

The Kingston & Area 
H O M E B U S I N E S S
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N E W S L E T T E R

Merry Christmas to All....



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What Is KAHBA?

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full and part-time, offering experience, education, information, and support to each other. KAHBA is proud to announce it is now in its 15th year of operation. Initial membership to KAHBA is \$55.00 for the first year, and \$45 for each yearly renewal. For more information, please contact our Membership Director, David Kempson at 544-2178, or contact any executive member on our website www.kingstonhomebiz.ca.

KAHBA's Executive

The KAHBA executive is as follows:

President - Rej Bruneau; Vice-President - Lorayne Bradshaw;
Secretary - Melanie Babcock; Membership - David Kempson;
Treasurer - Lyle Merriam; Guest Director - Sidney Berry;
Publicity - Gerry Koster; Newsletter Editor - Fred Georgeadis

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Web Site

our web site is:
www.kingstonhomebiz.ca

Next KAHBA Meetings

Meetings are usually held monthly. Our next meeting will be announced via e-mail and will be on the 2nd Saturday in Dec. As well, KAHBA holds one evening meeting, to accommodate those who are too busy for Saturday mornings. This happens on the last Monday of each month, times are 6:30 - 8:00 pm. - place will be announced shortly. Come and have supper with us!! Our next evening meeting will be in January 2008.

Guests and Potential Members Are Always Welcomed

Membership to KAHBA is always Welcomed. Please take the time to bring a friend who may be considering, or already has, a home-based business. Guests who wish to just check us out, are also welcome to do so. See you at the meeting!!

This Newsletter designed by:

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High Definition A/V Cable Buying Guide

by Paul Tansey

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In the history of home audio/video (A/V) equipment, there once was a time when cables weren't a topic for discussion. All you needed to worry about was the power cord, and maybe a set of 'rabbit ear' antennas.

The evolution away from big cabinet-style stereo consoles was enough of a thrill for the audio fan, and even having the option to record and replay TV was plenty to satisfy the video buff. Of course, for many home entertainment fans, it soon became apparent that if you could do something - like connecting separate components - you should try to do it well.

Cables have been evolving steadily ever since. From basic RCA (composite A/V) cables and other forms of analog signal carriers all the way to the most modern digital connections, like high-performance DVI and HDMI, the quest for purity and precision has pushed manufacturers to improve the art and science behind home theatre cables.

With the recent explosive growth of high-definition TV (HDTV), it is more important than ever to get cables that let you enjoy every last bit of audio and video from your source.

Out of the box, into the bin. - Before you set up your new [home theatre system](#), you'll want to assess all the cables that came with your new components. If you want the best

possible signal then it's highly likely that the included cables won't do.

Cables that come with new home theatre equipment - even the best new components - tend to be pretty basic. If a manufacturer is going to cut costs somewhere, it's often with the cables.

The problem is that these cables may not be able to carry the digital signal at its full bandwidth, potentially limiting the amount of data that ends up on your screen and at your speakers. Furthermore, the included cable materials are probably lower quality, connectors aren't as secure, and shielding may not be as reliable.

This is especially true of digital equipment - often the manufacturers only pack along basic composite audio and video cables, just so you can get their gear up and running. But you won't be getting digital quality, let alone HD video or audio.

Good cables do cost more, but they are well worth it. You will be doing yourself a favour by spending a little extra to get really good cables to connect your new equipment.

A good reason for great cables - In order to get the most from an HDTV you present jaw-dropping picture and sound. And now components like HD [cable](#) and [satellite](#) systems,

(continues on ..pg. 8)

First Impressions Count! Lasting Impressions Sell!

Bet Your Business Card On It.

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It's the trade show of the year, and you're poised to meet, greet and network up a storm because the precise buyers for your product or services are here. Business card? Check. Sales brochures? Check. Product samples, informational literature, or other appropriate peripherals? Check.

But wait. Let's go back to item #1 - both in the list above and the all-important first step in creating a strong, lasting and favorable impression. In other words, what you looked like or said may not be remembered when potential customers are back home, but your business card will be in the pile he'll sift through to separate the wheat from the chaff; the business she'll want to follow up on.

What's your card saying about you? Here are some of the most common mistakes you've no doubt seen and reacted to negatively. Tossing the card into the wastebasket is inevitable.

Paper too thin. Card is wimpy and bends or crumples in your hand or briefcase. And screams cheap. Might be an indicator of your other business practices and products.

Pre-printed perforated cards you run through your computer printer. More cheap impressions, plus your card may look like dozens of others because of the limited preprinted designs available.

There's much more. Boring. Bad choice of type face and size. Too much or too little information. No focal point, muddy graphics — the list goes on.

Your business card is often the first — and perhaps only — impression prospective clients may see. Will it encourage them to find out more about you and your business? Having a good logo design and a clean layout leaves them with a favorable first impression that you're a credible professional businessperson.

Following are 13 easy ways for you to do what the professional designers do; insider secrets about business cards that go right to your first impression and bottom line.

1. Create a focal point or central place that draws a reader's eye.
2. Allow white space to help balance the layout. Don't fill up the card with text.
3. Use a clear, strong logo that looks good when reduced in size on your business card.
4. Use a highlight color sparingly. Make sure colored elements highlights the one main message you want to convey.
5. Be sure the highlight color you choose is appropriate to your business. For example, using green on a lawn care business card would be far more appropriate than say red or orange.
6. Limit your selection of type fonts to no more than two, which may also include their "families." For example, a font family includes styles such as bold, italic, or bold italic versions.
7. Format text to be smaller, more compact, and more professional looking.

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Welcome to New KAHBA Members

Please welcome new member:

Mario Lalonde, owner and operator of

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located in the Frontenac Mall

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Please welcome **Angela Flood**, Independent consultant for

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Email: aflood@cogeco.ca

Website: [www.discoverytoyslink.com/
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Do You Know the Laws About Using Testimonials?

By David Frey

In the Internet marketing industry we use testimonials a lot. Probably more than any other industry, simply because, distrust and skepticism is so high on the Internet.

The other day I was reading the Consumer Reports magazine and ran across an article that I think you'll find very interesting.

A download link for this article is found at the end of this article.

Rules About Using Testimonials

As a general rule, testimonials are largely self-regulated.

However, if the government can prove that through fraud the product has harmed the health or picked the pockets of a lot of consumers, they will become involved.

Thus, they require that experts have credentials and expertise in the area that their endorsement implies.

As a rule, testimonials **must NOT**:

1. Make wild claims without proof:

When an ad makes a claim about a product, it must be based on facts and evidence.

2. Footnoting or hiding "Results Not Typical"

Advertiser can put atypical users in their ad as long as they disclose that their "amazing" results were unusual. "Results vary" is not enough.

3. Using ads as news

Celebrities who are paid to promote products are free to praise them on news programs as long as their role as a spokesperson is disclosed.

4. Use people who change their minds

Endorsers must have used the product when they endorsed it and if the ad continues, the endorser must continue to use the product or their endorsement can no longer be used.

5. Hide the fact that they are getting paid

When a person giving their testimonial is paid for their endorsement, then the testimonial must state that they are a paid endorser.

What Does this All This Mean for You?

When you use a testimonial, you need to be careful about a few things.

1. Always keep the source document where the testimonial came from (email, letter, fax etc.).
2. Never use wild claims unless they are 100% true.
3. When you do use wild claims, make sure you place a "Results Not Typical" disclaimer right next to the testimonial (not at the bottom of the page.)
4. It goes without saying that you should never fabricate a testimonial...ever!

If you'd like to read the article straight from Consumer Reports, here is the download link.

Download Link for Consumer Reports Article

Here is the download link for this article. It has some interesting case studies.

<http://www.davidfrey.us/recommends/testimonials>

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CUSTOM ELECTRONIC DESIGNS

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(from pg. 3- A/V Cables

as well as [HD DVD](#) and [Blu-ray Disc](#) players, can generate the picture and sound quality to keep up. As a result, HDTV and other HD components have created a need to transfer huge amounts of information.

Cables have been evolving to keep up with the new formats and technologies. The peak of performance right now is DVI (Digital Visual Interface) for video only and [HDMI](#) (High Definition Multimedia Interface), which carries both video and audio in pure digital form. Of course, even that format is evolving, with the introduction of HDMI v1.3.

A little bit about HDMI v1.3. - HDMI 1.3 provides support for a number of optional features that are new to the HDMI spec. With these features comes added demands on HDMI cables, and as such, an important consideration when choosing your cables for HDTV is performance.

When comparing cables, check to see if the manufacturer has certified the cable for the features you need, and can handle the length from component to component. A higher rating tells you that the cable would be able to deliver that performance over longer distances. Although cable manufacturers use various names for such ratings, the HDMI consortium uses just two categories:

Category 1 - 'Standard' HDMI cable - tested to reliably deliver 1080i signal.

Category 2 - 'High-Speed' HDMI cable - tested to reliably handle the following:

- 1080p signals
- Increased color depths (e.g., xvYCC, Deep Color)
- Increased refresh rates (e.g., 60Hz, 120Hz)
- Uncompressed audio (e.g., Dolby True HD, DTS-HD, and their variants)
- Specialized higher resolution displays (e.g., WQXGA cinema monitors at 2560 x 1600 resolution)

Ensure that the HDMI cables you're considering support your required features at the length you need. As with all cables, it's an especially good idea to keep HDMI cables as short as possible, to be sure your audio/video signal makes it from one end to the other, without any degradation.

Seeing the light with video - Many people who first bring home a new HDTV will connect the display to their source with existing cables or ones that came with the components, such as a composite or [S-Video cable](#). This can lead to disappointment with the image quality, and cause one to wonder whether the money they spent on the new system was even worth it. With poor quality cables, it may not be.

Composite and S-Video cables simply don't have the bandwidth to transfer the full for you.

Your [speaker cables](#) are also part of the signal chain, and should be carefully considered when equipping your HD home theatre. Re-

Go to pg. 10- A/V Cables

(continues from pg. 4)

8. Choose appropriate fonts for your business, avoiding trendy, or overly embellished versions.

9. Avoid using all capital letters because they are more difficult to read, and look unprofessional.

10. Use a grid to align text and objects to each other.

11. Don't use illustrations that are too detailed or delicate, as they may look muddy when printed at a small size.

12. Stay away from amateur-looking or dated clip art (unless you are going for the "retro" look). Find good quality resources.

13. Select a beefy cover stock for your paper. Sometimes 80# cover is not enough. You can get a free swatch book from your printer or paper representative. The swatch book will give you the opportunity to examine and feel the

various sheets for finish, thickness, stiffness, opacity (translucence), and color.

Impress your clients with your cards as though your business depended on it! Cards are small in size but huge in importance to your business success. Start employing these design tips to ensure your cards are doing the biggest possible job for you.

Karen Saunders is the owner of MacGraphics Services, a unique design firm for today's entrepreneur. Whether you outsource your promotional pieces or are a do-it-yourselfer, Karen takes the mystery out of marketing. Learn the Top 5 Mistakes that can cost *you* money by signing up for her FREE e-course, available for a limited time. To take advantage of this e-course and find out how *easy* it can be to attract more clients, <http://macgraphics.net/FreeStuff.php>. You can also contact her at 888-796-7300, or Karen@macgraphics.net.

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(continues from pg. 8 A/V Cables)

member that a heavy gauge ensures proper power transfer, and tight winding patterns help control distortion. Thicker protective coatings also help preserve sound quality.

Whatever audio cables you're considering, a good mark of quality is THX certification. This is the same standard used in movie theatres for that incredible digital surround sound.

What makes better cables better, anyhow?

Some cables are built better than others, even when you get into DVI and HDMI cables.

With digital cables, it's essential that you have a high-quality connector. Connectors are made of metal, and are either stamped or machined. Stamping involves using a press to shape the connector, which is effective but can lose signal quality when the metal weakens as the connector is bent. For best results, pick a cable that has been machined and is made of a highly conductive metal.

Beyond that, speed ratings (bit rate) will determine some of the difference between a 'good' and 'great' cable. Again, higher bit rates will get you better results if you have to cover a greater distance between cables. Also, as mentioned earlier, for 1080p, higher bit rates are required.

The rest comes down to the construction of the cable. A better cable will keep the signal strong through to the other end, even though it is digital. The ones and zeros that make up your digital signal can start to bog down over

longer distances in a lesser cable, so your HDTV or home theatre receiver has trouble telling ones and zeroes apart. This can lead to distortion, artifacts and jitter.

Higher capacity cables also future-proof your home theatre system, as you have some bandwidth available for when you upgrade various components.

Picking your connection.

How much is enough for cables? Some suggest spending as much as ten percent of your overall purchase price on cables. You can get good cables for less, especially if your signal doesn't have to go very far. Still, it's money well spent, if you're going to invest in good equipment. This way, there is no weak link in your chain.

Once you have made the decision to upgrade your home theatre system to HD, remember to not stop half-way, and upgrade your cables as well. A Product Expert at [your nearest Future Shop](#) can help you find the best cables for your HD home theatre experience. *Reprinted with permission from Geeks.com*

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5 Effective Ways to Improve Your Writing

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As writers, you have a message to share and a story to tell and you want to accomplish that as clearly as possible. When I see patterns of unclear writing, I recommend using the following 5 ways to change them. When you apply these techniques consistently, you'll see instant improvement in your writing.

1. Make verbs dance.

The meaning of a sentence comes across effortlessly and clearly when its verb is "alive." Compare these sentences:

Passive – "The juicy watermelon was eaten by the boy."

Active – "The boy chomped into the watermelon's belly, enjoying each juicy bite."

2. Get agreements.

When you put a singular subject with the plural form of the verb, you weaken your writing, confuse your reader, and make grammarians groan. Example sentence: "A group of writers were in town." Note that the subject of the sentence "group" is singular while the verb "were" belongs with a plural subject. Instead, write this: "A group of writers was in town" or "Several writers were in town." Better yet, liven up the sentence with an active verb: "A group of writers landed in town" or another more imaginative verb.

3. Watch for mixed modifiers and dangling participles

"When thinking about a good place to eat, many choices are available." Are the "many

choices" doing the thinking? I don't think so! Mixed modifiers and dangling participles get in the way of crisp, intentional communication. Write this instead: "When thinking about a good place to eat, the organizer had many choices." It's now clear who is doing the thinking – the organizer!

4. Stay on a parallel path.

Don't let a mixed bag of sentence structures wiggle into your writing. Here's what I mean: "His attitude makes a difference in changing, succeeding, and when he wants to move on." The writer forces the reader's mind to shift gears too abruptly by throwing in a non-parallel phrase toward the end of the sentence. It broke an expected pattern. Instead, the sentence needs a parallel structure, in this case, three "ing" words: "His attitude makes a difference in changing, succeeding, and moving on." That keeps those mental gears from grinding.

5. Select the right word when it matters most.

Do certain words tend to trip you up? Do you write "further" when you mean "farther" or "accept" instead of "except?" Selecting the correct word from similar-but-different options saves confusion for the reader and embarrassment for you as the writer. Jump into your dictionary when you're not sure if "choose" or "chose" is correct within the context of your paragraph. Better yet, keep a reference guide handy, one that specializes in clarifying trick combos such as than vs. then, stationery vs. stationary, loath vs. loathe and so on. Choose the perfect word when it matters most.

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Quote of the Month

The wonderful thing about standards is that there are so many of them to choose from”.

Grace Hopper

The KAHBA Executive would like
to wish you all a



**Merry Christmas
and a
Happy New Year**



Be Good, Santa is Watching

