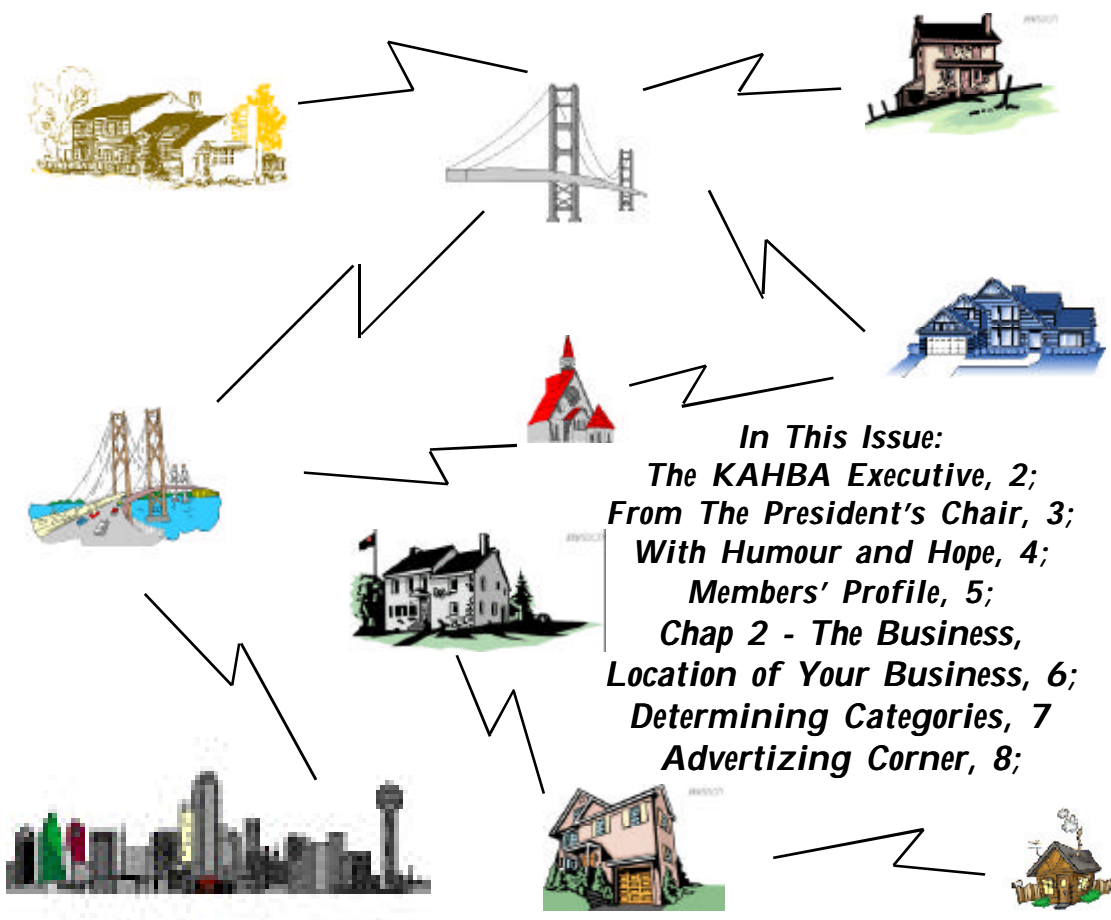


The Kingston & Area   
**H O M E B U S I N E S S**  
**A · S · S · O · C · I · A · T · I · O · N**  
Volume 10, Issue 5 "PROFIT THROUGH SUPPORT" October 2001  
**N E W S L E T T E R**

*Bridges To Better Business Leads Into Small  
Business Week - 22nd - 26th Oct.*



## 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](mailto:davek@cybersolutions.net).

## The Next KAHBA Meetings

is on Saturday, 13 October 2001  
at the Crossroads  
Restaurant in the Frontenac Mall.  
Note: the meeting following, will be on  
10 November 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 WEB SITE address is  
[www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca)

## The KAHBA Executive

As per the voting results in June, the KAHBA executive is as follows:

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

## Membership Welcome

Membership to the KAHBA is always welcomed. Please take the time to bring a friend who is considering, or has a home based business. David Kempson any updated info, and of course, renew your membership (was due 01 June). New members are always welcome.

## Bridges To Better Business ...

Bridges to Better Business is a collaborative effort put forth by the Ministry of Economic Development and Trade, Bell Canada, the Business Development Bank of Canada, and the Kingston Economic Development Corporation (KEDCO).

KAHBA recognized and saluted the efforts and sponsorship of these organizations, on behalf of entrepreneurs within our community and throughout Ontario. As such, the "Bridges to Better Business" theme has been selected for the cover of this month's newsletter. For a listing of planned activities under this initiative, refer to page 9 of this newsletter. (Editor)

## From The President's Chair

A few years ago, I met a woman from Haifa, Israel. She talked about the fear that mothers have for their children. Their sons have to enter combat duty for at least two years following their 18<sup>th</sup> birthday, and their daughters also have to serve in the army. This woman's son was 18 at the time and she feared for his life. Yet, she told me that she could not move her family from Israel (even though she had been offered many lucrative teaching positions at universities in Canada and the United States) because it was their homeland, and their way of life. "Life goes on," she told me, "and it goes on very well." I hadn't thought about that woman until this week. Her son should be finished his stint in the army. I hope he has not been one of the casualties of the war there.

The terrorism too well known to the people of the Middle East has come to North America. Devastating. Horrific. Apocalyptic. There do not seem to be enough adjectives to describe the terrorist attacks on New York and Washington. This has touched us all, in one way or another.

Regardless of how we have already been affected by the terrorist attacks, we will continue to be affected in the days, weeks, months, and perhaps even years to come. How we will be affected can not yet be predicted perhaps, but one thing is certain: we have to try and get back to living our lives, and conducting our business.

It might have been difficult to concentrate on our day-to-day activities, and our businesses may seem insignificant. Any problems we might have may not seem to be important compared to the much more significant problems facing many individuals and the world right now. Yet, it is very important to carry on. That's not to say that we ignore what has happened, or pretend it didn't. To not carry on gives the terrorists a victory. They have disrupted our way of life, certainly more so in New York and Washington than here in the Kingston area. It is, however, important to show that that disruption was extremely temporary.

"Why, or how did this happen?" we ask each other, and ourselves. There are no easy answers, nor are there easy solutions when asking, "How do we respond?" As I write this, it appears that the world is headed for war. This is not something our generation has experienced, although Canada has had military involvement in many conflicts, and our country continues to have a large contingent of soldiers trying to keep peace around the world. Our role as peacekeeper is now more important than ever.

This attack of terrorism has been compared to the one on Pearl Harbour in 1941, and to more recent attacks that occur with horrible frequency in Northern Ireland and the Middle East. We only see the devastation and not the day-to-day lives of the people who live in those countries. Yet, life does go on. People shop, go to school, go to the movies, take vacations, and they run businesses. They do not lay in wait for the next attack, nor do they think that carrying on with their daily activities is futile.

## From the President's Chair....

We can learn from the experiences of others. We can continue our normal activities, and do our part to support the victims of this devastating attack. Whether it is through making a donation to the Red Cross or the Salvation Army, giving blood, we can help in what ever other way makes sense to us, and makes us feel better.

I hope that we will also learn that these conflicts in Northern Ireland and the Middle East show us that violence only begets violence, and hatred only fuels on itself to make a situation worse.

I don't think our lives have been forever changed. It just feels like that right now. As time passes, we will be able to put the events of September 11, 2001 into context and perspective. We will laugh again, because we have to, and we will continue to do business, because we need to. Life will go on, and, as the woman I met from Israel said, "it will go on very well."

Peace,  
Christine Peets

## With Humour and Hope

On a happier note: I am pleased and proud to announce that my first book, entitled "With Humour and Hope: Learning from Our Mothers' Depression and Alcoholism" will be released in October (Trafford Publishing, ISBN 155212-964-0). As I will be presenting a chapter of the book at a conference in Toronto, October 12 to 14, I will not be at our next KAHBA meeting. I would be happy to talk to anyone about the book at the November meeting, or you can check out my website, [www.CaptionsCommunications.ca](http://www.CaptionsCommunications.ca) for further information.

I would like to thank Nicole Denelzen of Infinite Design Studio for her brilliant cover design, and Lindsey Fair of market ME for her enthusiastic help in marketing and promotion of the book. Ron Dickenson was kind enough to answer some questions about pop culture (the chapter I am presenting at the conference), and other KAHBA members have been very supportive. Writing the book was difficult and cathartic at the same time, and your support has meant a great deal to me.—  
Christine

### ***Note from the Editor..***

Members are reminded that the "Members' Profile" is available to everyone. Why not take advantage of this section to profile and promote your business. Just provide a short write-up of what you do and we will include it in this newsletter, where it can be seen. Remember, the KAHBA newsletter is eventually published in our website where it becomes highly visible to your community and beyond. *(Editor)*

## Members' Profile

**Janina Fisher Balfour**

**Professional and Personal Coach (Certified),**

**Speaker and Facilitator**

**Kingston, Ontario**



Janina dreams of a world where the human spirit is unleashed. Where life and work bring wellbeing, fulfillment and joy. Janina has worked in many companies in different countries where she has experienced the creative loss and sense of resignation born of a world of vast, unfulfilled human potential. Doing something to change this has become her life's passion. Janina works with individuals, one-on-one or in groups anywhere in the world, in person and by telephone. Her commitment is to help you discover and unleash your passion, so that you experience the joy, fulfillment, adventure and love of a life worth living.

**Call Janina to book your FREE consultation today at 613.542.4422 or email [janina@visionsinaction.com](mailto:janina@visionsinaction.com) . This could be the most meaningful, life-changing call you ever make.**

### New Members' Gallery

The KAHBA would like to give a warm Welcome to the following, newly joined members..

**Martha Dinsdale Thomson - Clearly Organized** - Martha is a professional organizer, specializing in home, offices, and home offices organization. Contact her at (613) 547-5048 / e-mail: [atmar@kingston.net](mailto:atmar@kingston.net)

**Michelle Dickenson - M.D. Billing** - Michelle can provide fast, cost effective electronic claims processing and reconciliation, and custom reporting to doctors and other medical professionals. She can be reached at 613-354-7223 *e-mail: [mt.dickerson@sympatico.ca](mailto:mt.dickerson@sympatico.ca)*

**Judy Lawless - Mary Kay Consultant** - Judy can show you how to take care of your skin with top quality products or ask her about a career opportunity with a company who's Mission is to "Enrich Women's Lives". Ph. is 613-544-6073 e-mail: [judlaw@king.igs.net](mailto:judlaw@king.igs.net)

**Lindsey Fair - Market Me** - Lindsey has the energy, innovation, and creativity to help you with your marketing and web goals from a web marketing plan to results. Contact her at 613-536-5042 e-mail: [linds@marketme.ca](mailto:linds@marketme.ca)

## Chap 2 - The Business (series - part 6 of 18)

### Location of *Your Business*

Whether you are establishing a new business or purchasing an existing one, location is an important variable to consider. This may appear obvious, but it is very often neglected and is rarely part of the entrepreneur's business plan. Yet market strategy may evolve directly as a result of business location. Also, location cannot be decided by purely economic/business considerations. It is important to consider the residential, social and cultural opportunities of the community. This will have an impact on attracting future employees to your company or on reaching the target audience for your product or service. There are many factors that will influence the location you choose. Proximity to market areas, sources of raw materials or supplies necessary, transportation systems and facilities and the availability of a skilled labour force are but a few to consider.

Ask yourself: Is it a growing community? What is the age make-up of the community? The following is a short checklist of factors you should consider when deciding where to locate your business:

#### Approvals:

- Will all government regulatory bodies approve your use of the building?
- Zoning, health, fire marshal, transportation, environment and labour.

#### Building:

- Outside and inside appearance!
- Layout, lighting, heating, floors, acoustics, comfort, waste disposal,

parking, landscaping and snow removal.

- Outside storage - is it permitted?

#### Lease:

- Has it been checked by your lawyer?
- Is it too short or too long?
- Any options available?
- Who pays to have the lease drawn?
- What are you responsible for?
- What is the landlord responsible for?

#### Neighbourhood:

- How stable is it? Getting better or getting worse?
- Are you compatible with the neighbours?
- Will you enjoy living nearby?

#### Protection:

- Are there regular police patrols?
- What kind of fire protection ?
- Hydrants nearby?
- Sprinkler system?
- Night guard?
- Any history of vandalism?

#### Restrictions:

- Are there protective covenants that will limit your sales?
- Any legal easements on your property?
- Can you grow physically in size?

#### Suppliers:

- Are you near them? Is it important?
- Can you get quick service when something breaks down?

Taxes:

- Present and future assessment for property taxes and business taxes.

Transportation:

- Shipping doors? Truck access?
- Any truck-road restrictions?
- Is there a truck terminal nearby?
- Is rail or air important?
- Is it on a bus route for your staff and/or customers?

Utilities:

- Check your power supply, water supply, sewers and gas.
- What does each cost?
- Are they adequate?
- What would be required to upgrade them to your requirements?

Your competition:

- How big, how old and how strong?
- What percentage of the market do they have?
- What advantages do you have?
- What advantages do they have?
- What percentage of the market will you get?

Your customers:

- Who are they? Age, sex and income bracket.
- Where do they live, play, shop?
- What motivates them to buy your products?
- How often do they buy? Seasonal!
- Cash or credit?
- Can you afford to carry accounts receivable?

Zoning:

- Present zoning and future zoning?
- If it must be re-zoned, what time span is involved and at what cost?

*(next month... part 7 of 18)*

## The Issue of Determining Categories..

I hope by now many of you have logged on to our web site to look around at the various components, or simply to edit or view your personal data. Does your company information represent the up to date picture of how you want to be seen by those who come to our web site?

For some of you your data is up to date, easy to understand and gives a clear picture of what you are about. For others, we wish that statement was true. Some of the KAHBA members can help you in this regard but you will have to ask; but that's not the point of my article.

You need to know about some changes that will be coming to the web interface in the near future. For some, being given the chance to chose what category to put the business under becomes a new chance to define the various aspects of our business, but possibly not in the most general terms. For example, being involved with computers, software and viruses, I could easily list under categories of "computer system design and hardware and software, and virus detection." But Matthew had warned me that to define my own categories I must use commas to separate the different categories. So, I can re-write my categories as "computer system design, computer hardware and software, virus detection" That looks pretty good now, as web surfers will be able to find my business, without a problem. Also, those who use search engines, are aware that each engine searches for information differently from another.

Well the short story is that allowing members to define their own categories in it's self was a good idea but it got a little out of hand. So here are some **new** rules in establishing category names:





MEDIA RELEASE  
September 6, 2001

FOR IMMEDIATE RELEASE

## **Bridges To Better Business Leads Into Small Business Week**

Kingston - Small Business Week (October 22–26, 2001) is about recognizing the accomplishments of local small business owners and operators. During this week, a number of events are planned to provide opportunities to gather with colleagues and celebrate small business.

Leading into Small Business Week, the 3<sup>rd</sup> Annual Bridges to Better Business workshop will focus on assisting local small businesses to grow and remain competitive within the changing marketplace. Peter Schell, Manager of KEDCO's Entrepreneurship Centre stated, "an event like Bridges to Better Business provides owners and operators the opportunity to say to themselves, "yes I actually did it." The event acts as a tremendous motivator."

Bridges to Better Business is a collaborative effort put forth by the Ministry of Economic Development and Trade, Bell Canada, the Business Development Bank of Canada, and the Kingston Economic Development Corporation.

Scheduled for October 18, 2001 at the Howard Johnson Hotel in Kingston, Bridges to Better Business is designed as a day – long event providing entrepreneurs with the opportunity to participate in roundtable discussions with their peers and more seasoned mentors. The discussions are moderated by facilitators and are focused on a variety of topics related to succeeding in business. Capturing the changing landscape of business, this year, topics will focus on e-business, marketing, financial management and business development and growth. Many of the ideas and perspectives captured through these discussions act as a springboard to assist other start-up entrepreneurs find relevant solutions for use in their business.

Diana Mick, Owner of Barrielfield Blossoms couldn't agree more. "Bridges provides entrepreneurs with a tremendous opportunity to network with other business owners at various stages in their development. As well, the trade show component encourages local businesses to showcase their products and services. In my case, it is very beneficial. It allows me to display gift wear and various flower arrangements and this is essential due to the visual impact these displays have. Product representation at an event such as this allows potential clients to experience first – hand what my business offers"

The Bridges to Better Business workshop is an ideal opportunity to accomplish many tasks associated with your business. The format of the day will inspire entrepreneurs to meet peers and mentors in a positive business environment. Round table discussions should spark you to new insights about your own business and a revision of your goals and outcomes. So set time aside to participate in this workshop. It is truly a unique learning event for entrepreneurs. For further Information contact:

Cormac Evans  
Business Information Officer  
Kingston Economic Development Corporation Phone: (613) 544 – 2725 ext. 240  
E-Mail: [evans@kingstoncanada.com](mailto:evans@kingstoncanada.com) Web: [www.kingstoncanada.com](http://www.kingstoncanada.com)