

*The Kingston & Area*



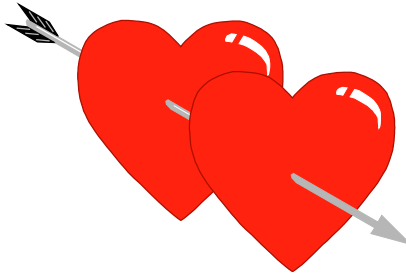
# H O M E B U S I N E S S A · S · S · O · C · I · A · T · I · O · N

Volume 9, Issue 8

"PROFIT THROUGH SUPPORT"

February 2001

## N E W S L E T T E R



***In This Issue:***

- The KAHBA Executive, 2;*
- From The President's Chair, 3;*
- The KAHBA Agenda, 4;*
- Bookstores On-Line:, 4;*
- Introduce Your Friends...:, 5;*
- Should I Start A DOT.COM  
Business, 6;*
- Entrepreneur, 7*
- Valentine Food for Thought, 8;*
- Thank You Jim...., 8.*

# VALENTINE'S Day

*14 Feb. 2001*

# KAHBA

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full-time and part-time, offering experience, education, information, and support to each other. Membership in the KAHBA costs \$45.00 per year. For more information, please contact Tina Norman, the Membership Director, at 536-0340 or [tnorman2@home.com](mailto:tnorman2@home.com).

## The KAHBA Executive

President - Christine Peets  
Past President - Ron Dickenson  
Vice-president - Judy Lawless  
Secretary - Lindsay Fair  
Treasurer - Heather Simpson  
Membership - Tina Norman  
Publicity - Paul Grass  
Newsletter - Jim Hueglin / Fred Georgeadis  
Guests - Gerry Koster and Fred Georgeadis

## The Next KAHBA Meeting

is

8:30 a.m., Saturday, 10 February 2001  
at the Crossroads Restaurant  
in the Frontenac Mall,  
Kingston, Ontario.

## Mailing & Drop-off Address

The Kingston & Area  
Home Business Association  
Mailing & Drop-off address is  
208 Glen Castle Road  
Kingston, ON K7M 4N6  
Courtesy of Elite Office Professionals.

## Web Site Address

THE HBA WEB SITE address is  
[www.kin.igs.net/~hba](http://www.kin.igs.net/~hba)

# From The President's Chair

## “Follow Your Heart”

Actor Martin Sheen, who portrays President Bartlett on “The West Wing” television show, recently had some advice for his real-life counterpart, George W. Bush, “Follow your heart in all decision-making, and you’ll be fine”. That’s good advice for anyone, I think.

How many times has someone told you that what you were thinking of for your business wasn’t a good idea? Or have you heard that the way you were going about doing something may not have been the best? If you didn’t hear these things from someone else, you no doubt heard them from “that little voice—your inner critic”, which is sometimes the hardest voice of all to ignore!

But you did ignore your inner critic, and those who did not agree with your approach to your business, because you knew in your heart that you were on the right track. And, by following your heart, everything worked out just fine! Maybe things didn’t work out exactly the way you thought they would, or in the same time frame as you’d planned, but they did work out!

All too often we don’t follow our own instincts. We allow the so-called “experts” in the business world to dictate to us, and more often than not, we wind up regretting that decision. I’m not saying we should never listen to others. Having a trusted family member or friend act as a “sounding board” when trying out new ideas is always a good idea, and listening to their comments is an even better idea. If you weren’t going to listen to them, why did you talk to them in the first place? By the same token, listening to resource people can often save you costly mistakes, because you learn from their experience and expertise. But what if they are saying something that “just doesn’t sound right”? Then, listen to your own instincts, and to your heart! You are having doubts for a reason, and the idea that you had before you heard this “expert” may just be the right one after all!

When listening to your heart, ask yourself the following questions: “What is the best case scenario”, and “What is the worst case scenario” if I follow this course of action? If the worst case doesn’t seem all that bad, and something you certainly could live with, and recover from, then take the risk, and go ahead with your plan! What have you got to lose? You might gain more than you thought, and at the very least, you will gain more self-confidence with your decision-making ability.

Listening to your heart, especially in February is a good idea for another reason: your health! February is Heart and Stroke month, and we are asked to pay more attention to “Heart Healthy Living”, and to give a donation, if we can, to further research into fighting heart disease and strokes. Knowing that our donations can and do make a difference can really make the heart feel good!

Lastly, February 14 is Valentine’s Day, a time to tell those who are important to us just how much we care about them. Following your heart then is always a good idea!

If you follow your heart, you will never go wrong! See you soon!

Cheers, Christine Peets

# KAHBA Agenda

Monthly Business Meeting  
8:30 a.m., Saturday, February 10, 2001  
The Crossroads Restaurant  
Frontenac Mall

## Order of Business:

1. Member Self-Introductions
2. Approval of Agenda
3. Approval of Minutes from January 13, 2001  
\* Please note: under "Old Business: "Executive Positions", the minutes reflected that both Matthew and Lindsey Fair, from InterKingston, had joined the Executive, which in fact, they did not. This amendment will be noted, and corrected. It was mentioned at the meeting that we are not contravening our Constitution by accepting Lindsey as Secretary and Matthew as Webmaster. While Lindsey becomes a member of the Executive, Matthew, as Webmaster is an appointee of the Executive. He will receive information regularly from the Executive and be invited to Executive meetings so that all information on the Website is current, but is not officially on the Executive.
4. Old Business:
  - 4.1. Chamber of Commerce information sharing
  - 4.2. KAHBA Spring Social
  - 4.3. KAHBA Media spots
  - 4.4. Newsletter
  - 4.5. Other Old Business
5. New Business
  - 5.1. Treasurer's Report
  - 5.2. Membership Report
  - 5.3. Redesigned KAHBA Website
  - 5.4. Other New Business
6. Members' Forum:
  - 6.1 News From Our Members
  - 6.2 News of Interest to Members
7. Guest Speaker: February is "Bring a Guest" month, so we are not having a Guest speaker!
8. 50/50 Draw
9. Adjournment: Next Meeting: Saturday, March 10, 2001

### **Twin Bookstores On-Line**

The National Assn. of Home Based Businesses has opened on-line Twin Bookstores to offer small & home business books and manuals. Some of these bookstores will service the home business market.

The HomeBizBookstores offer niche market publications and How-To-Books and Manuals. This bookstore features books from self-publishers and first time writers. Some of the titles are subjects such as mail order, desktop publishing, international trade, taxes & recordkeeping, financing and many other how-to topics. Many of the books found in the HomeBizBookstore are also in the Small and Home Business Book & Speakers Guide. It is a print publication for self-publishers, authors, consultant/speakers.

www.homebizbooks.com - Twin Bookstores

## **“Introduce Your Friends and Colleagues to the KAHBA”**

If you have a friend, family member, or business colleague who you think might benefit from KAHBA membership, please invite them to join us at this month’s meeting. Please be sure to call Christine (354-7249) by February 7, as we have to confirm our numbers on February 8. The restaurant staff will do their best to accommodate us comfortably!

\*\*\*\*\*

## **Don’t Forget Your Loonies and Twoonies!**

Since he did such a good job last month, Leo Macdonald from TravelSource Network may just have the title “Ticketmaster” from now on! So, be prepared to have Leo visit you at the meeting and ask—“do you want one ticket (for \$1) or three (for \$2). Some lucky heart will be a big winner as this is “bring a guest month” and we may have standing room only—so the “pot” may be a good one!

\*\*\*\*\*

## **“His Eye Was on Their Business”**

In his “Eye on Business” column (The Kingston Whig-Standard, Saturday, January 20) Frank Armstrong gave Matthew and Lindsey Fair from InterKingston some very favourable press! It’s great to see our members being mentioned!

\*\*\*\*\*

## **A Reminder from AISEC:**

At the December meeting, Ken Nicholds was also representing a student-exchange program, AISEC. They are having Stephen Lewis, former Ambassador for Canada at the United Nations, and a former NDP leader in Ontario speak on March 7 at Queen’s University. Further details will be forthcoming.

## **“Helping Hungry Students”**

The Student Government Food Bank is looking for donations and volunteers. It is open Mondays and Thursdays from 4:00-6:00 p.m. and on Saturdays from 1:00-3:00 p.m. Donations brought last month, and in December by members of the KAHBA were received with surprise and gratitude. (They wondered what our connection to Queen’s was—I mentioned that Ken Nicholds spoke at our meeting, and that we are trying to raise awareness about our group on campus).

At this time of the year, when students are struggling with higher tuition and book costs and higher living expenses, I thought it would be nice if they also didn’t need to worry about having some good food. While all donations are gratefully accepted, the following are especially appreciated, as this may be the only way for students to be able to shop for: milk; eggs; bread; cereal; pasta; veggies; fruit; and soup. I will bring boxes to our meeting in February, and be responsible for making sure the donations are taken to the Food Bank on Saturday afternoon following our meeting. Your help will be appreciated.

If you want to help the Food Bank at other times, it is located at 272 Earl Street, (between University and Division). The phone number is 533-6972

\*\*\*\*\*

### **Advertising Rates**

For a business-card-size ad  
Members -\$5.00  
Non-Members -\$10.00  
For a quarter-page ad  
Members - \$10.00

# SHOULD I START A DOT.COM BUSINESS?

(Edition by: GDSourcing - Research and Retrieval Newsletter) - PART 1 of 2

It is a question we've been asked quite a bit since the "Internet meltdown" at the end of 2000. (And we were all expecting something to happen at the beginning of Y2K). Unfortunately it is a question that is impossible to answer. It is like asking, "should I start a business in the mall?" Before you can give any sort of relevant response you need to ask further questions:

What type of business do you plan to start? E.g. manufacturing sewer grates in the food court will definitely not work but a juice bar might).

What will you sell? Is it relevant to the market shopping in your mall? (Believe it or not, not everyone is interested in purchasing Danish blue cheese.)

What is your target market? What is the price point they expect and prefer? (Do they actually spend Canadian Tire money or merely store it in the drawer at home?)

What mall or malls are you considering locating in? (An outlet mall in Thunder Bay is very different from a theme mall in Edmonton (you know the one).

What is the economic performance of the local economy? Is the local community growing? Etc.

All the same types of questions need to be answered for an Internet-based business, as it is not fundamentally different from any other type of business. You still need to understand the true nature of your target market and how best to reach it.

Although many new entrepreneurs think it is, the following statement does not constitute market research for an Internet business:

"In 1999, about 42% of all households, an estimated 4.9 million, had at least one family member who used the Internet regularly from home, work, school or other locations, up from 29% two years earlier." It is a good opening line but it tells you nothing about the particular purchasers that you are targeting. 100% of households purchase food from stores. So what? It does not mean that anyone of them will buy your blueberry jam!

The Internet in and of itself, like any business environment, guarantees neither success nor failure. A Company's success is based on how well an individual business takes advantage of the opportunities available in its industry, market and environment. The rise and so-call fall of the Internet has been a dramatic news story but it has been somewhat exaggerated by investment speculation. THE INTERNET IS NOT DEAD (nor is it the killer business tool we have been promised for the last five years.)

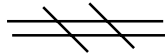
It is fun to read about the excesses and superlatives surrounding the Web but the truth of the matter is that there are many companies on-line that have grown at a comparatively moderate pace and are still very much in business and will be so for many years to come. It has been estimated that 15% of existing major dot-com companies (those that sell purely on the Internet) failed in 2000. Given the fact that less than 50% of new small businesses survive three

years of operation, the reaction to the dot-com failure could be considered over-hyped. (Of course don't tell that to investors who lost a lot of money on severely over-valued stocks!)

You can't blame the media for the distortion. We all prefer to hear about how the rabbit lost the race, about all his feasting in the farmer's field and excessive hopping about. Who cares that the tortoise rested for an uneventful twenty minutes in his shell before he continued on his way to victory?

At GDSourcing.com, we have been operating an Internet-based business since 1997. Believe me, we are by no means a rabbit or even a mammal for that matter. I would like to think we are a comfortable reptile that is growing bigger each year. One day we will be a full-grown crocodile! Watch out!

We have watched a lot of web trends come and go and we have eagerly read all the hyperbole about them. At times we have even been guilty of perpetuating them. (Oops Sorry about that!) But we are still very much in business. Our revenues have not slowed, our growth has been steady and our potential is still fabulous. (Part 2 of 2 next issue).



## **Entrepreneur** (series)

### **The Person**

Almost everyone has thought about starting a business at some point: the independence it would bring; the thought of being your own boss; the opportunity to earn profits; the idea of being a decision maker; and the freedom from routine. All these are powerful motivating factors. But the decision to enter into business cannot be solely based on emotion. The decision will affect your personal life in many ways. To be an entrepreneur is to be a risk taker. At the heart of every new business is an entrepreneur; someone not content to leave things as they are, but wanting to strike out on his or her own. This individual brings two important ingredients to the new business: confidence in an idea and a willingness to accept the hard work and long hours necessary for success. Confidence and hard work are starting points, but there are other considerations:

a) the need for your product or service; b) a self-evaluation of your preparedness; c) a basic understanding of the business you are entering; d) the development of a business plan; and, most importantly, e) money.

All of these aspects of starting and operating a business will be important to the success of your idea. Some must be attended to at the outset, others will become more important as you proceed, but all of them will require your attention sooner or later.

*(Source: The Ministry of Economic Development, Trade and Tourism)*

## Valentine Food For Thought

(Share this with your Valentine)

*Cabbage always has a heart; Green beans string along.  
You're such a cute tomato, Will you peas to me belong?  
You've been the apple of my eye, You know how much I care;  
So lettuce get together, We'd make a perfect pear.  
Now, something's sure to turnip to prove you can't be beet;  
So, if you carrot all for me let's let our tulips meet.  
Don't squash my hopes and dreams now, Bee my honey, dear;  
Or tears will fill potato's eyes, While sweet corn lends an ear.  
I'll cauliflower shop and say, Your dreams are parsley mine.  
I'll work and share my celery, So be my valentine.*



*Jeanne Losey*

### Next Meeting

Please note that the next monthly meeting of the Association, on Saturday, 10 February 2001, will be held in the Crossroads Restaurant in the Frontenac Mall.

The restaurant will open at 8:00 a.m. for Networking. Our meeting begins at 8:30 a.m.

Enter the Mall through the doors to the right of the Bell Mobility sign and take the first door on the right to enter the restaurant. Look for our KAHBA Welcoming sign(s).

The staff at the restaurant have requested that we seat ourselves promptly and place our breakfast orders with them as close to 8:30 a.m. as possible in order that they have time to serve us and be ready to open the restaurant to the public at 9:00 a.m. Once you have placed your order, and the servers know where you are sitting, there will be some time for networking.

A prompt start to the meeting means we will finish our business quickly leaving time for networking after the meeting, or getting on with other activities. Starting at 8:30 a.m. means we are adjourned by 10:30 a.m. Many of you are bringing guests. Please make sure that one of the greeters gets a chance to speak to them and give them a warm welcome.

Your co-operation is most appreciated by the staff of the restaurant, and by the Executive of the KAHBA.

## Thank You Jim....

The HBA wishes to extend a Big Thanks to Jim Hueglin for his past contribution as newsletter producer/designer. Jim has diligently produced the KAHBA newsletter over the past two years with great accuracy, providing us with entertaining and informative items. So give him a pat on the back - he deserves our thanks.

### Quotes Of The Month

**W**hen the product is right,  
you don't have to be a great  
marketer.

~ Lee Iacocca ~