

The Kingston & Area



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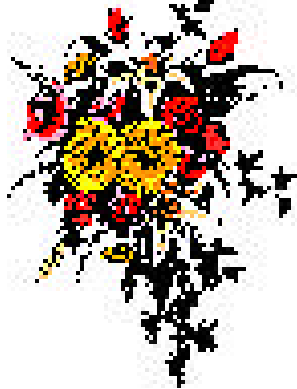
Volume 13, Issues 8

"PROFIT THROUGH SUPPORT"

February 2005

N E W S L E T T E R

Be My Valentine!



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What Is 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. Initial membership to the KAHBA costs \$55.00 for the year, renewal is \$45.00. For more information, please contact the Membership Director, David Kempson, at 544-2178 or email him at: davek@cybersolutions.net.

Here's The KAHBA Executive

The KAHBA executive is as follows:

President - Paul Grass Vice-president - Rej Bruneau
Secretary - Stephanie Stone Treasurer - Heather Simpson Membership - David Kempson
Publicity - (Anne Jennings/Maggie McLaren) Newsletter - Fred Georgeadis Guest Director - Don Gale

Your Next KAHBA Meeting

your next KAHBA meeting will be at 8:00 am, on Saturday, 12 February at the Crossroads Restaurant, Frontenac Mall. Remember, meetings are generally held on the second Saturday of each month. March's meeting will be on the 12th, 2005.

Mailing & Drop-off Address

The Kingston & Area Home Business Association Mailing & Drop-off address is:

KAHBA
19 MacPherson Avenue, Unit #36
Kingston, ON K7M 6W4

Web Site Address

KAHBA'S WEB SITE is at the following address:

www.kingstonhomebiz.ca



Guests and New Membership Welcomed

Membership to the KAHBA is always welcomed. Please take the time to bring a friend who is considering, or has a home based business. Please provide David Kempson with any updated information about you or your business. Of course, new members are always welcome.

Evening Networking Meetings

KAHBA also holds evening Networking mixers so as to give everyone an opportunity to gather without the formality of a meeting. Our next evening meeting is scheduled for the last Mon. in February 2005 (Feb. 28th). We hope to see you there.

From The President's Chair



Hi everyone.

As you know February 14th is Valentines Day. It is that time of year that we traditionally make the effort to acknowledge the ones we love with a Valentine. The Valentine helps us express our feelings for those we hold dear and close to our hearts.

At KAHBA the meeting this month will be held on the 12th, just two days before Valentines Day. But no doubt the weekend will see many parties and flower exchanges, as well. At our KAHBA meeting we will enjoy the company of our colleagues and the opportunity to Network with a unique group of great people - and, while we won't be exchanging Valentine Cards, we will be exchanging ideas and information. As well, we are expecting several guests to show up. It will be a great way to start a Saturday, a day that will begin with a hearty breakfast with friends and colleagues, and possibly end with a dinner out with close friends and loved ones. What could possibly be better? KAHBA in the morning, and dinner out in the evening.

Hey everyone - Have a great Valentines Day!!
Paul Grass - President of KAHBA

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Paul E. Grass
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How to Get Radio Publicity

by [Janet Attard](#)

Being a guest on a radio news program or on a radio talk show can give your business free publicity that helps sell your products and gain name recognition for your company. But how can you get a radio's staff to schedule you as a talk show guest or interview you for a news story? Here are several tips to help you get noticed - and interviewed often by radio reporters and talk show hosts.

- Do your homework. Before you send out a press release or call local radio stations with a story or public service announcement you'd like aired, listen to them. Familiarize yourself with the station's audience and informational needs.
- Target your promotional contacts at those radio stations whose audiences are most likely to be interested in your message or news story.
- Keep your mailing lists and contacts up-to-date. Changes in station personnel occur fairly often. Letters addressed to individuals who left the station months (or years) ago often wind up in the trash.
- Make yourself known as a spokesperson for an issue or organization. Because of the immediacy of radio, newspeople have precious little time to hunt down information sources when a story breaks.
- Contact radio stations or individual broadcasters when you have nothing special to promote and let them know you (or your client) have expertise in a particular area and are available to provide a local angle whenever necessary.
- Ask stations about their preferred style and length for public service announcements. And ask who PSAs should be mailed to.
- Understand what news is. Realize your company's new widget or service will not be discussed on the news unless it has true news value. If there might be a human interest angle in the product or service, find out who at the various radio stations should be contacted with feature material.
- Don't waste money sending radio stations photographs with your press releases. They will only wind up in the garbage.
- Be a good guest. Know your material, and answer the host's questions, keeping their audience in mind. Keep your answers on the short side, but provide enough real information so the audience comes away feeling they've learned something.
- Thank the host for having you as a guest.



About the author

Janet Attard is the owner of Attard Communications, Inc., which provides editorial content, online community and web development services. She is the founder of the award-winning [Business Know-How](#) small business web site and information resource.

Welcome This New Member

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A New Free Tool in the Fight Against Spyware

By the Pocket PC Dewd

(Source-Microsoft AntiSpyware Website and online documentation for Microsoft AntiSpyware Beta)

Are you experiencing slower Internet connection speeds? Do unwanted pop-up ads appear even when you aren't surfing the Web? Do you experience frequent changes in Web browser settings or home pages? Is your computer sluggish? If so, your computer may be infected with spyware. Because the typical goal of spyware is to steal information, some types of spyware may run quietly and not display any outward signs of infection. The best way to check for infection is to scan your computer using an updated utility. Two good utilities, Ad-aware and Spybot Search and Destroy, have been joined by a new utility backed by Microsoft. It is called Windows AntiSpyware (Beta) and is available free for download at the site <http://www.microsoft.com/athome/security/spyware/software/default.msp>.

In the next issue I will discuss the installation and features of the software. For now, I will describe spyware, what it is, why it may be harmful to you, and what you can do to minimize the risk of acquiring it.

What is Spyware?

Spyware and other unwanted software refers to software that performs certain tasks on your computer, typically without your consent. This may include giving you advertising or collecting personal information about you.

Spyware is software that collects personal information from you without your knowledge or permission. The information spyware collects can range from all the Web sites you visit to more sensitive information like user names and

passwords. You might be the target of spyware if you download music from file-sharing programs, free games from sites you don't trust, or other software programs from unknown sources.

Spyware vs. Adware

Spyware is often associated with software that displays advertisements, called adware. Some advertisers may covertly install adware on your computer, which adware generates a stream of unsolicited advertisements that can clutter your desktop and affect your productivity. The advertisements may also contain pornographic or other material that you might find inappropriate. The extra processing required to track you or to display advertisements can tax your computer and hurt your overall system performance.

This is not to say that all software that provides ads or tracks your online activities is bad. If you sign up for a free music service and in return for that free service the company offers you targeted advertisements, it might be a fair tradeoff. Likewise, tracking online activities can be useful when displaying customized search content or personalized preferences at an online retailer.

The key is whether or not you (or another user of your computer) have been properly notified of what the software will do and that you have provided consent to have that software installed on your computer. The question at hand, is the software being deceptive in what it does or how

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it gets onto your computer?

Spyware and unauthorized adware are two examples of “deceptive” software. Deceptive software includes programs that take over your home page or search page without first getting your permission. There are a number of ways deceptive software can get on your system. A common trick is to install covertly the software during the installation of other software you want such as a music or video file sharing program.

Different Types of Spyware

Spyware can be broken down into two different categories, surveillance spyware and advertising spyware. Surveillance software includes keyloggers, screen capture devices, and Trojans. These would be used by corporations, private detectives, law enforcement, intelligence agencies, or anyone interested in your activities. Advertising spyware is software that is installed alongside other software or through ActiveX controls on the Internet, often without your knowledge or without full disclosure, that it will be used for gathering personal information and/or showing the user ads. Advertising spyware logs information about the user, possibly gathering passwords, e-mail addresses, Web browsing history, online buying habits, the computer’s hardware and software configuration, and personal information.

Adware. Adware is generally software that displays advertisements. Some advertisers may covertly install adware on your computer and generate a stream of unsolicited advertisements that can clutter your desktop and adversely affect

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your productivity. The advertisements may also contain pornographic or other material that you might find inappropriate. The extra processing required to track you or to display advertisements can tax your computer and hurt your computer's performance.

Spyware. Spyware's primary purpose is to collect demographic and usage information from your computer, usually for advertising purposes. Spyware is usually silently downloaded onto your computer and performs covert activities. Spyware programs are often bundled as an unknown component of other programs downloaded from the Internet.

Browser Plug-in. A browser plug-in is an application that can be installed in your Web browser. Plug-ins can come in the form of a toolbar that is included in your Web browser, a search or navigation feature, or extra task buttons on the browser. Although most plug-ins are designed to perform necessary functions, some plug-ins are harmful to your computer because they have complete access to your Web browser and can log, modify, and redirect any task you perform.

Browser Redirector. Browser redirectors are programs that change your Web browser settings, often altering designated default start and search pages. In addition, a browser redirector can modify almost every aspect of a Web browser including adding bookmarks, and

redirects search traffic to alternative sites.

RAT. A remote administration tool (RAT) is a Trojan type of software that when run, provides an attacker with the capability of remotely controlling your computer over the Internet. The attacker usually has full access to functions on your computer.

Keylogger. A keylogger program runs in the background, recording all your keystrokes to a file. Once keystrokes are logged, they are hidden on your computer for later retrieval, or shipped secretly to the attacker through email or over the Internet.

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Remote Installer. A remote installer is a program that is installed on your computer without your knowledge. Once the program is installed it can connect to a remote server and download additional programs and files, installing them on the computer without your knowledge.

Commercial Keylogger. A commercial keylogger is a program that is installed by one user of a computer to explicitly monitor the activity of other users. These types of program can be installed using stealth tactics to hide themselves from other users. These programs can be purchased from commercial organizations.

Dialer. A dialer is software that dials a phone number using your computer's modem. Most dialer programs connect to toll numbers without your knowledge or consent, causing you to incur these charges on your phone bill.

Low Risk Adware. Low risk adware is an adware application that is designed to display advertisements through pop-up windows. However, this type of adware program is installed with your knowledge and conforms to the program's End User Licensing Agreement which is usually presented to your prior to download and during installation. A low risk adware program will not transmit personal or identifiable information.

File Sharing Program. File sharing programs, also known as peer-to-peer, are popular applications used to share files

of any type such as movies and music across the Internet. Many freeware and shareware file sharing programs install different types of adware and even some spyware software with them. Although most file sharing programs are not harmful, the adware and spyware programs contained in their bundle could be.

Avoiding Spyware Infection

Whenever you are installing something on your computer, make sure you carefully read all disclosures, including the license agreement and privacy statement. Sometimes the inclusion of adware in a given software installation is documented, but it may appear at the end of a license agreement or privacy statement.

Keep Your Browser On Guard

If you set your browser settings to a lower security setting, it may be possible for software to install silently on your system without any warning at all. For example, if you use Internet Explorer as your Web browser, and if you have chosen the lowest security settings, you may be vulnerable to such software. For better protection, be sure to know the security configuration of your browser and make sure to keep this setting at the medium level or higher. Doing so will help you control what is being installed on your computer.

Avoid Untrustworthy Sites

Have you ever had an experience where you were repeatedly asked to accept a download even after you said "no"? Creators of deceptive software often use such tricks to get you to install their software. If this happens to you, do not click

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“yes.” Instead, try to close the Web page that first asked you to accept the download by hitting the “X” in the corner of the window. Alternatively, quit your Internet browsing software and restart it to begin browsing the Internet again. If you visit a Web page that continually displays these tricky pop-up windows, that Web site may not be worthy of your trust.

It is a sign of the times that Microsoft has felt compelled release a free software tool to prevent spyware from taking over the Windows operating system. I know from personal experience that many antivirus programs are unable to detect and remove spyware from a system. We must all be sure to practice safe computing: it is no longer enough to ensure that the firewall is up and that the latest virus pattern files have been downloaded. Next week I will discuss Microsoft AntiSpyware, a new tool in the fight against system hijackers.

Does Your Business Cater to Valentine's Day?

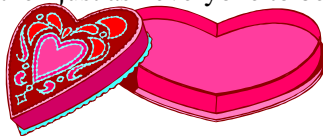
Does your business cater to the St. Valentine's Day Celebrations? If not, perhaps you need to re-think how your services could contribute to, and benefit from this annual event, and perhaps to other similar activities throughout the year.

For example, Cupids and Angel statues, as provided by **Rej's Ceramics**, are a great gift for someone. If you are in the flower or the giftbasket business, like **Ida's Gift Baskets** and Andrea's **Study Buddy Buckets**, your taylored basket could be the perfect “gift” for a client's special love. Hey, maybe it's a Valentine's Party that you are hosting, and Dave from **ChemDry by Metzler**, could clean your rugs just before (or even after) the party. As well, you may wish to serve pork appetizers: you can certainly order free range pork from Dale Williams' **Rockledge Farms**, or appetizers from Paul McGregor's **Nutrafarms**.

Maybe the answer is to take your honey on a cruise, then speak with Jacki from **Travels With Jacki**, right now she has some great deals for you! Perhaps its a poetic idea you need to express - Stephanie Stone from **Cornerstone Communications** does a great job of putting ideas on paper. Perhaps a unique card printed, or special pictures put to music on DVD is the answer for the apple of your eye: speak with Fred (**Creative Solutions Design**) for such a customized gift.

These are just some ideas. Providing some Valentine's special in the form of a service or product will best serve your clients: hey - you get the picture. Do some brainstorming, maybe some networking, and bounce ideas of of your KAHBA buddies. If a problem nags you long enough, the answer is usually just around the corner. Best of Luck on your efforts, and Happy Valentine's Day!! (Hey -if you're not sure, then just ask everyone to be your Valentine!)

(Editor)



(hey -who took the last candy?)

Heather Simpson
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Quote of the Month

Use what talent you possess.
The woods would
be very silent if no birds sang
except those that sang best.
~Henry Van Dyke

Upcoming Events



Health Seminar - Thurs. 23 Feb. - Nadia Zinchenko, Dr. of Natural Medicine, has announced a Seminar is being held at the **Let Go Wellness Centre**, 633 Norris Court, the subject is **Syndrom X, The Silent Killer**. Seminar time is 7 - 9 pm. Seminar is being presented by Rinata Graf from Nature's Sunshine. Some cost may apply.

Marketing Meeting - Thurs. 24 Feb. - the KAHBA Marketing Committee is getting together to strategize direction of the KAHBA for 2005/06. Planning will include Showcase 2005 initiatives. Mtg is at Chapters, at 5:30 pm.

Friends of KAHBA

Friends of KAHBA - businesses and organizations that recognize our non-profit status, and provide our Association with discounted product or service, or otherwise assist the members with other similar benefits. Today we feature:



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