

The Kingston & Area



# HOME BUSINESS ASSOCIATION

Volume 16, Issues 12 Voice of the Home Business

May 2009

## NEWSLETTER

*Happy Mother's Day...*

### Flowers For Mom on Her Special Day



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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 its 17th year of operation. Yearly membership to KAHBA is \$75.00. For more information, please contact our Membership Director, David Kempson at (613) 544-2178, or any executive member on our website [www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca).

## KAHBA's Executive

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 Farrance;  
Newsletter Editor - Fred Georgeadis

### Mailing Address

**KAHBA**  
322 - 427 Princess St.  
Kingston, ON K7L 5S9

### Web Site

our web site is:  
[www.kingstonhomebiz.ca](http://www.kingstonhomebiz.ca)

## KAHBA Meetings

Monthly meetings - 2nd Saturday of each month - check our website for location info. KAHBA also holds evening meetings on the last Monday of each month, times are 6:30 - 8:00 pm. - place is announced via our website. Our next Monday night meeting is on Mon, 25 May 09. We hope to see you there too.

## Guests and Potential Members Are Always Welcomed

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

## KAHBA Showcase

KAHBA hosts a Small Business Showcase in the October timeframe. This is our largest annual event and is a great opportunity to expose your business - ideal for members and non-members. This year's venue will be at the Cataraqui Mall (Kingston). Ask us for information to participate.

This Newsletter designed by:



## I'm In With the In-Crowd

“ We all like the comfort of the crowd,” says Mark Brownlow in a post at the Email Marketing Reports blog. “The knowledge that others went here before us tells us we’re on the right path.” Because of this tendency to trust the wisdom of crowds, he argues, you can encourage opt-ins to your email list by demonstrating how popular you are. Some suggestions:

Highlight testimonials. If a subscriber sends unsolicited praise, ask if she’ll allow the use of her name and comment; if she will, display the comment at your sign-up page.

Use indicative text. While Brownlow notes he has yet to do A/B testing on the following tantalizing line, he has noticed an increase in sign-ups since its addition: “Over 3,000 marketers, agencies and businesses already benefit from their email subscription...join them:”

Add dynamic social proof-indicators. Icons that display real-time subscriber numbers; widgets that proclaim the number of recent subscriptions; scrolling displays that update whenever someone new signs up: all might play an influential role in someone’s decision to join.

Brownlow does offer a few caveats. If you’ve positioned yourself as an exclusive club with limited membership, or haven’t yet reached the point where subscribers join on a regular basis,

this approach might not work. “[Y]ou might actually discourage opt-ins when your widget says you have 23 subscribers and the last one signed up in 2007,” he says. And remember: test every new addition.

The Po!nt: It’s OK to crow a little. By adding testimonials or positive stats to your sign-up page, you could boost your opt-in rates.

*Source: Email Marketing Reports.*

Is your business accepting KAHBA BUCKS for part payment of products or services? Several businesses are doing just that! Find out just how to get involved with KAHBA Bucks. See you at the monthly breakfast meeting.

### MONTHLY QUOTE

“When you do a good turn you feel rich, even if you are broke.” (Lionel Blue)



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# How To Choose The Best SPF (Sun Protection Factor)

submitted by Jerzy George – .....  
Collagenelife Intl.

You know that you should use some form of sunscreen every day, right? Even during those colder winter months, sunscreen is vital to your skin's health. But, how do you choose from all of those SPFs on the market? Is one sunscreen better than another? How do you know which one to select? This article will help to clear up that SPF confusion.

## What Is SPF?

Quite literally, SPF stands for "Sun Protection Factor." In every instance, the higher the SPF number, the more protection you will receive against the sun's UVB rays. While this information might be old news to you, did you know that the SPF number also indicates the amount of time that you can safely stay out in the sun?

For example, if you happen to be a person with sun sensitive skin, a SPF of 15 will allow you to safely remain outside for 15 times longer than they normally would. This logic can be applied to any SPF number out there.

## The Higher the Better?

So, now the question is: what number should you be looking for? Well, most skincare experts tend to recommend a SPF that's between 15-30. Any SPF number that's higher than 30 generally doesn't provide much more protection.

However, if you have extremely fair skin, you may want to seek an SPF of 15-30. This tiny bit of extra SPF may protect those with fair skin better than a lower number would. Even if you have dark skin, you should still wear sunscreen. Dark skin can burn just as easily as light skin can.

## Powder, Liquid, or Spray?

Is there a difference between all of the powders,

liquids, and sprays on the market? Is one type of sunscreen better than another? Generally, all types of sunscreen have been designed for mass use. Thus, the most important thing is to look at that SPF number.

However, you should also read sunscreen ingredients. If you use a sunscreen that's integrated into another product (moisturizer or foundation), be careful about the ingredients included in that product. Some of these products may actually harm your skin.

## Best Sunscreens

The best way to choose a sunscreen is to select one that is made from organic ingredients. These sunscreens do not contain a large amount of toxic chemicals. Instead, they are often composed of natural ingredients.

If you happen to have sensitive skin, choose a sunscreen that won't make your skin break out. Likewise, if you intend to swim or sweat while wearing sunscreen, make sure to select a waterproof version.

## Enjoy the Sun

The sun can be a welcomed thing. Sunshine feels great on skin, it gives us a boost of Vitamin D when we need it, and it has the ability to invoke positive feelings. In short, don't avoid the sun completely.

*Continues on Pg. 6*

## DIGITAL & ANALOGUE

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## Chemical In Grapes Inhibits Flu Virus

submitted by Paul McGregor

May 31, 2005 (CIDRAP News) – Resveratrol, a chemical found in grapes and other fruits, inhibits the reproduction of influenza viruses in cell culture and mice, according to a recent report in the Journal of Infectious Diseases.

Rather than directly attacking the flu virus itself, resveratrol seems to block host-cell functions that are essential for viral replication, says the report by Anna T. Palamara and colleagues at the University of Rome. They write that the substance holds promise as a possible weapon against flu.

Resveratrol is an antioxidant that is found in at least 72 plant species and is known to help protect the heart and nervous system and help prevent cancer, says the report. The researchers did a series of experiments in which they exposed cells to a flu virus and added resveratrol an hour later. They also exposed groups of mice to the virus and treated them with resveratrol or a placebo. In an initial cell-culture experiment, treatment with resveratrol at 20 mcg/mL reduced flu virus replication 90%, and treatment with 40 mcg/mL blocked replication completely. However, because the higher concentration

damaged the cells, the lower concentration was used in further tests.

The researchers also tested the effects of starting resveratrol treatment at different intervals after infecting cells with the virus. Treatment was most effective—reducing viral growth 87.5%—when treatment began 3 hours after virus exposure. Effects were lower but still significant when treatment began 6 hours after infection, and treatment had no significant benefit if delayed until 9 hours after infection.

Given these and other findings, the researchers concluded that resveratrol interferes with the manufacture of proteins made late in the viral replication process, such as hemagglutinin, and limits the transport of viral ribonucleoproteins from the cell nucleus to the cytoplasm. The authors also determined that the molecular mechanism for resveratrol's effects has to do with the inhibition of protein kinase C activity and its dependent pathways.

In the tests on mice, the researchers found that resveratrol treatment increased survival by 40% in treated mice, compared with mice that received a placebo. The level of

*Continued on pg. 7*



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## EXECUTIVE MEMBERSHIP

For the Annual General Meeting in May, KAHBA membership requires to re-elect for the following positions:

President - re-elect (Rej will stand)  
Vice-Chair - re-elect (Lorayne will stand)  
Treasurer - (good for one more year)  
Secretary - re-elect (Melanie prefers to step down)  
Membership - re-elect David (will stand)  
Guest Dir. - re-elect (Sidney will stand);  
Publicity - re-elect (Gerry will stand);  
Guest Spkr Co-ord - re-elect as Pam is stepping down;  
Newsletter Ed. - re-elect (Fred will stand)  
Attend the AGM and support KAHBA re-elections.

*Continues from pg. 4 - SPF.*

Still, make sure that you wear a proper SPF every single time you venture outside – no matter what the season might be. This way, you can enjoy the sun without worrying about your skin.

.....  
*Jerzy George (Collagenelife Intl.) - with over twenty years of experience in the beauty and anti aging industry is offering information and products oriented on the market's needs and which have the set of concurrent advantages, favourably separating them from the products of competitors. If you wish to learn more please visit [www.collagenelife.com](http://www.collagenelife.com)*

*We hope this information is useful to you. Please do not hesitate to contact us by phone 613-547-9132 should you have further questions or visit our websites: [www.collagenelife.com](http://www.collagenelife.com) and <http://www.organicsskincarebeauty.com>*

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## Images of Mother

4 YEARS Old - My Mommy can do anything!  
8 YEARS Old - My Mom knows a lot! A whole lot!  
12 YEARS Old - My Mother doesn't really know quite everything.  
14 YEARS Old - Naturally, Mother doesn't know that, either.  
16 YEARS Old - Mother? She's hopelessly old-fashioned.  
18 YEARS Old - That old woman? She's way out of date!  
25 YEARS Old - Well, she might know a little bit about it!  
35 YEARS Old - Before we decide, let's get Mom's opinion.  
45 YEARS Old - Wonder what Mom would have thought about it?  
65 YEARS Old - Wish I could talk it over with Mom.  
Dedicated to all Moms on Mother's Day!!!

### The Big Apple

Did You Know??  
New York City

The term 'The Big Apple' was coined by touring jazz musicians of the 1930's who used the slang expression 'apple' for any town or city. Therefore, to play New York City is to play the big time - The Big Apple. There are more Irish in New York City than in Dublin, Ireland; more Italians in New York City than in Rome, Italy; and more Jews in New York City than in Tel Aviv, Israel.

*Continues from pg. 5 - Chemicals in Grapes*  
virus found in the lungs 6 days after infection was 98% lower in treated mice than in the placebo group.

"We have shown that RV [resveratrol], a natural polyphenol whose concentration in red wine is 1.5-3.0 mg/L, can inhibit the in vitro and in vivo replication of influenza A virus without producing any significant toxicity," the article states.

The apparent ability of resveratrol to block host-cell functions that flu viruses rely on offers important advantages, the researchers say. Compared with existing anti-flu drugs, resveratrol would be less likely to induce resistance by flu viruses, and it would probably be effective for all types and strains of flu virus.

"For these reasons, RV merits further investigation as a potential weapon for combating the growing threat of influenza," the authors conclude.

Palamara AT, Nencioni L, Aquilano K, et al. Inhibition of influenza A virus replication by resveratrol. *J Infect Dis* 2005 May 15;191(10):1719-29 [Abstract]  
<http://www.cidrap.umn.edu/cidrap/content/influenza/general/news/may3105resveratrol.html>

### Quote of the Month'

Every business  
is built on  
friendship.

J. C. Penney

# Polish Your Book Interior with These Proven Typesetting Techniques

by Karen Saunders

## Choose Appropriate Fonts

A quick look on your software reveals myriad choices of fonts and you can always find more! But like shopping in a candy store, you have to make judicious selections.

It is important to select appropriate fonts to communicate your message to your readers, particularly when dealing with titles and headlines. Why? Because specific fonts can evoke a certain attitude and feeling that reinforces your intended message.

## Fonts for Headlines

Choose a bold font with the right personality for your book. After all, fonts (like people) have personalities, and different designs will appeal to people of different ages and backgrounds. Some common bold fonts are Helvetica Bold,

Gill Sans Bold, Eras Bold, Univers Black, and Franklin Gothic Demi. Steer away from fonts that are so stylized and decorative that they are difficult to read.

Typically book designers use a 13-, 14-, 16-, or 24-point size for headlines and subheads. Avoid using all capital letters for your heads, subheads, or table of contents, because they're difficult to read.

## Fonts for Body Copy

The font you use for your body or text copy can have some personality, but make sure it is readable. Some easy-to-read fonts that are good choices for body copy are Garamond, Caslon, Goudy, Stone Print, New Century Schoolbook, and Janson Text 55 Roman. Typically, book designers use a 10-, 11-, or 12-point size for body copy. If your readers are either very young or senior citizens, then choose a simple, well-designed font in a larger size (13- or 14-point) so the font can be read without strain.

## Paragraph Alignment

Most books are set with full-justified body copy, because the reader's eye can move more quickly across copy that has a consistent column width. Full-justified copy means the type is spaced in a way that both the left and right margins are straight and all lines are the same length. Using justified type makes a page look full and creates a tighter, more formal appearance than type that is not full justified (for example, text that is set ragged-right).

Set your column width to allow for at least a 1" to 1.25" gutter, and a .5" border for top, bottom, and outside edges. The larger measurement for the gutter allows the reader to see the entire layout without having to open the book to a point where the spine cracks and is damaged.

*Continues on pg. 11*

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## A Warm Welcome for New KAHBA Members

*Please welcome Emily Liu and her new business:*



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## **Trade Show Tip - 5 Ways to Make Sure Your Booth is Accessible & Welcoming to Everyone**

It's easy to assume every customer at the trade show will be young, healthy, and able-bodied. However, that's not a safe assumption. Fifty-four million Americans have some form of disability. A little extra care in planning your booth can win you the goodwill and lasting customer loyalty of this increasingly large segment of the population. Here are five ways to make sure your booth is accessible and welcoming to everyone:

1. **Make wheelchairs or scooters welcome.** Instead of steps up or down, use ramps. Passages should be at least 36 inches wide. Make sure signs are placed at eye level for someone seated as well as for those standing.

2. **Offer adaptive space.** When you're doing a demonstration, set aside a few seats up front for those who lip-read to supplement their hearing. Make sure there is some counter space at the right level for a person in a wheelchair.

3. **Watch your lighting.** Flashing lights can induce seizures. Check that your lighting plan is comfortable for people in wheelchairs as well as people who are standing.

4. **Make sure your web site adheres to accessibility standards—and don't forget to mention that your booth will be accessible, too.** Any demonstration running on a computer should have a clear enough

voice track to appeal to vision-impaired customers.

5. **Train your staffers in disability issues.** A seminar training them to be aware of the best ways to deal with disabled customers is an excellent investment.

Plenty of valuable customers have issues with vision, hearing, mobility, or other disabilities. By preparing for them, you take nothing away from your able-bodied customers, but you'll gain a great deal in this market segment.

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### **Exercise**

**TIP**

For the first thirty minutes after a workout your body is still ready to exercise; your muscles have been innervated, they are ready to workout when you say so, and are not ready to begin repairing yet. After thirty minutes, your muscles relax and begin to repair themselves. This is when you would want to consume protein, because protein aids in the muscle rebuilding process. So, if you consume your post-workout protein beverage 30 min to 1 hour after your workout, you will be helping your muscles rebuild during their primetime rebuilding process and maximizing the benefits of the protein you're taking.

Continues from pg. 8 .... *Typesetting Techniques*

### Word Spacing

Proper word spacing creates greater legibility and is also more pleasing aesthetically. Make sure there is neither too much space nor too little space between words. Too much space creates vertical "rivers of white" coursing through the pages, which is often seen in newspapers that have narrow columns. Page layout programs provide accurate controls for adjusting word and letter spacing (kerning).

### Leading

Leading is the space between lines of type. Your choice of font, type size, word spacing, and length of line all affect the amount of leading you will need. Some visual judgment comes into play.

### Length of Line (Column Width)

Reading many long lines of type causes fatigue. And lines that are too short break up words or phrases that are generally read as a unit. The length of line depends on the size of the type. Smaller type works best at shorter line lengths, while a larger type size is readable in a wide column length. A good rule of thumb is to set the line length between 40 and 65 characters long.

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*Karen Saunders is the author of Turn Eye Appeal into Buy Appeal: How to easily transform your marketing pieces into dazzling, persuasive sales tools! Hundreds of business owners have used her simple do-it-yourself design system to create stunning marketing materials that really SELL their products and services! To learn about this indispensable book, click here: [www.BuyAppealMarketing.com](http://www.BuyAppealMarketing.com)*

## Stream a Little Stream of Me

Email remains one of the least-expensive and highest-converting online marketing techniques out there, but few would argue it isn't past-due for a trendy facelift. Thankfully for the intrepid marketer, there are lots of programmers working on this problem, like little elves, day and night. And a whole passel of them apparently work at Goodmail Systems, which just released CertifiedVideo: it enables you to incorporate streaming video right into email messages.

Imagine that: subscribers opening an e-message that's more than just static words and pictures, it's an audiovisual treat! And better still, it has Brand You all over it!

One of the first brands using CertifiedVideo is AOL; others are iVillage, DailyCandy and The New York Times.

But don't stop with more entertaining email; make it shareable too. That's what Web two-dot-oh is all about, right? Take a cue from Nike, which added the ShareThis feature to the bottom of its messages.

ShareThis lets users take an email message, any email message, and disseminate it throughout the Net. Imagine the possibilities!

The Po!nt: Spruce up! In the e-world, even cool stuff needs a makeover once in a while. Try these new tools to help infuse customer inboxes with relevant messages that surprise, entertain, and even go viral.

**Sharon Mayne**

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# How NOT to Get Customers

by David Frey

If you were a website owner of a high traffic, high converting website, how would you like to visit your site one day and see that your site was down - Well, that exactly what I saw a while back. And within just a few minutes I started getting calls from customers and friends telling me that my site was down. Needless to say...I freaked! I looked in my inbox and there was an email from my hosting company. Here's what it said...

Your site was suspended because it was crashing our server. You will need to upgrade to a semi-dedicated or dedicated server with such high usage. Best Regards, Steve, Technical Support Manager <http://www.hostingcompany.shtml> hostingcompany.com Note: I've used a fictitious name (hostingcompany.com) to protect the guilty.

So that was it - my hosting company shut my site down because it was getting too much traffic. They didn't even have enough courtesy to pick up the phone and tell me that they were shutting my site down!

That email could have got caught in spam filters and never reached me. Or I could have been out of town and never known about it. Amazing!

Now Here's What's Even More Amazing... They had a great opportunity to upgrade me to a more expensive plan. In fact, their semi-dedicated server option was \$50 more a month than I was already paying. It would have been an easy upsell if they had just called me up and talked me through it. Instead they decided to shut me down.

Imagine, having a really good client. Now imagine that client becoming very successful, hence, they were prone to buy more product from you. Now imagine that instead of taking care of that client you just shut off their account. Does that make sense? Unfortunately, it happens in the hosting business every day.

The Three Types of Customers

One of the best things you can do for your small

business is to divide your customers up into three groups.

Group A - Good Customers (the 20% that bring you 80% of your revenue).

Group B - Okay Customers

Group C - Bad Customers (the customers that cost you more in time, money, and frustration than they're worth)

Then create a service plan for each of them. Treat the Group A customers with care, concern, and love and a little bit extra. Treat the Group B customers with good service. Get rid of the Group C customers (if you can).

There are more sophisticated ways of grouping your customers but I won't talk about them. At the very least, pick out your best customers and treat them very well.

How to Identify Your Best Customers

One way to identify who your best customers are is to do a "recency, frequency, and monetary analysis (RFM Analysis).

To do that you put all your customers in a spreadsheet (or database) with their company name with individual sales transactions and with their associated transaction dates. Then you simply add up which customers have performed the most high dollar sales transactions with you in the past 6 - 8 months.

These are your best customers.

Now that you know who your best customers are, then create a "special treatment" plan for them that will result in even more customer loyalty and hopefully more referrals.

Conclusion

I finally got my site back online, but it was a nightmare. I was simply amazed that this hosting company was willing to "financially hurt" a good customer who was a prime prospect for spending even more money with them. It just reminded me how important it is to be kind to your customers. Especially the ones that give you lots of money.

# Water or Coke?

## WATER

- #1. 75% of North Americans are chronically dehydrated (Likely applies to half the world population)
- #2. In 37% of North Americans, the thirst mechanism is so weak that it is mistaken for hunger.
- #3. Even MILD dehydration will slow down one's metabolism as 3%.
- #4. One glass of water will shut down midnight hunger pangs for almost 100% of the dieters studied in a University of Washington study..
- #5. Lack of water, the #1 trigger of daytime fatigue.
- #6. Preliminary research indicates that 8-10 glasses of water a day could significantly ease back and joint pain for up to 80% of sufferers.
- #7. A mere 2% drop in body water can trigger fuzzy short-term memory, trouble with basic math, and difficulty focusing on the computer screen or on a printed page.
- #8. Drinking 5 glasses of water daily decreases the risk of colon cancer by 45%, plus it can slash the risk of breast cancer by 79%., and one is 50% less likely to develop bladder cancer. Are you drinking the amount of water you should drink every day?

## COKE

- #1. In many states the highway patrol carries two gallons of Coke in the trunk to remove blood from the highway after a car accident.
- #2. You can put a T-bone steak in a bowl of

- Coke and it will be gone in two days.
- #3. To clean a toilet: Pour a can of Coca-Cola into the toilet bowl and let the 'real thing' sit for one hour, then flush clean. The citric acid in Coke removes stains from vitreous china.
- #4. To remove rust spots from chrome car bumpers: Rub the bumper with a rumpled-up piece of Reynolds Wrap aluminum foil dipped in Coca-Cola.
- #5. To clean corrosion from car battery terminals: Pour a can of Coca-Cola over the terminals to bubble away the corrosion.
- #6. To loosen a rusted bolt: Apply a cloth soaked in Coca-Cola to the rusted bolt for several minutes.
- #7. To bake a moist ham: Empty a can of Coca-Cola into the baking pan, wrap the ham in aluminum foil, and bake. Thirty minutes before ham is finished, remove the foil, allowing the drippings to mix with the Coke for a sumptuous brown gravy.
- #8. To remove grease from clothes: Empty a can of Coke into the load of greasy clothes, add detergent, and run through a regular cycle. The Coca-Cola will help loosen grease stains. It will also clean road haze from your windshield.

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### CUSTOM ELECTRONIC DESIGNS

### SIDNEY M. BERRY

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## COMMUNITY BULLETIN

### Purina Walk for Dog Guides

Pat Best will be participating in this Walk with her personal donation goal is \$300, (goal for the entire walk is \$10,000). All money will be used to provide dogs in the Kingston area. Pat's husband, Dave will be passing the hat on my behalf at the next KAHBA meeting for those who prefer not to donate online.. Here is Pat's message:

Hi Everyone - Please visit my personal Purina Walk for Dog Guides Web page! I will be participating in the Purina Walk for Dog Guides on May 31, 2009 to help raise funds for the training and placement of Dog Guides for Canadians with visual, hearing and medical or physical disabilities. We need your help, so please go to the link below and help me make a difference.

<http://www.purinawalkfordogguides.com/personalPage.cfm?ID=3617>

The Purina Walk for Dog Guides is organized by local volunteers and is truly a grassroots effort. Everybody is welcome - all ages and abilities, with or without dogs. It's an outdoor, feel good start to the day.

For those of you in the Kingston area, it would also be great if you would accept my invitation to join me and Missy in this dog-friendly walk. Please feel free to click this link and register to join the fun.

<http://www.purinawalkfordogguides.com/find-Walk.cfm>

I hope you can join me and Missy in supporting this wonderful event that will help provide mobility, safety and independence for Canadians with disabilities. If you would like more information about Lions Foundation of Canada and the Purina Walk for Dog Guides, please visit <http://www.purinawalkfordogguides.com>

Thank you in advance for your support, Pat.

## KAHBA MEMBERSHIP APPLICATION

Name:

Business Name:

Address:

City:

Postal Code:

Bus. Ph:

Fax:

Home Ph:

Web site:

Email:

Please e-mail the Membership Director a description of your products and service which will be entered on the web (maximum of 350 words).

I want all my contact information on the KAHBA website

I want the indicated (\*) information on the web site only.

Signature:

Date:

Where did you hear about KAHBA?

*(Bring this completed form to the next meeting.)*

# Swine Flu - H1N1 Infection

The latest in the H1N1 Infection, also known as Swine Flu, certainly has the potential to be a pandemic. For the moment it is not, and medical experts from infectious diseases centres tell us that first and foremost, we should all remain calm.

“Although there are many myths and misconceptions floating around, the facts about swine flu are these:

1. Swine flu or H1N1, is a particular strain of Type A flu (Type A and Type B are the usual strains). Swine flu is typically associated with pigs and usually contracted by those who have close contact with the animals. However, this strain can be spread from person to person.
2. Swine flu is treatable. “Although the type of flu we saw this season was not sensitive to some of the common antivirals that were available, swine flu is experts say. This flu can be treated with

Tamiflu and Relenza, available by prescription. However, these medications should be used carefully as overuse could lead to drug-resistant strains of the virus.

So far, a small number of people in the United States have been diagnosed with swine flu, and none in Canada. In comparison, anywhere from 5 to 20 percent of the population in the United States is diagnosed with human strains of the flu every year, according to the Centers for Disease Control and Prevention (CDC).

The symptoms of swine flu are fever, chills, body aches and coughing, they are no worse than regular flu symptoms. “However, there appears to be an increase in nausea and vomiting among those infected with swine flu.

According to the U.S. Department of Agriculture scientists you can not catch swine flu from pig food products.

The most powerful weapon in our defense against swine flu is basic flu prevention protocol.

*Continues on pg. 16*

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*Continues from pg. 15 .. Swine Flu ....*

Just like any other strain of the flu, swine flu is spread by airborne particles. So in order to protect yourself—or to avoid spreading it, practice good respiratory etiquette. Follow these tips:

1. Wash your hands regularly with soap and water or with a alcohol-based sanitizer. This is the single most important prevention technique out there.

2. Cover your cough or sneeze. "Flu is spread by contact with infected droplets such as those released during a cough or sneeze." Use a tissue and throw it away or use your shirt sleeve or hand - make sure to wash your hands thoroughly afterwards.

3. If you have been exposed, avoid public places altogether. Any crowded area is the last place you should be - Do your friends, family and co-workers a favor and stay home. Instead, get the rest you need in order to get better."

4. Also, if you think you are infected, see your doctor. People are advised to avoid going to their local emergency room if they are feeling sick with flu type symptoms - emergency rooms can easily become overwhelmed if everyone with symptoms show up there. Instead, make an appointment to see your family doctors: they can recommend a treatment start immediately."

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*writing • editing  
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**CORNERSTONE  
COMMUNICATIONS**

## FOR YOUR INFORMATION:

#1. the active ingredient in Coke is phosphoric acid. It will dissolve a nail in about four days. Phosphoric acid also leaches calcium from bones and is a major contributor to the rising increase of osteoporosis.

#2. To carry Coca-Cola syrup! (the concentrate) the commercial trucks must use a hazardous Material place cards reserved for highly corrosive materials.

#3. The distributors of Coke have been using it to clean engines of the trucks for about 20 years!

Now the question is, would you like a glass of water or Coke?

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