



F R E E L A N C E

# folio

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

## FREELANCE FORUM

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

### Annual Membership Dues:

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

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THURSDAY, DECEMBER 7TH MEETING

## What's Hot in Digital Communications

BY POLLY WADE

Today's short attention spans mean people like to be entertained as well as informed. That's why sales and marketing teams are expanding their use of digital communications—from microsites to blogs to interactive presentations—to improve ROI (return on investment) for themselves as well as their clients. Join us in December as **Jason Davenport**, co-founder and creative director of Going Interactive ([www.goinginteractive.com](http://www.goinginteractive.com)), an award-winning Atlanta-based interactive agency, shares innovative ways to help spice up presentations, capture audiences' attention and improve corporate online identities. Whether you use these media for yourself or your clients, Jason's crash course will show you how to effectively communicate business messages and engage audiences.

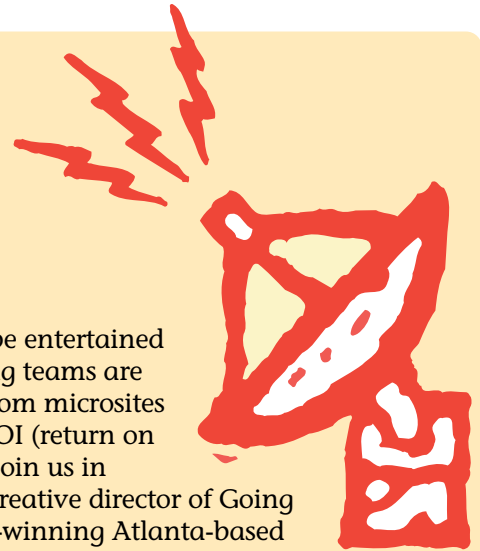
**WHEN:** December 7, 6:15-8:30 pm

**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**



## Our 2006 Portfolio Show

BY CHRISTIN WHITTINGTON

**A**mong the comments at the 2006 Freelance Forum Portfolio Show at the DeFoor Centre was this plaintive lament: "I just started becoming a

vegetarian, but I succumbed to the pulled pork barbecue." It may not have been the main attraction, but virtually everyone who came to our annual members portfolio show was drawn in by the excellent fare provided by You Should Eat catering. In fact, caterer **Scott Edlein** said he loves working with our group; it's one of his favorite events to cater.

Early in the evening, conversation was buzzing at every table in the dining area. Once people were sated and returned to the exhibit hall, they could feast their eyes on presentations by 32 members featuring photography, graphics, web design, illustration, writing and multimedia. There were a number of new faces coming to observe, including two representatives from One Creative Group. At least one newcomer, **Cheryl Henry**, was moved to join the Freelance Forum on the spot.



John Slernp

### GO TO THE SOURCE

Just click on  
**Find a Freelancer**  
at [freelanceforum.org](http://freelanceforum.org)  
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## Portfolio Show Recap

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Jan Stittleburg



Jan Stittleburg



Jan Stittleburg



Jan Stittleburg



John Slemp



## SCENES FROM THE SHOW

Jan Stittleburg

Here's what member **Richard Sine** had to say: "As a new freelancer in Atlanta, I found exhibiting at the Portfolio Show to be a great opportunity. I got to meet one of my heroes, Peter Bowerman; I learned a lot about the kind of work that is being done in the Atlanta market; I had some truly delicious barbecue; and I even picked up a little new business!"

And **Jan Stittleburg** said, "I found out that **Jack Ricketson**, who was at the table next to me, lives just a few blocks away from me in Lilburn, so we now can carpool to meetings. I also enjoyed having more time than our usual meetings allow to talk to people and find out more about what they do and where they live."

This year's Portfolio Show was a labor of love for a number of dedicated volunteers,

starting with co-chairs **Pam Adams** and **Polly Wade**. **Ashley Barber** of the Defoor Centre was instrumental in coordinating the event. Special thanks go to:

- ▶ **Laura Heck** and **Bobby Hickman** for making it easier by providing a lot of support, ideas, direction and historical information
- ▶ **Jerry Silvestrini** for providing the non-alcoholic refreshments
- ▶ **Ronnie Genser** for handling the registration table to her top standards as always
- ▶ **Georgia Dzurica** for coordinating the great volunteers (and picking up the linens) again this year

Volunteers on hand for afternoon set up included **Bill Burns**, **Patrick Carlson**, **Jack Ricketson**, **Jame Riley** and **Barbara Wilkes**. Officially slated for cleanup were **Mark Andreson**, **Joe Eckloff**, **Jay Montgomery**, **Stan Schnitzer**, **Tim Shannon**, **Nancy Spraker** and **Barbara Wilkes**. A number of extra volunteers also pitched in to help. **John Slemp** and **Jan Stittleburg** took photos of the event.

## WELCOME, NEW MEMBERS

**Terry Sanders**, writer  
**Cheryl Lynn Henry**, graphic designer  
**Christine Tiedemann**, writer

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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:

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We want to hear from you.

## PRESIDENT'S CORNER



As some of you may know, I am also president of another nonprofit group in Atlanta. That group recently celebrated its 30th anniversary, and we're not sure it will last another year. Where the group used to have 300+ members and easily saw 150 show up for its quarterly meetings, now it hovers around 95 members and struggles to draw 30 to a session. The industry this group serves has dwindled in Atlanta over the past decade, and with it, corporate sponsorship and participation have fallen as well. I served the last three years as president simply because no one else cared enough to get involved. We're currently invoking the "nuclear option" for that group—threatening to close the doors and go out of business if we can't get someone else to get involved.

I mention all this as a prelude to saying what a pleasure it has been to serve on the Freelance Forum board for the past three years. The differences between the other group and the Freelance Forum are so numerous, I could fill the entire newsletter with parallels. Possibly the biggest is that, at the other group, most people come simply because their companies pay for their lunches and they can get out of their office for a couple of hours a quarter. At the Freelance Forum, we all choose to show up for the camaraderie, the networking opportunities, the educational programs and all the other reasons that draw us to the Creative Circus the first Thursday of each month. We're here because the Forum is relevant to our careers, it's helpful—and it's fun. I can't imagine the Freelance Forum ever facing the prospect of going out of business

because no one cared enough to pitch in and help. Everyone who pitches in—from the committee chairs to the board members to the exhibitors at the Portfolio Show to those who pick up trash and put away tables—participates because they believe in what we do. I don't know about you, but I can't conceive of NOT coming to the Freelance Forum.

I've also been fortunate to serve with a good group of fellow officers the past few years. Most of the current board—**Jerry Silvestrini, Jan Stittleburg, David Knope** and I—will be returning in 2007. Replacing **Laura Heck** (whose guidance has been invaluable to me the past year) and **Charissa Schultz** will be two new at-large members: **Nancy Spraker** and **Kellie Frissell**. We all look forward to helping this organization, that we all love and believe in, continue to grow into the coming year—and for many more to come.

—Bobby Hickman

## Munch Lunch and Meet New Members

Good food and good conversation! Get to know our newest members at the Freelance Forum New Member Lunch, held on the 4th Thursday (November 30) from 11:30 to 1:00 at the Bridgetown Grill in Buckhead (3316 Piedmont Rd. at Peachtree Rd.).

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

## SUPPORT OUR SPONSORS

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### LIKE TO EDIT? LIKE TO JUMP IN WITH BOTH FEET?

Starting immediately, the Freelance Forum is looking for a Folio co-editor. It's an every-other-month volunteer gig, and a great way to get to know lots of very talented members.

To find out more, contact **Christin Whittington** at 404-406-5204 or [christin@solutionsinwriting.com](mailto:christin@solutionsinwriting.com), or **Bobby Hickman** at 770-529-9189 or [blhickman@bellsouth.net](mailto:blhickman@bellsouth.net).

# 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.

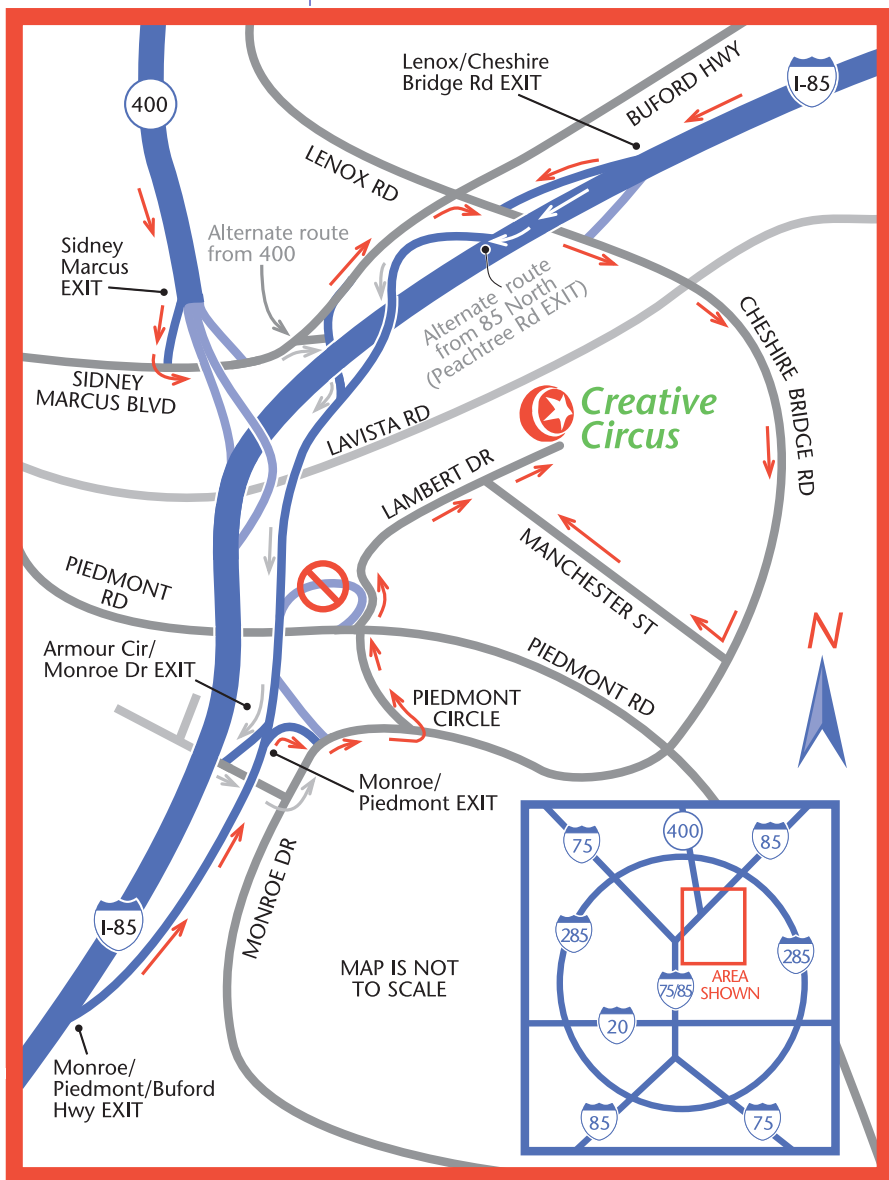
**FROM I-85 NORTHBOUND:** Take exit 86 (Monroe/Piedmont/Buford Hwy). Coming off the I-85 exit ramp take the first exit (Monroe/Piedmont). Go left at the light, then take an almost immediate left at the BP Station onto Piedmont Circle. At the next light, cross Piedmont Rd onto Lambert (staying to the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