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Dates to Remember:

- 8th - Boy Scouts Day
- 12th - Lincoln's birthday
- 14th - Valentine's Day
- 15th - President's Day
- 16th - Fat Tuesday, Mardi Gras
- 22nd - Washington's birthday

National Black History Month

National Heart Month
National Children's Dental Health Month

In History:

1819 - The United States purchases Florida from Spain

1836 - The Alamo is defended against thousands in the Mexican Army by 189 Texas volunteers

1866 - Jesse and Frank James commit the first daylight bank robbery, on Valentine's Day, in Liberty, Missouri.

1878 - The first telephone directory was published in New Haven, CT, containing just 50 names. It actually fit on just one sheet of paper.

1929 - The St. Valentine's Day massacre takes place, in Chicago, leaving 7 of Bugs Moran's gang dead

1964 - The Beatles appear on the Ed Sullivan Show

Little Bits:

The Victorians had an elaborate language of flowers. White = eternal love, pink = happiness, red = I love you, crimson = mourning.

Julius Ceasar wanted the month bearing his

Web Site Wisdom: Keep Content Current

You've finally launched your website and now you're done, right? Wrong. Your next challenge is to keep people coming back to your site by keeping your site fresh, content current and giving your audience a *reason* to come back.

Keeping your site fresh can be as simple as having a few images programmed to rotate and display automatically. This easy solution keeps your site looking fresh with very little effort from you.

You can also have a more robust database that houses lots of information and images and is programmed to automatically rotate and display information based on rules you establish. These systems can be created to allow you or your site manager to easily add new data and images.

Research (white) papers are also of value and draw visitors. Create and post white papers on topics that interest your clients and prospects. By doing the homework on topics that are relevant to your audience you'll establish yourself as the expert and draw clients and prospects to your site to learn the latest.

Finally you can utilize social media to keep your site fresh. Set up a Twitter account and have it plugged in to display on your homepage and then lets your tweets service as fresh new content. Establish a blog and let it feed your home page or use RSS feeds to display teaser copy from appropriate sources.

We all want to know what is new. Make your web site fresh, relevant and ever changing and you'll give your audience a reason to visit your site again and again.

Contributed by Sarah Breshears, [Creative Minds](#)

Economic Survival:

Many business owners, faced with current economic trends, may be tempted to believe that cutting their prices is necessary to stay in business. But there may be ways to better position yourself without slashing at your price tags.

Instead of cutting prices on your current inventory of offerings, begin to offer a lower priced option instead, meeting your customer's needs of a lower price while reducing your cost as well. Sometimes a well-made product, with fewer bells and whistles, fits the bill quite nicely. While you're at it, look to reduce your service line to just the bare minimums as well. Offer a more basic service option to those in need of cuts.

Take a good look at your supplier bills to see if there is room to improve on your material costs. Shop around to other vendors for the same materials, or see if there are less costly, but equal in quality, materials to use to create your product. These steps can help to strengthen your market position now — and any time you choose to implement them!

Branding: Stay Focused

So, you've completed the background research and defined your brand. Now it's time to make sure that your well-sculpted, well-defined message is conveyed consistently.

It's vitally important not to stray off-message in any corporate communications now. Whether you are conducting an interview or preparing a press release, writing an industry article or speaking directly to a customer, make sure your brand message is delivered uniformly.

Extend this messaging to things like:

- Product packaging
- Print materials
- Office décor
- Sales and support training
- Website and other collateral materials
- Phone messaging

Every possible interaction with the public is an opportunity to reinforce your brand image.

Finance: Get a Good Deal on a Lease

It's no surprise, really, that since landlords are generally the ones to pay an attorney to draft their lease agreements that most are written to favor the landlord. But that doesn't mean you can't request changes or additions that allow you some protections as well. Here are a few such clauses to consider:

Many shopping centers are anchored by a "big box" tenant and rely on them to draw traffic. So what happens if that tenant vacates? You're left to struggle with no traffic for the duration of your lease, unless you ask for a **co-tenancy clause** which will allow you to terminate a lease if a landlord fails to replace the anchor tenant within a specified time frame. Similarly, landlords often boast high occupancies or traffic as selling points. Get these statistics in writing, then include **concessions**, up to and including termination, if the landlord fails to deliver.

An **exclusivity clause** ensures that a company in direct competition with you is not placed into a space in the same development. Conversely, a **sub-lease clause** will allow you to sublet space to a complementary business, which allows you to turn a fixed cost into a variable cost. For example, a mortgage broker might sublease space to a title company or an insurance broker.

Julius Ceasar wanted the month bearing his name, July, to be a longer month. So did Augustus. Both of these men added a day to their months, leaving February with just 28.

Canola oil would be more accurately described as Rape Seed Oil. Natural rapeseed oil contains erucic acid, which is mildly toxic to humans in large doses but is used as a food additive in smaller doses. A version of rapeseed was cultivated in Canada which was low in erucic acid. The name rapeseed oil did not seem very appealing to market to consumers, so a new name was chosen. **CAN**adian **OIL** **L**ow **A**cid became known as Canola, which is the third most popular vegetable oil used in the world today.

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a complementary business, which allows you to turn a fixed cost into a variable cost. For example, a mortgage broker might sublease space to a title company or an insurance broker.

Most landlords will require a personal guaranty from the tenant, but you can ask for a **personal guaranty release** after, say, two or three years. There are a whole range of considerations and possibilities for your business, but only if you ask, so don't be afraid to ask. And as always, be sure to consult your own attorney before signing on the line.

Did You Know?:

On at least two occasions, the Apple company voided the warranty and refused to provide repair services on Macs that had been exposed to cigarette smoke.

Apple has taken the position that smoke residue inside a computer presents a health risk, citing OSHA rules that include nicotine in a list of hazardous substances, and allows their repair centers to decide whether to service smoky computers, even if covered under a valid warranty.

On the Lyte Side:

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**“I created a password and wrote it down like you told me to.
Then I locked it away in a secure folder for safekeeping.
But I need my password to get into the folder!”**