

FREELANCE
FORUMPO Box 250024
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www.freelanceforum.org

Annual Membership Dues:

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

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Small-Group Discussions on
Critical Business Issues**

BY POLLY WADE

Dorothy, in "The Wizard of Oz," learned that when looking for her heart's desire, she should never look any further than her own back yard. Here at the Freelance Forum, we have a wealth of information available, right here, in our own back yard—among our members.

For our April meeting, we'll have the opportunity to learn from each other in small-group discussions on the following topics:

- mining your clients for more business
- networking outlets
- coping with stress
- negotiating your best deal
- success stories for bringing in new business

Each discussion, led by one of the member facilitators listed below, will last 30 minutes—you pick two groups to attend. Come prepared with your successes, disappointments, questions and comments. Use it as an opportunity to get involved in a topic . . . and to get to know other members just a little bit better.

Facilitators: **Pamela Adams, Paul Glickstein, Lois Graham, Steve Marshall and Polly Wade.**

WHEN: April 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****March Meeting Recap**

BY CHRISTIN WHITTINGTON

"If I walked into your workspace, would I find clutter?" Professional organizer **Peggy Duncan** questioned the audience at the March Freelance Forum meeting, and from the show of hands, it seemed she had hit a nerve.

Duncan was back for a return engagement. Some members who had attended her presentation a couple of years ago admitted they *still* had not cleaned out their closets. Her message was clear: "Once you get organized, now you can think!"

Being organized is the key to time management, to creating time for the life you want. Duncan quoted statistics on the cost of clutter. One to two hours a day spent searching for items amid clutter adds up to as much as 288 hours a year of wasted, non-billable time.

Duncan gave tips on how to get organized:

- Purge on a regular basis, and keep only things you value or need.
- Keep like items together.
- Give everything a home, and keep it there when you're not using it.

*continued on page 2***GO TO THE SOURCE**

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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.

Meeting Recap *continued from page 1*

- Put everything near its point of use, and make it convenient to get to it, even if you have to buy two.
- Use the right product to store it.

“Start with your e-mail inbox,” she said. Instead of storing hundreds of messages in there, use a tool like Microsoft Outlook’s Organizer (for the PC) to de-clutter. Designate broad e-mail folder categories such as Marketing, Public Relations and Accounting. Then break them down logically according to how you need to

retrieve your e-mails. When you have moved all those inbox messages to new homes, you can focus on things on time. “You want to use your brain for thinking, not remembering,” she said.

Peggy Duncan set a challenge for the audience: “The number one thing I want you to do is purge. Otherwise,” she said, “I’ll have to come back and check up on you again.”

More tips on organizing and time management are available on Duncan’s website, www.peggyduncan.com.

MEMBERS IN THE SPOTLIGHT

Georgia Dzurica appeared in the March issue of *House & Garden* with an article on Ferrell Gardens in LaGrange, a public garden on the Hills & Dales estate of the Calloway family. One of the best documented historic gardens in the Southeast, it was tended by only four women for more than 170 years.

Jay Montgomery got a call on March 1 from an art director who needed an illustration in a hurry for a story in *The New York Times*. The article was a memoir by a cardiac surgeon about his work with a colleague, the hospital chaplain. Here’s how Jay described the process:

“We worked out the details and I got started real quick. Monday, March 6, around 1 am, I delivered the final. Then the next morning around 8 am, I was able to go to my local

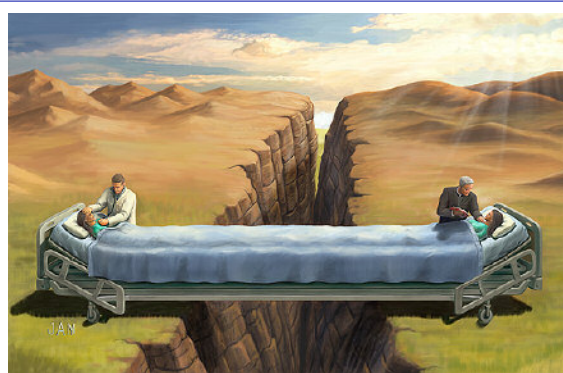


Illustration by Jay Montgomery

shopping center and pick up the printed *New York Times* with my illustration in it. They had it online the same day. To me that’s quite amazing!”

See the complete article with Jay’s illustration at: www.nytimes.com/2006/03/07/health/07case.html

Proposed “Orphan Works” Bill May Impact Photographers, Illustrators

At the Freelance Forum meeting on March 2, **John Slemp** called attention to a new bill moving quickly through Congress that may seriously impact photographers’ and illustrators’ ability to be paid for their work.

During 2005, the Copyright Office studied issues raised by “orphan works”—copyrighted works whose owners may be impossible to identify and locate. Under the proposed Orphan Works legislation, a person or entity who wants to use a copyrighted work is required to make a “good faith, reasonably diligent search” to locate the copyright owner. If the user is unable to locate the copyright owner, that person may use the work virtually free of charge. It is up to the copyright owner to discover the use and demand payment.

Photographs and illustrations used in advertising are typically published without any copyright notice or credit to the photographer or illustrator. Even if an image is registered at the Copyright Office, there is no mechanism for identifying or locating the owner of that image if the searcher does not already know the owner’s name. For independent photographers and illustrators, a number of their published images may well become Orphan Works.

For an overview of the proposed Orphan Works bill, visit www.copyright.gov/orphan.

For further discussion of the impact of this bill on freelance photographers and illustrators, go to the American Society of Media Photographers’ website, www.asmp.org/news/spec2006/orphan_faxcall.php.

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We want to hear from you.

PRESIDENT'S CORNER



When I saw the headline, "AT&T Buying BellSouth," my first thought was, "How many freelancers are going to be affected this time?"

I tried to recall how many Freelance Forum members have told me about working with BellSouth. That prospect who does training for Cingular—it's unlikely I'll be updating her materials now. What about our sponsors—do they handle collateral for BellSouth or Cingular? AT&T, BellSouth and Cingular Wireless collectively spend \$3 billion on advertising and marketing. How many of us will be affected when the corporate decisions are made in San Antonio instead of Atlanta?

Lately, it's been a rough time for longtime Atlanta companies. Within the past six months, out-of-state purchasers have snapped up Georgia Pacific, Scientific-Atlanta and Life of Georgia. Fox is buying Turner South, and even the Atlanta Braves are on the market. And who knows how much longer Delta will limp along in bankruptcy? (My prediction: Delta and Northwest merge post-Chapter 11 in 2008.)

For many of us, this type of corporate upheaval is why we're freelancers in the first place. Some of us were forced out of our jobs by a merger or downturn; others simply got tired of waiting for the ax to fall and went out on our own. After a while, we learned that job security was an illusion—that we have more control as entrepreneurs than we'll ever have as employees.

The active mergers-and-acquisitions market over the past few years also has its positive side. There are companies in Atlanta that are growing and buying up their competitors. We're losing some corporate headquarters, but we've also picked up others—like Russell Athletic moving here from Alabama, and Spectrum Brands (formerly Rayovac) coming south. Over time, clients come and go, and we find new ones to take their place.

That's all the more reason to always be on the lookout for the next client—even when

we may have plenty of work on our plate at the moment. That's why we should always be networking, always marketing, always promoting our own brands, always picking up tips on how we can build our businesses better.

Which is exactly the idea behind our April program! We're going to break into five smaller groups for mini-seminars led by some veteran members who'll be sharing their ideas and soliciting your suggestions on a variety of subjects. Maybe you'll make a contact or get an idea to help you in the near future!

—Bobby Hickman

2006 Sourcebook Reminder!

Don't forget: the deadline for submitting your artwork for the Sourcebook cover art thumbnails is March 31, 2006.

Remember, you can place an ad in the Sourcebook as well. The deadline for ad reservations—with payment—is March 31. The deadline to submit your artwork is April 7.

Please send all your submissions and payments to **Laura Heck**. For more information, please contact Laura at 770-814-8984 or Heckdesigngroup@bellsouth.net.

SUPPORT OUR SPONSORS



WELCOME, NEW MEMBERS

Tom Dix, photographer

Ken Hawkins, photographer

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.

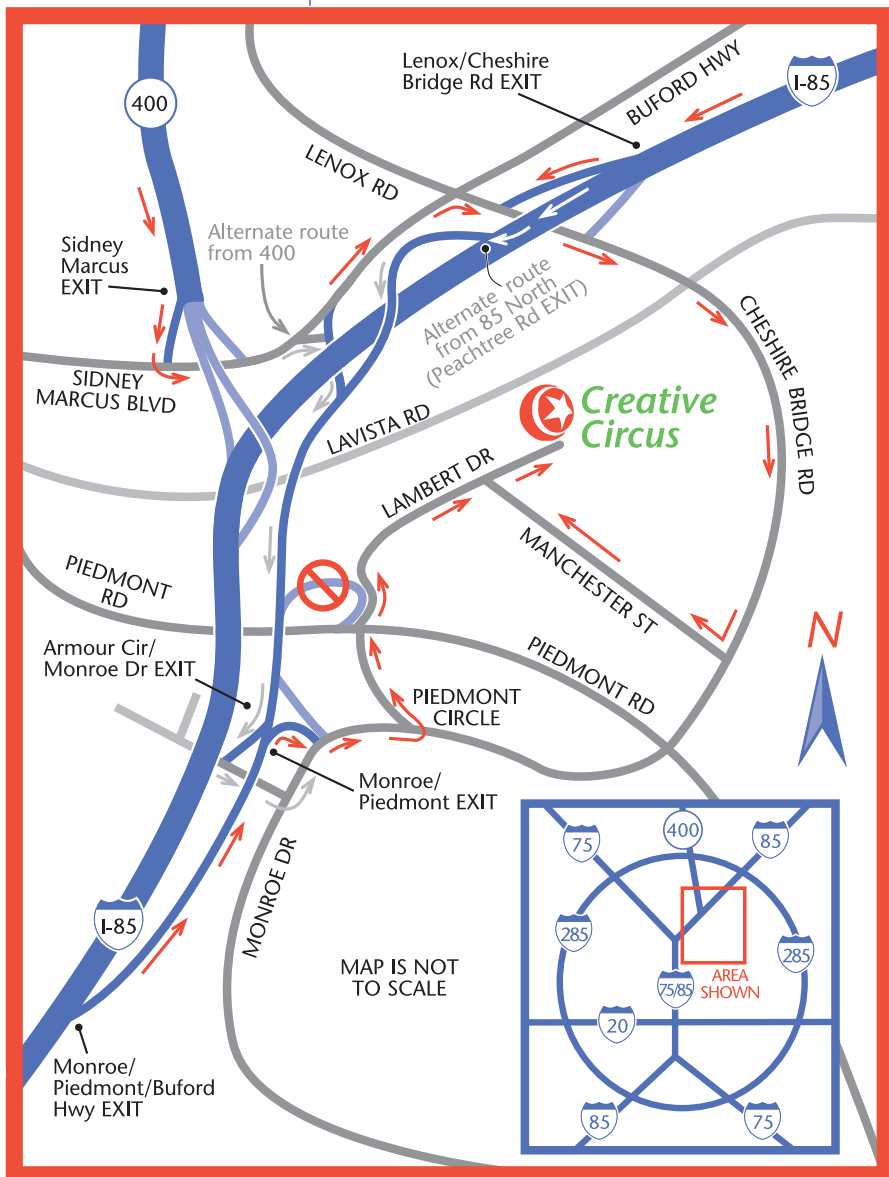
FROM I-85 NORTHBOUND: Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the right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