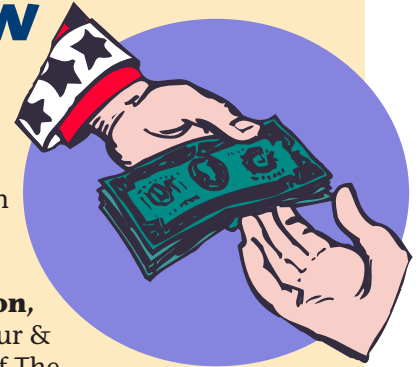
WHEN: June 5, 6:15-8:30 PM

WHERE: The Creative Circus

ADDRESS: 812 Lambert Drive (near the I-85 Monroe Dr exit)

ADMISSION: FREE for Members/Guests \$10

SEE PAGE 3 FOR DETAILED MAP AND DIRECTIONS TO CREATIVE CIRCUS



FreeLance Forum Reaches Out to Area Students

By Bobby L. Hickman

What if someone had told you in college that freelancing was a valid career choice? What if you learned the stuff you didn't hear in school—the peaks and valleys, the importance of planning, bill collecting, estimating and time management—from working creatives?

That's what Kennesaw State University (KSU) students heard last month during The FreeLance Forum's FLIP (A Freelancing Life in Progress) presentation. FLIP gives college students a real-world overview of the lifestyle and challenges experienced by independent creative professionals. FLIP addresses the pros and cons of freelancing—counting down our top 10 “wows” and “yikes.” Naturally, FLIP also shares what a vital resource The FreeLance Forum is in our members' success.

KSU's Graphic Design Program hosted our fourth FLIP presentation. Previous talks have been at Creative Circus, Atlanta College of Art and American Intercontinental University. The

presentations are always well received by students and faculty. Carole Mauge-Lewis, associate professor of art at KSU, said, “It's always great when students get answers from working professionals, in person, rather than having to research the information from a book.”

Thanks to all the participants who have presented FLIP. **Linda McCulloch, Bobby Hickman** and **Jame Riley** were on hand at KSU. Past presenters were Linda, **Debra Mercaldo** and **Brenda Marshall**.

For more information, or to volunteer as a co-presenter at a future event, contact Linda McCulloch at 770-493-7154.

**IF YOU LIKE THE
SOURCEBOOK,
YOU'LL LOVE THE
SOURCESITE.**

Just click on
Find a Freelancer
at freelanceforum.org
to instantly connect
with Atlanta's best
creative talent.

www.freelanceforum.org

GUEST FEE INCREASE IN JULY

Members saw a modest dues increase this year and now our guests will pay a little more too. Our \$10 guest fee goes up to \$12 starting in July. It's still a bargain compared to most professional meetings and we always have free munchies, too. You can avoid the fee increase altogether by joining now at www.freelanceforum.org.

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Use Your Forum Folio as Your Web Site

by Georgia Dzurica

Do you have your own Web site yet? If not, you can use the samples you posted on your Forum Folio pages in place of a Web site through the magic of *Web forwarding* using a service such as Zone Edit. *And it's free.* All you need to get started is a registered domain name, available through sites such as *netsol.com*, *cheapdomains.com*, *namesecure.com*, *register.com* and many others. You should be able to register a domain name and sign up for Web forwarding at the same service.

Web forwarding uses your registered domain name instead of *forumfolios.org/your user name*, but directs traffic to your Forum Folio pages. Zone Edit provides reliable DNS servers for a single, integrated Web-based domain manager.

Several members of The FreeLance Forum have used Zone Edit for this operation, so I'll



concentrate on that service. Start by going to *zoneedit.com*. Click on Free Sign Up, establish a password and then you can log in.

You should find an Add Zones option to click on. Then enter the domain name you want to be operative and indicate that it should forward to *forumfolios.org/your user name*. A pair of "name servers," which are strings of numbers interrupted by periods, will be emailed to you within 24 hours. You then contact your domain name registrar (if it's a service other than Zone Edit) and tell them to point your domain name to the new name servers.

From then on, visitors to your new domain name will be transferred directly to your Forum Folio pages. However, the location bar in your visitor's browser will display the long URL that is your custom portfolio on *freelanceforum.org*. But you can opt for deluxe Web forwarding, called Web cloaking, that creates a hidden record pointing to the Zone Edit Web server. That means the FreeLance Forum URL is not revealed; your domain name appears in the location bar as if it were your very own Web site.

Need Help with Your Portfolio Samples?

Been thinking about getting your portfolio samples up and running on the Forum Folio section of our Web site? Feeling just a tad intimidated by the scanning and loading process? Then you won't want to miss this special offer from The FreeLance Forum.

Sign up now and you can get five of your samples scanned and uploaded for just \$10. That's right, spend a sawbuck and you're on your way to having an online portfolio that potential clients can peruse with the click of a mouse.

To get this deal, you must be a member in good standing and pay all fees by May 31, 2003 (\$10 for the scanning session and \$50 for your 2003 Folio subscription). Reserve your spot by sending an email to event coordinator **David Lawrence** at davelaw@focusedconcepts.com.

Space is limited. All samples will be scanned from 5:30 to 6:30 p.m. on Thursday, June 5 in The FreeLance Forum meeting room at the Creative Circus.

WEB TRAFFIC DOUBLES

The number of visitors to *www.freelanceforum.org* has doubled since last fall when we ran a postcard promotion to Atlanta area creative buyers. With a new promotion due to begin in late summer, this is a great time to update your online profile and samples in the Forum FoliOS. If you haven't signed up (only \$50 for the rest of the year) to show your samples online, what are you waiting for? See the article and coupon on page 3 of this newsletter.

WELCOME, NEW MEMBERS

Ian Tocher, writer

Ray Pelosi, writer

Jacqueline Plauche, Web developer

SUPPORT OUR SPONSORS



the thomas and bohannon
printing company

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FOLIO VOLUNTEERS

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FREELANCE FORUM LOGO DESIGN

Charissa Schultz

What a Deal!!

What does \$85 a year buy you at The FreeLance Forum? Your annual dues go a long way:

Meetings

- 12 meetings a year featuring speakers on various aspects of freelancing
- Opportunities for extended networking
- Free refreshments
- Door prizes

Network

- A friendly network to call on for advice and information
- Periodic pricing surveys to keep you current with the market
- Opportunities to work with peers on committees
- Annual Show & Tell to view members' portfolios

Web Site

- Your profile on our Web site
- A link to your Web site
- Promotion of our Web site to potential clients
- Coming soon: a members-only bulletin board

- (And for just \$50 a year, you also get your own URL for your profile and your samples on our Web site)

Valuable Information

- Monthly online newsletter
- Job leads emailed exclusively to members
- Member discounts on half-day seminars to improve your business

We Need YOU



The Hospitality Committee needs active members to help in following areas:

- Visitor check-in desk (register visitors at monthly meetings)
- Greeters (welcome visitors to the monthly meeting and tell them about membership benefits)
- Catering (menu creation, food ordering and delivery)
- Other assorted functions

Please contact **Dan Friedman** at dan@animation-studio.com or (770) 552-8009 to find out how you can help The FreeLance Forum put on successful events. If you are currently helping out with events and wish to continue, please also contact Dan.

Are You Missing a Great Opportunity?

If you're not showing your samples on The FreeLance Forum Web site, you're missing out. If you don't have your own Web site, it's a cheap way to get your samples into cyberspace.

For only \$50 for the entire year, you can show up to 20 samples (or 6 Mb worth of material) with your Find a Freelancer directory profile. Plus, your subscription to Forum Folios will include a separate Web address leading to a mirror image of your samples.

This second view won't be directly linked to the main FreeLance Forum site, which

means you'll be able to show samples to hot prospects without having to worry about competitive issues. Buyers looking at your samples won't be able to "go back" and see other members' samples. Plus, you'll be listed before other members who don't show samples.

The site supports three file formats: JPEG, GIF and PDF. To get the most out of the 6 Mb storage limit, all files should be optimized for Web viewing. To learn more about Forum Folios and preparing your online samples, check out www.freelanceforum.org/content/createportfolio.htm.

SHOW YOUR PORTFOLIO ONLINE

The FreeLance Forum online portfolio is a real bargain. For only \$50, you can keep your portfolio samples in front of potential buyers 24/7. You can upload up to 20 samples (for a total maximum size of 6 Mb). Just send your check for \$50 (payable to The FreeLance Forum) to Liz Jarnagin, Treasurer, 2922 Hickory Trail, Snellville, GA 30078.

- What a deal! Here's my check for \$50 to cover all of 2003.

Name _____

Address _____

City/Zip _____



Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? We want to hear from you. Contact Kathy Couch, *Folio* editor at couchcom@mindspring.com or call 404-321-7811.

IF YOU LIKE THE SOURCEBOOK, YOU'LL LOVE THE SOURCESITE.

Just click on Find a Freelancer at freelanceforum.org to instantly connect with Atlanta's best creative talent.

www.freelanceforum.org

Directions to Creative Circus

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.

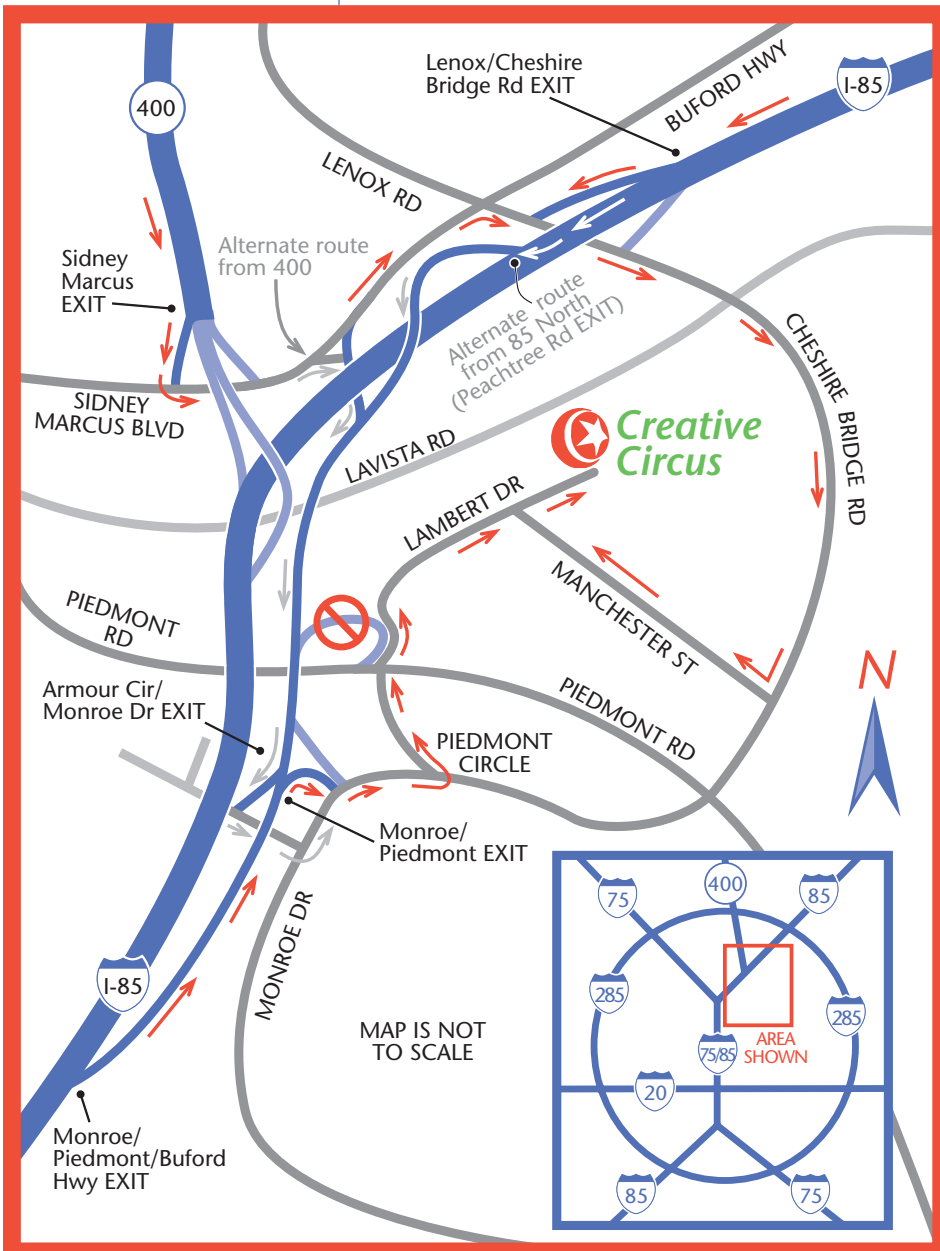
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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