

The Kingston & Area



HOME BUSINESS A·S·S·O·C·I·A·T·I·O·N

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NEWSLETTER

HAPPY

NEW YEAR

2008



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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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PO Box 35051, Stn Kingston Centre
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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 Jan '08. 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 28 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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How to Advertise with Flyers

When you first start out on your business venture, money is usually tight but you still need to advertise. One of the most affordable, yet very effective, ways to begin your advertising campaign is with flyers. Flyers are simply full page ads that are distributed directly to your potential customers. There are several ways in which they can be distributed.

There are several points to remember when designing your flyer, just as in writing ads or any other sales copy:

1. You want your flyer to get people's attention, so don't just use reams of boring text on a boring, standard white paper. Use bright, alive and cheerful colors and plenty of images to bring out the message you are trying to convey.
2. The flyer's purpose is to sell, not to let everyone know your name. The flyer is not a business card. On the flyer, you want to highlight your product/service. For example: Ants a problem in your house? We can get rid of them in just a few hours. No more problem!
3. Use incentives and/or closing dates to get people to act NOW! Call NOW and get 10% Off our Regular Deal! 1-800-GOPIZZA.
4. Adding a few testimonials to the flyer can also be very effective. Highlight comments of past satisfied customers. List your qualifications as well, making sure to set yourself apart from other similar companies.
5. Another good idea is to encourage referrals. Having a statement such as, "If you are not in need of our product or service, please pass this along to someone who is." You might be pleasantly surprised at how many customers this one line can bring in!
6. Don't forget about the back of your flyer. Take advantage of this space as well. List some of your specials, sales, more testimonials, coupons, incentives, etc.
7. Do not stop at one try. You MUST follow-up! Advertising yields the best results after an individual becomes familiar with your advertising and business. Try 3 or 4 scheduled advertisements and watch as your results improve steadily.
8. Test your flyers. Use different incentives, headlines, paper colors and see which ones get the best response.
9. Distribute your flyers in targeted areas. If you offer a food, try distributing them at colleges or workplaces. If you offer weight loss products, visit the local gyms and exercise studios.

Flyer
home
delivery



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Color Meaning - Unlock the Symbolism and Color Psychology of Common Colors

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Color is a magical element that gives feeling and emotion to art, design, and advertising. By understanding color meaning, (or the psychology of color) you can choose the right color to support and emphasize your design.

A dominant color or overall color scheme can determine the tone of your document. Certain colors will help your product, corporate document, or advertisement attract specific target audiences and evoke desired responses.

The information below provides generally accepted guidelines on the symbolic meanings of color and how you can use color more effectively in your marketing pieces.

The meaning of the color yellow (including coral, orange, amber, gold)

What it Symbolizes: Energy, caution, warmth, cheer, joy

Yellows are often associated with the following characteristics: homey, friendly, soft, welcoming, moving, excitement, or adventure. Good for press kits, stationery, and shopping bags.

Use yellow for signage in work situations warning of danger. Yellow is also good for any project that needs to evoke feelings of lightheartedness, humor, or friendliness.

The meaning of the color red (including mauve, magenta, crimson, scarlet, poster red)

What it Symbolizes: Power, romance, vitality, earthly, energy

Reds evoke highly charged emotions such as aggression, danger, or love. Red makes us pay attention and catches our eye immediately so use reds on items that need to grab attention.

In the financial arena, red symbolizes a negative direction.

The meaning of the color green (including lime, leaf green, sea green, emerald, teal, sage)

What it Symbolizes: life, foliage, grass, trees, water.

Greens are sensuous and alive. Green is associated with the following characteristics: friendliness, dependability, freshness, non-threatening, safe, secure, healthy, strong, expensive, and primitive.

In the business world, green symbolizes growth and prosperity.

The meaning of the color blue and purple (including sky blue, ultramarine, violet, purple, azure)

What it Symbolizes: Peace, law and order, logic, analytical, intelligent, honest, calm, clean, good will, tranquility, compassionate, serious, thoughtful, quiet, reflective, regal, classic, dependable, trustworthiness, tradition, magical.

Blues are often used for older, more mature audiences and situations. Blue is common in financial institutions, hospitals, and legal and medical professions. Purples have long been associated with royalty, magic and power. Purples are often used with feminine, rather than masculine designs.

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Welcome to New KAHBA Members

Please welcome new member:



Michel Franks, owner and operator of

Isagenix Cleanse & Weight-loss

Phone: (613) 396-5333

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products - see our web site*

Contact: michael.franks@sympatico.ca

Website: www.findingbalance.isagenix.com

Please welcome Annette McGrath and her business to KAHBA

Party Consultant by Annette

474 Nelson St. Kingston ON
K7K 4N5

Primary Contact: Annette McGrath

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The Popularity of Ringtones (Why Everyone Is Doing It)

Why are ringtones so incredibly popular? The short, simple answer is that stock ringtones are anything but cool or creative. The long answer may take some explaining.

Remember back in the day when all rings were created equal? Office phones nationwide had the same obnoxious ring that stayed with you long after the call had been answered. Unfortunately, the end of the long work day did not mark the end of that endless irksome sound—home phones had the same loathsome ring. In today's increasingly mobile world, it would be virtually impossible for everyone to use the same ringtone (each of us would repeatedly be checking our phones when the person standing next to us had an incoming call).

Ringtones do serve other important functions besides eliminating mass confusion: They are also excellent screening tools. There are literally tens of thousands of ringtones on the market. If you have just as many friends, ringtones allow the user to assign a special ring to each friend. This way, the user knows who's calling without having to rummage through her purse frantically to make sure she is not missing an important phone call. Ringtones allow users to decide whether they even want to bother to flip open their cells. Goodbye, caller ID!

Functions aside, ringtones are just plain fun. Can you imagine wanting to (or actually) break out in dance because a friend called, setting off the latest hip-hop song you just programmed into your cell phone? Can you imagine waiting in line

at the check-out counter at the super market and all of a sudden a classic rock song starts up from your phone, making other waiting customers smile with nostalgia? It's no wonder that last year alone, ringtones generated \$6.6 billion in global revenue.

There are many things to consider before buying a ringtone, besides price. You should first know the basics, including the following:

- How ringtones work
- How to distinguish between "downloadable" and "truly free" ringtones
- The average prices for ringtones.

So how do ringtones work? In a nutshell, a ringtone is a computer program stored on the cell phone's memory chip. The main function of this computer program is to tell the microprocessor what the phone's speaker system should do when the phone's receiver picks up an incoming call. Depending on the type of cell phone you have, you may be able to enjoy "truly free" ringtones or your phone may feature "downloadable" ringtones.

Truly free ringtones, unfortunately, are limited to the standard ringtones already programmed into your cell phone. Some cell phones may offer just a few standard truly free ringtones to use at your disposal, while others may offer more than a dozen. However, compared to the thousands of downloadable ringtones available, a dozen or so seems pretty paltry, which is why a phone that offers "downloadable" ringtones is appealing.

Downloadable ringtones are rarely free, although some ringtone providers do offer complimentary tones with a paid subscription (such as RingtoneOcean.com). With a subscription, you have your pick of an extraordinarily wide variety of genres and songs. When purchasing a

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CUSTOM ELECTRONIC DESIGNS

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phone that lists downloadable ringtones as a feature, be sure to ask about hidden costs and go over your contract (and manual) with a fine-toothed comb.

Another important thing to consider when purchasing ringtones from a ringtone provider is compatibility. Reputable ringtone provider's websites list the carriers and cell phone models that work with the ringtones sold. With the registration process made so easy, many people rush through the two-to-three easy steps, neglecting to check if their phones are even compatible with the ringtones they signed up to download.

If you're interested in purchasing single ringtones, prices may average anywhere from \$1.00 to \$3.00 or more depending on the format and carrier. Subscription services may range from \$9.99 to \$25 a month or more, depending on the ringtones service, carrier, and plan.

The tens of thousands of unique downloadable ringtones currently available can be categorized into three types: monophonic, polyphonic, and real tones. Familiarizing yourself with these types will make it easier for you to download the right tones for your cell phone, saving you the cost and hassle of downloading a tone that sounds nothing like what you expected.

Monophonic tones sound like the beeping of a computer and they produce only one sound (beep) at a time. The tune of the ringtone is made up of a series of sequential beeps at varying frequencies. Most older cell phones are only able to play monophonic ringtones.

Unlike the monophonic tones which can only play one note at a time, polyphonic ringtones can play up to 40 notes at the same time. This helps to create much richer harmonies and melodies, and sound more like the music we have come to know and love. Polyphonic tones, however, lack the ability to use digitalized audio samples.

Real tones take sound one step further by pro-

viding the user with actual music, voices, and real-life sounds. Real tones, or "true tones," play MP3s and other fully digitalized audio samples. Just about any song, famous movie quote, TV show tune, and movie soundtrack can be heard coming from most cell phones today. Of late, real tones can be customized so that you can hear your own voice atop your favorite music. This newest technology in ringtones, called "singtones," allows users to purchase a song online, listen to the track, sing the lyrics in the phone, and instantly receive a karaoke-version ringtone.

Know which tones are compatible with your cell and start downloading to your heart's content!

Source (Internet)



(continues from pg. 12 GPS)

Many [cell phones](#) are now coming with limited GPS receivers to help with Enhanced 911. Enhanced 911 sends the caller's address to emergency operators, but to date it has only worked with traditional land line phones. Since a cell phone can be used to make a call from anywhere, global positioning is being added to quickly locate distressed cell phone callers.

In Conclusion

Global positioning has grown from a military feature to a must-have electronic gadget. Although

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There are several ways you can distribute your flyers, once you have designed them and printed them out.

- Post your flyers on Public Bulletin Boards found in grocery stores, community centers, banks, post offices, laundromats, etc.
- Hand them out outside of targeted buildings such as stores, unemployment office, restaurants, etc. Never push your flyers on anyone. If they hand it back, smile and accept it back. Do not block doorways or sidewalks! If handing flyers out in stores, malls, etc., be sure and get permission.
- Parades and other public events are great places to hand out flyers. Do not engage in conversation, just smile and offer the flyers. If they do not take it, move on.
- You can also distribute your flyers door-to-door. Leave the flyers on the doorknob, not in mailboxes!
- Talk with apartment building owners, real estate offices. People just moving into the area are always in need of this type of information.
- Check with your town's ordinances. Leaving flyers on people's cars might not be allowed in your city. Be sure and know all local laws before starting your flyer campaign!
- Distribute your flyers through your local newspaper and have your flyers delivered directly into the homes of customers. You can usually distribute each flyer for only a few cents each!

Article submitted by Dave Metzler - owner and operator of ChemDry by Metzler - Carpet cleaning service. See pg. 6 for Ad.

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(continues from pg. 4 Colours)

Make sure the colors you use in your marketing materials attract the attention of your target market. Check color resource design guides or swatch books to discover what color combinations work best to make your designs pop.

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>.

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the possibilities for use are still growing. today GPS and navigation is still an add-on feature but within a few years it could become standard equipment. The tech savvy generation growing up today will probably look at the compass and think it ancient the same way previous generations looked at the sextant.

(Reprinted with permission from Geeks.com)

Popular New Year's Resolutions

So - you are considering another year of goal setting and possibly getting some new year resolutions in place. This time, we are going through with it. Right??

Well, here are the most popular resolutions considered by many of us in North America. Recognize any of these? Are your choices here??

- Lose Weight
- Pay Off Debt
- Save Money
- Get a Better Job
- Get Fit
- Eat Right
- Get a Better Education
- Drink Less Alcohol
- Quit Smoking Now
- Reduce Stress Overall
- Reduce Stress at Work
- Take a Trip
- Volunteer to Help Others
- Holiday and New Year Health-e-Cards

With good intentions, we will all tackle 2008, making our best effort to balance life, business, friends, family, etc. The important thing is to have fun along the way - smell those flowers, make time to spend with our parents, listen to our children, be with our spouse, enjoy good food. And take time for yourself too. Be considerate of others, always be positive, and enjoy life's trip - (Cheers Editor)

What is Global Positioning System (GPS)?

By Michael Welsh

The Global Positioning System, commonly known as GPS, is a network of satellites that determines a ground based user's specific latitude, longitude, and altitude. GPS devices have become more integrated in our daily lives through navigation computers in cars to emergency locators in cellular phones. GPS can even keep the time accurate on watches and VCRs. [Portable GPS receivers](#) are becoming increasingly popular for young and old alike.

For the GPS to work there are twenty-four satellites in Earth's orbit. Each satellite is spaced so that at least four can be used by any given receiver on the ground. The satellites each contain a computer, radio, and an atomic clock. Because it uses the frequency of atoms rather than quartz or gears to keep time, an atomic clock is more accurate than a normal clock. The satellites transmit radio signals to a receiver on the ground and the receiver calculates its position in relation to the satellites. A minimum of three satellites are needed to provide latitude and longitude information using a process known as triangulation. If a fourth satellite is in range, then the user's altitude can also be determined. The more satellites that are available, the more accurate the receiver's calculation will be. GPS receivers come in a variety of technologies, from handheld devices to geological monitoring stations.

The History of GPS

Global positioning grew from the use of radar tracking at the end of World War II when radar stations were placed along the coastlines and inshore for ships and planes to orient themselves. But data and distance were limited and subject to weather and atmosphere interference. With the

launch of the Sputnik man-made satellite program by the Soviet Union in the late 1950s, American scientists learned they could precisely locate the satellite by the frequency of its signal. The Doppler effect ([define](#)) of the signal grew stronger as the satellite approached and grew weaker as it flew away. They also realized that the opposite would be true and several satellites would be able to precisely locate items on the ground.

Through the 1960s, the first navigation systems went into orbit but were limited in function and accuracy.

In 1978, the first of several NAVSTAR GPS (NAVigation Signal Timing And Ranging Global Positioning System) satellites was launched with military use as the primary purpose. NAVSTAR proved to be more accurate and resilient than radar and unlike radar, NAVSTAR did not rely on ground stations being nearby. It was not hampered by weather and was also harder for enemy units to jam the signals. The full constellation of satellites as we know them today was achieved in 1994.

Although originally designated for military use only, GPS was later opened for civilian use with restrictions on usage and accuracy.

Portable GPS Uses

The primary user of the Global Positioning System is still the United States military and its allies. GPS technology allows for precise locating of troops, ships, aircraft and their targets. GPS satellites help smart missiles precisely hit enemy positions while at the same time avoiding civilians.

Civilian use of global positioning has grown over
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the last decade as the cost of GPS receivers declined. Though civilian GPS gear is deliberately “de-tuned” ([define](#)) and less accurate than that used by the military, it is still extremely beneficial. The modified signals allow non-military GPS users to obtain navigational readings that are accurate to approximately 100 meters. Today many new cars come standard with GPS locators that can be activated if the vehicle is stolen or involved in an accident. These locators can also be integrated with navigation computers that help drivers navigate to their destinations. Many systems show locations on a map and audibly announce when to turn. Some can even help drivers avoid heavy traffic and many units will also provide guidance to nearby restaurants, movie theatres and other places of interest and business.

GPS has revolutionized the airliner industry by allowing pilots and air traffic controllers to more accurately know the locations and altitudes of their planes. Airliners can better avoid restricted airspace and find other nearby aircraft from their GPS transponders ([define](#)). Since GPS is not hampered by weather like radar, it is much safer. If an aircraft does crash, the GPS transponder can lead rescuers to the crash site faster.

Land surveying and agriculture have also benefited from GPS technology. Many gas, water, and electrical lines can be found more accurately if their location is measured and logged at the time of burial. This helps future diggers avoid the buried lines or tap into them for new houses and buildings. Distances can be more accurate for landscape planning and road building. Farmers are turning to GPS to help locate cattle herds, find property lines, and locate where to dig wells for water.

Games involving GPS have also emerged, with

geo-caching ([define](#)) being one of the most popular. Geo-caching is a game where people leave clues about treasures they have hidden. The treasure is usually small, and when a treasure is found, it is to be replaced with a new treasure or new treasure added to it. A [geo-cache website](#) will identify where local treasure hunters have hidden their loot by their geo coordinates. By using a portable GPS receiver, goodies that are hidden, generally in a park, library, or other public area, can be found.

Since all of the global positioning satellites have highly accurate atomic clocks within them, electronic products are being designed to tap into their frequencies to update time. Several lines of [new watches](#) and clocks now automatically update themselves from the GPS network. This synchronization helps users by giving them a more uniform time structure. Changes for daylight savings can happen automatically for all clocks that use this technology. In case of a power failure, clocks and VCRs will automatically reset to the proper time as soon as power is restored.

The Future of GPS

While the use of Global Positioning has expanded within the last decade, there are many new uses being still being developed. Some new GPS products are being marketed to parents to track their teenage drivers. This allows parents to know if they really went to see a movie or if they went to a party at a friend’s house. And since a GPS can determine speed, parents can also know if the teens are engaged in any dangerous driving. GPS can also come in handy in emergency situations such as car-jacking. This technology is becoming available as a transponder for cars, an add-on for phones, or as carry-along units.

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