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Dates to Remember:

7th - National Pearl Harbor Remembrance Day

7th - Teacher's Appreciation Day

15th - Hannukah begins

24th - Christmas Eve

25th - Christmas Day

31st - New Year's Eve

In History:

1878 - First telephone installed in the White House

1890 - Christmas became a national holiday in the US

1903 - Wilbur Wright (1867-1912) & Orville Wright (1871-1948) made the first heavier-than-air flight at Kitty Hawk, North Carolina, as their biplane Wright Flyer remained in the air for 12 seconds covering 120 feet.

1941 - Japan attacks Pearl Harbor by surprise. United States enters World War II.

1991 - The hammer & sickle red flag that symbolized 75 years of Soviet communism was lowered for the last time and replaced by 15 flags of 15 newly-independent republics. On January 1, 1992, the Soviet Union and the Soviet Communist party ceased to exist.

Little Bits:

As is often told, the Three Wise Men of the East brought gold, frankincense and myrrh to the infant Jesus. Frankincense is a gum resin used as a base for incense. Myrrh, also a gum resin, was valued as a perfume & unguent

Web Site Wisdom:

Anyone with access to a computer and a few dollars in their pocket can register a web name (domain, URL). A quick Google search will pull up numerous links to firms who can:
search the availability of a name
register the URL

The process is not rocket science but it can be tedious.

Due to time constraints, many firms hire others (i.e.: web developers, marketing consultants) to register their URL for them. While this is an efficient business arrangement, it is imperative that you clarify that the domain is to be registered in YOUR name. URLs are part of the intellectual property your firm should own.

People change jobs and firms go out of business. By owning your domain you will ensure that future web changes (i.e.: rolling to a new host or launching a new website) go smoothly and that your domain registration is renewed regularly.

Control your destiny. If you register your web address yourself or hire someone to do it for you, it is a "best practice" to rule over your domain and have your firm listed as the owner of your URL.

Written by Sarah Breshears, Creative Minds

Social Networking: Facebook

The social networking site probably most heard about these days is [Facebook](#). A Facebook page is a public profile that lets you share your business and products with fellow users. Your "fans" can interact with your Facebook page and drive awareness of your business by sharing stories with their networks. Be sure to include link-sharing buttons on your Facebook page so visitors can forward your content to their social networks.

Facebook offers a great way to keep in touch with people, or to find people you're out of touch with. Although used by many for purely personal business, many find joining professional groups useful where the ability to post business pictures and videos is convenient. For example, mechanics could join a group called "muscle car lovers."

Additionally, many of those personal users will have a need to do business with someone, and there is an automatic confidence built in to a company they gain as a referral from someone they "know" on Facebook.

Branding: Do a Little Homework

Your brand sets you apart from the competition. It is what makes your company unique. For companies of all sizes, it is important to establish a clearly differentiated identity. You likely know that already, but don't know how to get started on a thorough review.

It may be best to begin by doing a little homework, make that research. Start by understanding how your business is perceived in the marketplace. Question or survey loyal customers to get an outsiders view to learn why they selected you vs. your competitors, why they remain, what they expect from the relationship.

You may learn of a value proposition your company offers your customers, beyond your base product or service, that you were unaware of that will give you a basis of building or strengthening your brand.

Review the elements of your business that you use every day. Take a fresh look at your business cards, letterhead, website, on hold message, e-mail signature, brochures — make sure the messaging is consistent with the image you desire.

Make a commitment to set yourself apart from the rest as you look to enter 2010.

Finance: Get a Good Deal on a Lease

If you watch any news program today, you can't help but hear some reference to the current down economic conditions. It may be a difficult time to be in business right now, but it seems to be a great time to find new business space — there is plenty of vacant commercial real estate available which makes for better negotiating leverage for you.

A commercial lease is a long and complex document, and they almost always favor the landlord. It's been said that everything in a lease is negotiable—today it actually is! Don't be afraid to ask for whatever it is you want, up to and including several months' free rent!

The duration, or term, of the lease is likely the first order of business. Many landlords are more likely to offer a shorter term lease now than ever before, which can be good for you if things don't go well, or things go very well so that you require more space, and you want to relocate again. But bear in mind that landlords are less likely to concede other requests with a shorter time commitment, and the rent could go up upon renewal.

Commercial real estate is typically valued by the square foot. Landlords want to keep that rate high, but may be willing to offer a rebate to help you get to the figure you want. Make sure to measure the space yourself — many spaces have been reconfigured several times over the years and the records may not be accurate. You may not have an option to go back and get it corrected later, so better to measure for accuracy up front.

gum resin, was valued as a perfume & unguent used in embalming.

Former President Cleveland defeated incumbent Benjamin Harrison in 1892, becoming the first, and to date, only chief executive to win non-consecutive terms to the White House.

Nearly one in eight workers in the US has at some time worked at McDonald's.

If you take all the airlines from around the world, you will find you have a 1% chance to lose your luggage. Out of 3 billion bags handled every year, about 30 million go missing. Airlines spent \$2.5 billion to reunite 29,800,000 bags with their owners. That still leaves at least 200,000 that are never reunited with their owners.

A bowling pin has to tilt about 10 degrees to fall down.

The dots on dice are called pips.

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later, so better to measure for accuracy up front. Even if you consider yourself to be a good negotiator, it is advisable to still seek the guidance of a commercial real estate broker to represent you and your interests, and ultimately have all documents reviewed by an attorney that specializes in real estate law.

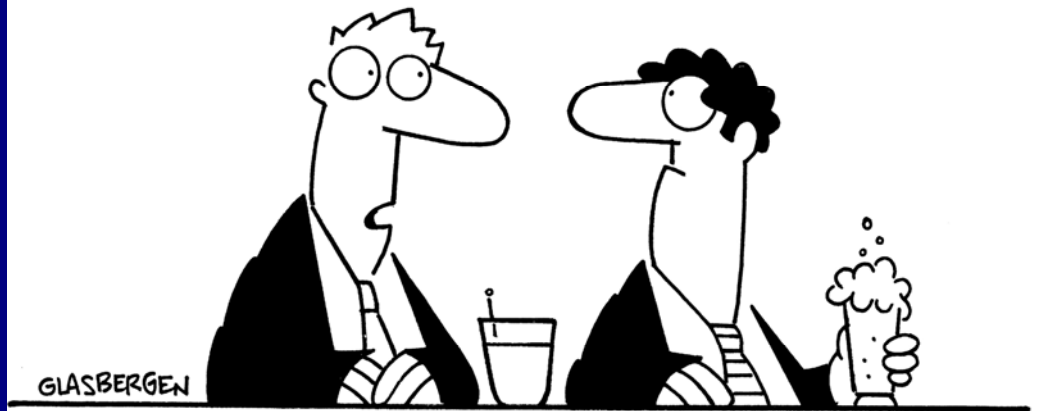
Just for Fun: Holiday Trivia

1. What is the first name of Scrooge?
2. What is the only Santa's reindeer that is named after another animal?
3. In *How the Grinch Stole Christmas*, what biological shortcoming made him so mean?
4. We all know about the tradition of hanging stockings for gifts. Which country uses shoes instead of socks for the same purpose?
5. What country has the tradition of a witch dropping gifts for children down the chimney?
6. What were Frosty's last words?
7. What three characters sang *The Chipmunk Song*?
8. What is Charlie Brown's complaint about Christmas?
9. What is the biggest selling Christmas single of all time?
10. In the song *Grandma Got Run Over by a Reindeer*, what was Grandma going to get?

Answers: 1. Ebenezer
2. Vixen
3. His hear was too small
4. Netherlands
5. Italy
6. "I'll be back again someday."
7. Alvin, Simon and Theodore
8. It's too commercialized
9. White Christmas
10. Her medication

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On the Lyte Side:



“While I was thinking outside of the box, someone changed the password and now I can't get back in!”