

The Kingston & Area



HOME BUSINESS A·S·S·O·C·I·A·T·I·O·N

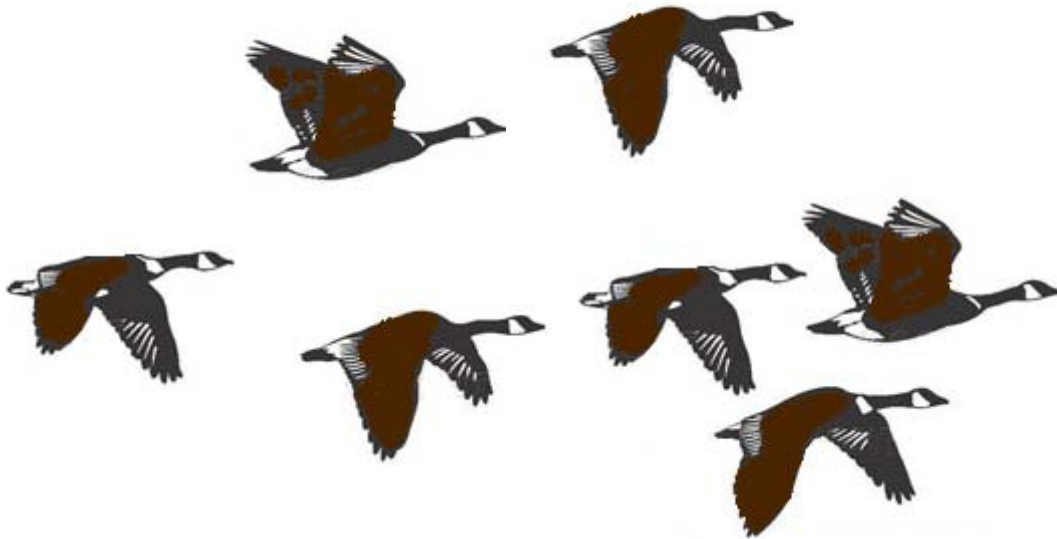
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Voice of the Home Business

April 2008

NEWSLETTER

Spring Flyers Are Here



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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; Guest Speaker Co-ord Pam Ferance;
Newsletter Editor - Fred Georgeadis

Mailing Address

KAHBA
PO Box 35051, Stn Kingston Centre
Kingston, ON K7L 5S5

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 Apr '08. As well, KAHBA holds one evening meeting, to accomodate 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 on Monday, 28 Apr '08.

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:

 **Creative Solutions**
Design
fred@simplycreativesolutions.com

What Do You Need to Know Before You Design Your Own Logo?

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Everyone's got 'em. You likely see the "Nike swoosh" logo everywhere you go. And you know the Texaco station at the corner by its distinctive "star." So, you're thinking, "My company needs a logo, too." Maybe you want to design your own logo too.

Why create a logo for your company?

Because a logo:

- * visually represents your company in a graphic form (a picture is worth a thousand words, remember?)
- * instantly communicates your company's essence: what it does and what it stands for
- * complements your company's ongoing identity package so your customers can recognize it year after year.

But not just any logo will do. A good logo is simple yet sophisticated. Don't be fooled that a logo design that looks simple (like the Texaco "star") has been easy to create. Less is better, but getting to "less" requires a process of combining symbols, colors, typography, negative and positive space into a compact unit. Once these elements have been combined, they have to be refined and the best one selected. That's why designers present several preliminary designs (called comps) for decision-makers to analyze, modify, and then accept.

What should you know about creating the right logo?

Your job as designer or decision-maker is to make sure the logo is a strong, balanced image that communicates clearly and has no clutter. The logo should be bold and easily seen at a glance. For example, on a well-designed logo, strong lines

and letters show up better than thin, delicate lines and fonts.

The logo's graphic imagery must be appropriate for the business. The graphic itself should work as a unit with the company name. It should achieve a look that's distinctive, yet not trendy. It's best to avoid trendy type styles and extremely tall or wide shapes. You want your logo to look good for a long time.

Choose an appropriate spot color (or two) and make note of its ink formula. The formula is a blend of various inks that's given a PMS number so the color combination is easily communicated to the printer. You'll refer to that PMS number when you print jobs in the future so you can be sure the color on your logo will consistently be the same.

What elements make a successful logo? Here are 10 logo design tips that professionals use:

1. Simple, yet sophisticated
2. Distinctive, bold, and graphic (no thin lines)
3. Not extremely tall or wide
4. Not trendy or old-fashioned
5. Looks in balance
6. Works well in all sizes
7. Works well in color or black and white
8. Graphic element and name work together as a unit
9. Communicates your business clearly
10. Uses graphics and fonts appropriate for your business

(continues on ..pg. 7)

What is Chakra Repair and Balancing?

We are all energy beings – souls experiencing life in a human body. Our subtle energy system includes our Chakras which are spinning vortices of energy, and our Aura.

There are seven major chakras: root, sacral, solar plexis, heart, throat, third eye, and crown. These chakras resonate at different frequencies corresponding to the colours of the rainbow.

The chakras are used to receive universal life force energy and sense energy around us. An example might be when walking into a room filled with negative people/energy and sensing that you could cut the air with a knife. If any of the major chakras become damaged or shut down due to physical trauma (e.g. car accident) or emotional trauma (e.g. emotional abuse), the body is left feeling less than “normal”. Those people with chronic low energy, general apathy, or a chronic physical challenge which cannot be explained medically may be suffering from damaged chakras.

During a Chakra Repair session, each of the major chakras is intuitively scanned to determine its status: normal, damaged, or shut down. The chakras are then repaired or re-activated as necessary using an energy technique developed by Dave. Once the “repair” is complete, the chakras are then balanced using Reiki techniques.

Chakra Repair and Balancing can be combined with a full Reiki treatment for maximum benefit or given as a separate session.

A common expression following a repair ses-

sion is “I feel human again!”

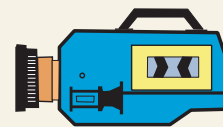
Chakra Repair can also be done as distance healing.

*This article was submitted by **Dave Best – Reiki Master**, owner and operator of **Caring Hands Reiki**, and a long-time standing member of **KAHBA**. If you have any questions, or wish to book a repair session for yourself or a loved one, please call him at : **613-544-1699***

Email: caringhandsreiki@hotmail.com

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docvideo@kingston.net

A WarmWelcome for New KAHBA Members

Please welcome to KAHBA, tim Wells and his long time business:



998 Westminister Place KINGSTON ONTARIO K7P 1R1

Primary Contact: Tim Wells

Phone: (613) 389-4518 **Fax:** (613) 384-8805

Email: trophies-one@cogeco.ca **Website:** trophiesgraphics.com

Operating Since 1962 -

Kingston and Area's Number One Trophy and Engraving Depot.

Please welcome to KAHBA, Stuart Roberts and Harold

Kingston Web Plex

Web Hosting & [Web Page Design](#)

829 Norwest Road, Suit 527, KINGSTON ON K7P 2N3

Contacts: Stauart Roberts

Phone: (613) 888 - 0837 **Other Phone:** (613) 634-1682

Email: sales@kingstonwebplex.com **Website:** www.kingstonwebplex.com/ We specialize in - Web Hosting & Page Design on a budget and offer quality and reliability you can count on. Our friendly and professional staff are here to answer any questions you may have about our company / services. Whether you're in need of Web Hosting or Web Page Design, we have what you need at prices you can afford. Our goal is to provide you with courteous, expedient, professional service of the highest caliber.

It's Time to Write Your Book

by Don Dewsnap

You are different from most people who “would like to write a book someday.” You decided to read this article, which refers to “your book” in the title. This means you have an actual book in mind that you want to write. This puts you into a very small, and very elite, percentage of would-be authors.

For whatever reason, you haven't done it. Let me guess: you don't have time. There are many other possible reasons, including getting discouraged by other people, feeling your book isn't good enough, or even getting started and then stopping because it wasn't turning out as well as you wanted it to. The easiest reason to fall back on, though, is you don't have time.

Guess what? You do have time. You can find 15 minutes a week to write your book. At that rate, it will take a while, but you do have the time. What you might not have is the organization you will need. Without organization, your 15 minutes will be spent going over what you have already done, instead of adding to it.

Here is your organization:

In your first 15 minutes, write down what your book is about, well enough so that someone else can get a solid understanding of what to expect when they pick up your book. This short description should be as close to cast in concrete as you can make it, because you will use it from here on out to keep yourself on track.

The following week, in your next 15 minutes, write down the chapter titles, and maybe a sentence or two about each one. This may take two or three 15-minute sessions, but do as much of it as you can in the first one. This outline doesn't

have to be quite so solid, but it will be invaluable as you continue your sessions. Maybe down the road you will add, delete, or combine chapters, but that is for later. For now, just list the chapters as best you can.

Next session: Outline the main points you want to make in chapter one, or the characters you want to introduce if it is fiction. No detail, but enough information to guide you in the actual writing so you don't have to re-think it in future sessions.

Each session for a while: write about each point in order, or each character. This is the actual writing part. This is where you might start slogging, fall down, and lose hope, if you fall into The Re-writing Trap. Oh, it is a sneaky trap. You write something, don't like it, think it could be better, and re-write it. Blam, there go three of your fifteen minutes, and there goes your book.

Do Not Re-write While Writing! Even if you know you messed up a sentence or spelled a word wrong or could come up with something better, Do Not Stop! Get your thoughts down on paper about that one point or whatever small goal you have set yourself for that session. You can and will be re-writing the whole thing later anyway. Plus, by the time you finish, your re-writing will be very different from what it would be at the beginning. When you re-write after the book is done, you will be re-writing a cohesive whole, to make it all work together, rather than re-writing bits and pieces that you will later have to re-write again anyway.

The fact is that the first draft of your book will not be great, but it will be complete. Well done! Take a week off if you want. Then start reading, with a pad of sticky notes at your side. Print

(continues on ..pg. 9)

(From Pg. 3)

A powerful logo is the first step in pulling together your visual brand. Did you know that a tag line is as essential as a logo? Be sure you have a memorable tag line that complements your logo.

Reproduced with permission from Karen saunders.

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.

(continues from pg. 9 - wireless)

So, you should change your router's SSID. Do this by selecting **Wireless > Basic Wireless Settings**. Enter a unique name in the **Wireless Network Name (SSID)** field.

To make it easy for others to jump aboard your wireless network, routers by default broadcast their SSIDs to the world. Once again, malicious users can take advantage of this information to jump on or take control of your wireless network. You can do this by clicking the **Wireless SSID Broadcast: Disable** option on the **Basic Wireless Settings** screen.

As I mentioned earlier, you log into your router using a Web browser. You can do this either from the computer directly connected to the router, or from anywhere on the Web. Being able to remotely administer your router can be useful, but it also opens the door to someone else logging on and

gaining control of your router. You can disable remote administration by selecting **Administration > Management** and then selecting the **Remote Administration: Disable** option.

If, on the other hand, you really want to enable secure remote administration of your router click **Administration > Management**. Then, select the **Remote Administration: Enable** and Use **https options**. Selecting the Use https option creates a secure connection to your router from a browser.

Conclusion

Adding a bit of security to your wireless network is easy and doesn't take a lot of time. That said, one of the people who I talked to while researching this TechTip commented that no matter how well you secure your wireless network, there will always be someone who can break in. But, that's true for any other kinds of security, too. If someone is determined enough, a deadbolt on your door won't stop them from entering your home. However, the fact that you've put some security in place will put off most people trying to illegally use or hijack your wireless network, and that alone is worth the effort.

The following is a list of Reiki courses being offered in the next few months;

Reiki - Level 2 course (Symbols) Sat & Sun, April 19 & 20, 9 - 5 both days (max 4 students)

Reiki - Level 2 course (Symbols) Sat & Sun, April 19 & 20, 9 - 5 both days (max 4 students)

Reiki - Level 1 course (Hand positions) Sat & Sun, May 3 & 4, 9 - 5 both days (max of 4 students)

Reiki - Level 1 course (Hand positions) Sat & Sun, May 17 & 18, 9 - 5 both days (max 4 students)

Who Needs a Bookkeeper?

Now here's a good question... Who needs a bookkeeper? Many entrepreneurs have probably made attempts, and even managed to do their own bookkeeping at least at first. But, are they good at it? Are they taking valuable time away from their main business to do so? After all, there are only so many hours in a day.

Now here is an article, submitted by one of our members, that may help you re-evaluate your personal business needs.

So, who needs a bookkeeper.

- Those who have their own business and are pressed for time,
- Those wanting to know where they stand financially.
- Those who dislike working with numbers and find it frustrating.
- Those wanting to manage their business with accurate information.

What's In It For You?

- Relieve stress over getting your financials up to date.
- No more late payment for government remittance.
- No more leaving your work to make payments at the bank.
- No more high cost for year end.
- No more searching for invoices or receipts.
- More time for your business.

- More time for you and your family
- More time for your hobbies.

Personal Income Tax:

If you are a resident of Canada, you must report your income from all sources, both inside and outside the country, on your Canadian income tax return.

Filing taxes could be puzzling. You need to ensure that you pay the correct amount of taxes according to the law and claim all deductions, non-refundable tax credits, and refundable federal, provincial, or territorial credits that apply to you.

Article submitted by Lynne Lepage, Owner & Operator. At Shoebox Services, we help you prepare and file your personal taxes. We understand that you have better things to do than worrying about your taxes. We even offer a free pick up and drop off service to make filing your taxes effortless.

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www.shooboxservices.ca
lynne@shooboxservices.ca

*“Do what you do best
we'll take care of the rest”*

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SIDNEY M. BERRY

51 Alwington Avenue
Kingston, ON. K7L 4R4
Tel: (613) 536-5666 Fax: (613) 536-0342
e-mail: sidneyberry@sympatico.ca

(from pg. 6 - Write A Book ...)

out your book and read it straight through, 15 minutes a week, and stick notes on it wherever you see something that needs changing.

When that is done, go through and handle one sticky note per week.

Repeat as necessary.

You will finish your book. Whether it is good, bad, or indifferent, it will be done. Chances are very good that it will still need an editor's experienced touch, or even another more experienced writer's flair with words, before it is publishable, but it will be done.

The only way to find out for sure is to decide when you will next have 15 minutes you can call your own, and get started. It's about time, after all.

About the Author Don Dewsnap has written three books part-time, all published. He is working with WriterServices.net to help authors achieve their book goals. For more information on how to actually, for real write, publish, and sell your book, go to

<http://www.thesavvyauthor.com>

(continues from ..pg.10 - Wireless)

Type the MAC addresses, one to a field, in this dialog box. Then, click **Save Settings**.

The beauty of using this method is that you can give friends or guests access to your network and then easily remove their access privileges later on.

Encryption

If you want to keep your data safe, encryption is a must. Encryption not only enables authorized users to securely access your network, but it also ensures that their data is kept safe from prying eyes. Most routers give you a choice of two

encryption schemes: Wireless Protected Access (WPA) and Wired Equivalent Privacy (WEP). Of the two, WPA is the more secure option.

WPA uses a password to encrypt data and to restrict access to your network. When someone tries to access your network for the first time, they'll have to enter the password.

Add or change the password by selecting **Wireless > Wireless Security**. Select Pre-Shared Key from the **Security Mode** dropdown list. Then, enter your passphrase in the **WPA Shared Key** field and click **Save Settings**.

As with the router password, it's a good idea to rotate your password frequently. Once again, the Strong Password Generator Web site comes in handy.

Enabling the Firewall

A firewall on your computer can help keep unwanted visitors out. The same applies to the firewall on a wireless router. And a router firewall is easy to set up. To do so, click **Security > Firewall**. Then, click the **Firewall Protection: Enable** option. Also, click the **Block Anonymous Internet Requests** option. This will ensure that any unsolicited attempts to access your router will be denied.

Keep in mind, though, that some cable Internet providers (like mine) don't play nicely with router firewalls. You might find that your connection gets intermittently dropped or you lose it all together.

Other Things You Can Do

All routers are identified by a Service Set Identifier (SSID). This is just the name of your network. Every router comes with a default SSID (mine was ÓlinksysÓ). People use the SSID to identify your network. And malicious users can use the SSID to break into your wireless network.

(continues on ..pg. 7)

Securing Your Wireless Network

By Scott Nesbitt Sunday, Mar. 04, 2007

A home wireless network is an easy and convenient way to share an Internet connection and other resources among the computers in your home. While a couple of people that I know leave their wireless networks available to anyone and everyone, most of us want to keep our home wireless networks private. If you're looking at wireless home networking for the first time, you may want to review these previous Tech Tips on wireless networking.

The core of your wireless network is the router. By carrying out some easy-to-do configuration on your router, you can ensure that only the people who you want to have access to your network will be able to.

Note: The procedures in this Tech Tip for configuring a router are for a Linksys WRT54GS router. You'll probably have to modify the specific instructions if you're using a router from another vendor, but the concepts are the same.

Passwords on Your Router

You configure most routers using a Web browser. When connect to the router, you need to log in. Every router has a default password, like admin. As this article points out, most people don't bother to change that password. Doing that is simple, though.

Log into your router. Then, click **Administration > Management**. Enter a password in the **Router Password** and **Re-enter to confirm** fields. You should rotate this password regularly. I generally do it every two weeks to a month. If you need to create a strong and secure password, then check out the [Strong Password Generator Web site](#).

Locking Down MAC Addresses

All ethernet adapters, which enable users to access a network, each have a unique 12-digit identifier called a MAC address. MAC is short for Media Access Control, and it's a way for the network to ensure that a computer is allowed to access a network. Most routers allow you to specify which MAC addresses are allowed to connect to your network.

How do you find a MAC address? If you're using a computer with a wireless card, you can find the MAC address by flipping the card over and looking for a block of characters like this: 00:A0:C9:14:C8:29.

If, on the other hand, your computer has a built-in wireless card, and the MAC address isn't on the sticker on the bottom, you can use the tools on the system to find the MAC address. In Windows, click **Start > Run**. In the Run dialog box, type cmd and then click OK. This opens a command prompt. At the command prompt, type ipconfig /all. Look for the section Ethernet Adapter Wireless Network Connection. Your MAC address is the third entry, beside the heading Physical Address.

On a [Mac running OS X](#), do this: select **About this Mac** from the **Apple menu**. On the dialog box that appears, click More Info. Then, select **Network** from the menu on the side of the dialog box. Look for the Wireless Address setting.

Now that you have the MAC address, you can enter it into your router. Select **Wireless > MAC Address > Wireless Mac Filter**. Then, click **Enable**. Click the **Permit only PCs listed to access the wireless network option**, and then click the **Edit MAC Filter List** button.

(...go to Pg. 9)

Potty Training your Prospects

by Anne Marie Heinrichs

It's your basic sales and marketing nightmare.

As the salesperson, your task is to take a prospect who has no 'pain', does not want your product, sees no need for your product and frankly, doesn't really even want to talk to you about your product. How do you move them to the place where they can't wait to buy in, and buy in BIG?

You will require every ounce of sales and marketing skill you have to sell your product to the most unwilling customer you will ever encounter. But, once you have won him over, he will become the most loyal and dedicated customer who can't believe there was life before your product.

You know — it's the impossible sell. Yes, it's potty training.

As the mother of a two year old, I have recently undergone this age old tradition, mastered by parents across the globe again and again. And as I danced the potty dance, and clapped and sang the Hurray for Potty song, it occurred to me — everything you'll ever need to know about sales and marketing can be learned during potty training!

How does a parent sell the impossible and, how do we apply the same skills parents have used for an eternity to our everyday sales cycles to turn prospects into customers?

There are four basic tools, that, when used in combination and balance, can achieve this and almost any impossible sell.

Enthusiasm - at every turn you must show enthusiasm for your product, even when you don't feel remotely enthusiastic. There is no way you're going to get your prospect to want to use your product if you aren't prepared to dance, clap and sing your product's praises.

Focus - Your prospect must feel that they are at the very centre of your universe at all times. You cannot take your 'eyes off the ball' during any part of the sales process. If you lose your focus while you're potty training and, in turn, your prospect loses their attention on your product, all you have is a wet pair of pants. Do the same thing during the sales cycle, and you will have to start over or worse yet, you'll have taken them far enough that they will seek another supplier!

Consistency - you must deliver the same message over and over and over and over. Keep your message consistent, no matter what medium you are using to advertise to your prospect. The average business or consumer needs to see your same message delivered in at least 3 different ways for it to 'stick', and repeated subliminal messaging can really help the ongoing 'stickiness' of your message. If you keep changing the message your prospect will get confused, and a confused mind says "No."

And last in my list, but certainly not least, the parent's old stand by, the back-stop to all successful potty training... **bribery**. I say this in the ever-so-nice and perfectly legal tense. You **MUST** answer the question "What's in it for me?" You must show your prospect the benefits to **THEM** for the use of your product or service. Start with this aspect and you will get their undivided attention ("Tommy, when you go peepee on the potty, you get a present from the big shiny gold box..."). It's amazing how well this works. Whatever you are selling can be sold a lot faster and easier if your prospect has their gaze firmly fixed on the big shiny gold box.

Parents world over have used these four tools to sell the impossible to the most unwilling customers. Anyone who has ever met a precocious two year old knows that anyone else they meet is an easy sell, compared to the toddler.

So the next time you sell the impossible sale, re-
(continues on bottom of .pg. 12)

Flatwound vs. ...roundwound?

If you play an electric or acoustic base, you'll know exactly what I mean! Do you use a roundwound or a flatwound string for your bass sound? Well, the opinions are probably as numerous as the gigs you've played, but here's a commonly known point of view.

From Player 1: Flatwound strings give a kinda fat, bassy, woody type of sound - think Wes Montgomery, Barney Kessel, George Benson and others from that style. A lot of jazz guitarists use them, particularly older style jazz players because they like that kind of tone, it suits the music because long sustained notes and bends don't happen too often in that genre of playing. They tend to use fairly heavy strings and thick plectrums too (Montgomery actually played with his thumb instead of a pick- asd I do) - it all combines to give them the tone they want, and in that context they are perfect.

From player 2: For rock playing, flatwounds are not so good, they don't sustain like roundwounds do, and bending strings tends to be less effective because the note dies away more quickly. I find them harder to play on, but that is just one person's opinion, I know a couple of jazz guitarists who use them and they can both zip around the guitar pretty well - it doesn't seem to hold them back technique-wise at all. So my advice would be - if you want to play jazz, give 'em a try but if you're into rock or blues - save your cash and stick with roundwounds.

From player 3: Flatwounds have a great feel but like was said above its largely a jazz string. they do last ALOT longer - I use them on my hollowbody that I play on for my jazz gigs with school and whatnot. they have a very mellow tone and they are generally heavier, but because of how incredibly smooth they feel it makes up for it in playing ease.

Editor's perspective: I've played rock and easy listening with flatwounds for over 30 yrs, I always liked the deep, rich tone and the smoth handling and feel of this type of string. Just recently I was convinced to try the roundwound types - and just last week tuned my bass with a new set of them. I am actually waiting to try them out next practice - although they do feel a bit "rough" but have a distinct cool acoustic ring to them. Looking forward at trying them out!! *(Researched by the Editor).*

DIGITAL & ANALOGUE TELEPHONE SERVICES

Paul Grass Ph: (613) 542-6268
Customer Service Voice Pgr: (613) 540-6288
Technician
28 Years Experience on large e-mail:paulgrass@sympatico.ca
Business Telephone Systems www.dats.ca

(From Pg. 11 - Potty Training...)

member to sing the timeless chant of success..."Mama! Dada! I went peepee in the potty!"

Anne Marie Heinrichs is the Founder and President of Altruistic Marketing Int'l (AMI) in Guelph. Anne Marie and her husband, John Bannan, are the creators of Fridge Friends™ - Canada's Magnetic "Pages". More information can be found at FridgeFriends.com