

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 1, Issue 3

"PROFIT THROUGH SUPPORT"

April 2001

N E W S L E T T E R



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HAPPY EASTER

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 the new Membership Director, David Kempson, at 544-2178 or email him at: davek@cybersolutions.net.

The Next KAHBA Meetings

are...

8:30 a.m., Saturday, 14 April 2001
at the Crossroads Restaurant
in the Frontenac Mall,
Kingston, Ontario.

Note: the meeting following, will be on
12 May 2001.

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 WEBSITE address is
www.king.igs.net/~hba

The KAHBA Executive

President - Christine Peets
Past President - Ron Dickenson
Vice-president - Judy Lawless
Secretary - Lindsay Fair
Treasurer - Heather Simpson
Membership - David Kempson
Publicity - Paul Grass / Rob Fonger
Newsletter - Fred Georgeadis
Guests - Fred Georgeadis

Thank You To Past Executive Members

We would like to extend a big thank you to Tina Norman for her contribution on the executive as past Membership Director. Tina finds that, as a new mom, she has little time to continue volunteering on the executive, and has asked to be replaced. Tina, we appreciate all your hard work in the past and thank you for your efforts in keeping our association on track. See you at the meetings sometime.

We would also like to thank Gerry Koster, "Doc Video", for his contribution as past Guest Greeter. Gerry's warm smile and firm handshake went a long way to making guest visitors and would-be members feel welcomed comfortable during their first visit to our meetings. Gerry has indicated that he is stepping down from this important executive position, as he is very busy and not able to attend all meetings. Gerry we appreciate, very much, your contribution in this capacity. We will see you at the odd meetings, I'm sure.

Ooops..(slight correction)

Please excuse - it was erroneously mentioned (Feb newsletter) that Paul Grass had stepped down from Publicity. Paul is still very active in that position. He has *not* been replaced by Rob Fonger, rather, he has recruited Rob to assist him in that effort. So sorry Paul.... (*Editor*)

From The President's Chair

Spring is in the air...even if there is still snow on the ground! April is a time many of us “take stock” of our business accomplishments of the past year as we file our taxes, and look at how much money we made—or didn't make! But accomplishments should be counted in more than dollars and cents.

Did we get new clients?

Were we able to provide better service to our existing clients?

Did we improve the way we do we do business by being more efficient?

Did we make new business acquaintances through networking?

If you answered “yes” to any of the above questions, then I'd say you had a successful year, regardless of what your bookkeeping tells you.

As we file our 2000 Tax Return, it is also time to look ahead in 2001. Perhaps over the first few months of the year, you are trying some new tactics. One ever-popular way of marketing your business is through a website. We have an excellent website for the KAHBA, which has been recently re-designed by Matthew Fair, our new webmaster, and owner of InterKingston Web Design and Marketing. If you have not looked at this new site recently, I urge you to do so as soon as possible. The address is: www.king.igs.net/~hba (That will soon change as we will have our own domain name, which will be shorter, and easier to remember!)

There are more categories, and members can, for now, list themselves in as many categories as seem appropriate for their particular business. The website will “run” with these categories, and listings, for a “trial” period until August. At that time, we may want or need to change some categories, combine some, add others, and generally “clean up” the site. For all of the details on how to get your listing the way you want it, please contact Matthew at mfair1@interkingston.com or call him at 536-7192.

The old adage of “you only get out what you put in” is especially true when it comes to website content and marketing. If you do not put some thought into how you want to list your business on the site, there will be not much there, and potential clients may not find you. If, on the other hand, you have a description of your business services, and some other information, that will allow people to know a great deal about you even before they call or send you an email. Being part of this website directory is a benefit of membership in KAHBA, so you might as well use it! By the same token, you have to let people know about our site, and the fact that you are listed there. If you have your own website, create a link to KAHBA's site. It becomes a two-way marketing street. As we publicize KAHBA more in the community, we will draw attention to the website, which will draw attention to our members. Will you be ready?

From The President's Chair ... (continued)

Spring is a good time to "clean up" a lot of things, including our businesses! Cleaning up old files, creating new ones, and moving forward will bring success on a number of different levels. Marketing on the web is but one way to improve your business, and it is worth doing right! We will be offering some training on effective listings, and effective marketing on the web at an upcoming meeting. In the meantime, check out our website, and make sure you are an integral part of it!

Spring Social Events

We have two events in April: our Spring Social on Friday, April 6 (more details in this newsletter), and our Monthly meeting on Saturday, April 14. I look forward to seeing you all at both of these events. But, should I not see you until May, I wish you a very Happy Easter!

Cheers,

Christine Peets - President

We can't have "all work and no play" so, be sure to attend the:



Date: Friday, April 6

Place: RCAF Hall, Kingston (Norman Rogers) Airport (first building on right, as you approach the terminal)

Time: 6:30, dinner to be served at 7:00

(There are two stoves to keep hot foods, but nothing can be cooked at the hall)

Alex Kilpatrick is working hard to organize this event, and a good time should be had by all! Alex will be our "DJ" for the night, so bring your dancing shoes. All members, spouses (partners) and friends are encouraged to attend! Bringing your friends who are in "small or home-based business" will allow them to see what a great group we are, and may encourage them to join KAHBA. More details will be coming from Alex!

Annual General Meeting: Call for Nominations and Elections

Our Annual General Meeting (AGM) will be held on **Saturday, May 12**.

At this meeting, reports from all of our officers and directors will be given. Our fiscal year end is April 30, and a complete statement will be presented at the AGM. Our membership year ends May 31.

Following this business portion of the meeting, elections will be held for the 2001-2002 year, which begins June 1. A copy of the current Constitution is available from any of the Executive members. This includes duties of Executive members. Nominations may be taken up to and at the AGM, when elections will be held. All of the requirements for nominations are listed in the Constitution.

A notice of the AGM will be sent out to local media. Please mark **May 12** on your calendar now, as this will be a very important meeting! If you are unable to attend, please designate a member to vote in your place. A simple note, stating who will be voting your proxy, signed and dated by both parties will suffice if there is a question of quorum.

Important Meeting Information:

*Our April meeting will be held on **Saturday, April 14**. As this is Easter Weekend, some of our members may be away. For those who are able to come out, this will be an excellent "networking" meeting, with not a lot of "business". Please feel free to bring a guest, as they are welcome anytime! Also, don't forget your "toonies and loonies" for our 50/50 draw!*

Membership Renewals:

David Kempson is our new Director of Membership, taking over from Tina Norman who was feeling a little overwhelmed by her new job as a mother!

David will be seeking to update our membership list, and will be sending invoices for membership renewals which are due June 1. Please make sure that he has all of your current information!

Bring A Friend..

Remember all members are still encouraged to bring a friend who has, or is considering to start a home based business. The KAHBA is an excellent source of information, networking and participation for those who considering such an endeavour.

Members' Monthly Gallery



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CLOWN SERVICES

Charles Millard

Ph: 545-1213
cmillardkingston@hotmail.com

The Members' Gallery periodically provides free advertizing space for members of the KAHBA. To ensure that your business is represented, give the editor two copies of your current business card. *Editor*

Chap 1 - Entrepreneur (series - part 3)

So you want to be an “entrepreneur”? You have made a very important decision, but have you really considered all the implications?

Rewards, Risks and Pitfalls

Being in business brings with it not only rewards but also inherent risks and pitfalls. At the earliest stages of development it is particularly important to minimize the risks in order to maximize the rewards. Two factors can help tip the scale in a positive direction: development of good business management skills and a well-thought-out business plan with a sense of direction and a yardstick for success.

Management

Management means much more than giving orders. It involves the maximum utilization of money, people and other resources to achieve the desired result. It also involves keeping and interpreting records to evaluate changes, trends and weaknesses.

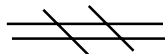
According to Dun & Bradstreet, the largest single cause of business failure in Canada is poor management. If you are the owner or partner in a small business, its success or failure will depend on your management skills. Those skills will be tested even before the business is established.

Experience is the greatest of all teachers. Through it, you learn to avoid mistakes and anticipate the consequences of any given action, plan alternatives, gauge your resources and profit from advantages. If you have no experience in the type of business that you propose to start (or a similar business), you would be well advised to work for a while for someone else who is already established.

You must have confidence in yourself. Confident people take the initiative - people who take the initiative are decision-makers and decisions are pivotal in business. If your confidence is based on knowledge and experience, you are much more likely to be successful.

Going into business always involves some risk. You can reduce that risk factor by careful planning. Your chance of success will depend to a very large extent on how well you have examined all aspects of the operation you are proposing to start.

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



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Quotes Of The Month

It takes more than capital to
swing business. You've got to
have an A.I.D. degree. That is ...
Advertising, Initiative
and Dynamics.

(Ren Mulford Jr.)

Please note that if any member has a topic or idea, or wishes to contribute any written articles to the newsletter, please step forward. We are always looking for your interest, input and support.

Cheers *Editor*

Happy Easter!



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