



## Editor's Note

Caroline Jarzabek  
CMJ Virtual Office Manager

It is certainly starting to feel like Fall – the weather is getting cooler and the trees are turning colour and what little summer we did have seems like a distant memory.

What a perfect time to sit back and enjoy this issue of the CVAC Newsletter.

I hope that you find something in here to inspire and enlighten you.

Happy reading!

Warmly,  
Caroline. ❖

## Founders' Note

Elayne Whitfield, CCVA, MVA, PREVA  
Executive Assistance

Janice Byer, CCVA, MVA  
Docu-Type Administrative and Web Design Services

Happy Fall everyone! We hope you all had a relaxing and enjoyable summer (and had better weather than we did here in Southern Ontario).

“They’re going back!” doesn’t only mean that the kids are finally out of your hair (and out of the drawers of your desk while you are on the phone with a client); it means it is time for you to get back into a routine as well. We have all taken a little time off (hopefully) during the last couple of months and now is the time to get back to concentrating on providing the best for your clients while still building your business. Fall is a great time to start fresh!


To Do Lists, Calendars, Blackberries, PDAs and good ole fashioned sticky notes are great ways to help you stay organized and being organized definitely helps in the success of your business.

We wish you all a great fresh start to a new season!



Janice D. Byer, CCVA, MVA  
Elayne Whitfield-Parr, CCVA, MVA  
Founders' of CVAC - [www.cvac.ca](http://www.cvac.ca)  
Connecting Canadian VAs with the world... virtually! ❖

Join us on:

 <http://www.facebook.com/cvaconnection>,  
become a fan of CVAC on Facebook.

 [www.twitter.com/CVACConnection](http://www.twitter.com/CVACConnection)

 <http://cvac.ca/blog> (we are looking for  
People to contribute to the blog).

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## What Insurance Coverage Do You Need? By: Zana Gordon

After reviewing a number of HBB categories under which a VA may do business, I believe quite a few of the categories can be accommodated under a "Home Based Business" endorsement, attached to an individual's home/tenant insurance coverage. If they are working from home, they may "fit" into the HBB categories with their insurance company. It definitely is the less expensive route compared to taking out a commercial policy. Depending on their operation, they may not even require a separate HBB coverage – their insurance company would determine this.

If VA's are doing any web design, or handling financials (money), then the HBB would not be the best solution as they would require "Error's & Omissions" (Professional Liability) coverage.

I would strongly recommend anyone working from their home to advise their broker immediately. Home insurance policies generally have exclusions for business operations from the home unless approved by the insurance company. If the insurance company does not know and approve the operations, their home insurance could be void in the event of a loss, even if the loss does not pertain to the business operations.

I would recommend each VA approach their own Broker to see if their operations would allow a Home Based Business through their Home Insurance coverage.

Zana Gordon, [ZJD Consulting Group Inc.](#) ❖

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*Janice Byer and Elayne Whitfield-Parr, co-authors of [How to Build a Successful Virtual Assistant Business \(www.va-book.com\)](#), are the co-founders of the Canadian Virtual Assistant Connection ([www.cvac.ca](#)). They also own and operate their own busy individual VA practices but have dedicated a tremendous amount of their careers to helping other Virtual Assistants around the world to start, build and expand their own businesses and enjoy the satisfaction of being a part of such a wonderful industry.* ❖



## A Warm Welcome to our new CVAC Full Members:

- Nicole Ast
- Marnie Banks
- Nicki Best
- Delores Blair
- Crystal Burkholder
- Kimberly Davidson
- Ila Durocher
- Jacquie Grech
- Dianne Hartwick
- Micheline Harvey
- Julie Hoflin
- Jan Kershaw
- Tonya King
- Louise Leduc
- Meagen Mackenzie
- Andrea McKeown
- Jenny Noriega
- Isabell Peterson
- Michele Ross
- Narmi Seelan
- Tracey Wellon
- Natalie Ziegler

**Welcome to all of the new partial members. Why not upgrade and take advantage of all the great benefits of full membership.** ❖

### A Little Excel Tip

I keep reading these great little tidbits that will help solve some of those pain-in-the-neck issues with Excel.

Microsoft does some things well, and some not so well; like assuming things for you. You may not have had a reason to use this now, but you may in the future as it will give you a little more flexibility in how the title or heading looks in a cell.

#### **Fit a multi-line heading into one cell.**

Someone wants a two-line title in one cell. Let's use "Previous Year" as the example of the title. Go to the cell you wish to enter this title in. Type in the word Previous, then hold down Alt while hitting Enter and type the word Year. The Alt+Enter combination adds a line feed character in the cell exactly where you specify.

*This Alt+Enter combination automatically turns on the Wrap Text option for the cell, however, by doing it this way you can control **exactly** where you want the text to "break" to the second line.*

Donna Harwood, *The Office Tutor*: [www.theofficetutor.com](http://www.theofficetutor.com)

Donna is a Microsoft Certified Office Specialist in Outlook, Access, PowerPoint, Word and Excel ❖

## Advice For New VAs By: Heather Uhl

I love to see the growing awareness of the VA industry, and all the new and eager (if somewhat apprehensive) faces entering it. Just in the last month I've met several local new VAs for lunch & coffee (Hi, ladies!), and I've had two friends ask me advice about being a Virtual Assistant. The first time I was asked if I had any advice, I stuttered and stammered, a bit surprised. But I've been (weirdly) asked so many times in recent weeks, that I'm starting to get the hang of this.

I hope this isn't presumptuous of me to post this, but I've benefited many times from the collective wisdom of this group, and I would like to try to offer something back in the hopes that it's useful to someone, sometime. As I go into my twelfth year as a VA, here's my own personal advice:

1. Don't wait for clients to advertise for help. Many businesses have a vague sense that they need help, but they don't know exactly what they need, or what their options are to get it. Very few of them know anything about VAs. So why wait for them to figure out all that on their own and come to you? If you see a business that you'd like to work with and you have an idea of how you can benefit them, tell them. Especially if it's a business that you're already familiar with and use yourself. The worst that can happen is they say "No thanks." It's kind of like the old advice to buy stock in a product you already buy. Which leads to...

2. Think outside the traditional office box for clients. The mom and pop bakery that you love. Your chiropractor. Your favourite athlete. These people need help as much, if not more, than the lawyers, CEOs, etc., who already have some administrative infrastructure and/or understanding in place. If you believe in a client \*before\* you even work for them, not only will you already be a familiar face to them (getting you further than a stranger), but you'll have an understanding of their challenges and goals and how you can assist them. That genuine passion and interest will shine through and make a positive impact more than you could ever imagine. Don't be aggressive about it - just tell them you'd like to help them (and give specific examples how), then let that sit in their heads and grow.

3. Don't keep your best ideas until they hire you. Give them away free in your response to an RFP, or your pitch to them saying that you'd like to work for them. Show that you have bothered to learn a little bit about their company, and that you are thinking about ways to help them. I have done this with every potential client, and every single one of them commented favourably on it afterward, many saying that it was the biggest deciding factor in hiring me. Think about it - you're giving them something useful, for free, and showing confidence, intelligence, and interest. How can that not be impressive? The great part is that if they like any of your ideas, you've just set up your own first task list! The worst that can happen is if they take your good ideas and hire them out to someone else. Then... you'll have more ideas, it didn't cost money out of your pocket, and you're better off finding out their ethics at the start.

4. Be professional, and help project that image for your client. My current favourite story to tell is how I was dealing with a national newspaper reporter and over the course of three emails where he tried to get me to give him an interview with my client, the reporter didn't use the SHIFT key on his keyboard even once. There were absolutely no capital letters

- not for his name, my client's name, or the pronoun "I". It boggles my mind, especially coming from someone whose career is based on the English language. Sadly, this is where the "professional" world has been heading. I routinely get emails from \*cough\* professionals \*cough\* that start out with no salutation or introduction, and are riddled with spelling errors and best buddy vernacular. There are many really simple and free things that you can do (like proofreading) that show that you pay attention to detail and quality. In the virtual world we work in, those things stand out appreciatively. It's great if you can develop a relaxed and easy rapport with your client, but ALWAYS remain professional when you're dealing with someone on your client's behalf, because you are a direct reflection of the image that you're trying to help them cultivate.

5. You know more than you think you know. I used to undervalue my professional worth because I don't have formal training or framed degrees on the wall - I just racked up a lot of credits in the School of Hard Knocks. Then something dawned on me one day (I can be a little dense, sometimes). If you've never done something before but it interests you, don't be intimidated. Just remember this: everything that you do today -- EVERY THING -- is something that, at some point in your life, you had never done before. And now you do it as easily as walking and talking. (If you know your biology, these were seriously major accomplishments, and at a very young age, so everything else is a breeze (comparatively!))

So there's my... uh... more than two cents, based on my experiences. I'm sure many of those points could be argued by someone who has experienced differently. I would really love to read other people's lists.

*Heather Uhl, [More Time in a Day – Virtual Assistants](#) posted this to the group back in January of this year; the advice was so worthwhile that I decided to share it with you again in the newsletter. ❖*

The correct way to weigh yourself:



I can't believe I was doing it wrong all these years.



## JOIN CVAC

### BECOME A MEMBER

CVAC is by Canadian VAs, for Canadian VAs. Members of CVAC are in a variety of stages of running their Virtual Assistance businesses in Canada. Some have just started, while others have been at it for some time. By being in these different stages, we can share the do's and don'ts of running your business. Veteran VAs have "been there and done that" so they can enlighten others as to what works and what doesn't. New VAs have a fresh perspective and bring new ideas to the group.

Whether you are already established in the VA industry, just opened your virtual business, or are in the research process of setting up your own VA practice and are seeking guidance, CVAC is for you!

Read more about the benefits of joining CVAC at <http://www.cvac.ca/member.php> ❖

## CALENDAR OF EVENTS

### **Newmarket Lunch**

1<sup>st</sup> Wednesday of every month @ 12:00 noon  
The Buttery – 17565 Yonge Street, Newmarket  
905-836-0300

### **GTA VA Breakfast**

3<sup>rd</sup> Saturday of every month  
Perkins Family Restaurant (Holiday Inn)  
600 Dixon Road  
416-240-9741

### **Durham CVAC Luncheon**

4<sup>th</sup> Thursday of every month  
Kelsey's – Brock Road and 401  
In Pickering.

### **Brooklin VA Luncheon**

2nd Thursday of Every Month @ 12:00 noon  
Held in a Brooklin area restaurant TBA

Visit [CVAC](http://www.cvac.ca) for more info

**Please let us know of any events in your area** ❖

## MEMBERSHIP RENEWALS

Remember that your membership with CVAC has a yearly renewal. If you are unsure of your renewal date, please contact [founders@cvac.ca](mailto:founders@cvac.ca) You can renew your membership at <http://www.cvac.ca/renewal.php>

We will send out several reminders and if we fail to get a response, our system will eliminate your email address from the full member's announcement list (where the RFPs are sent), disable your password for the member's only area of the website, and delete your contact information from the member directory.

**DON'T FORGET TO RENEW YOUR MEMBERSHIP!** ❖

## Motivational Quotes

*"Be creative. Use unconventional thinking. And have the guts to carry it out"*

Lee Iacocca

*"You are what you repeatedly do. Excellence is not an event – it is a habit".*

Aristotle

*"When the archer misses the mark, he turns and looks for the fault within himself. Failure to hit the bull's eye is never the fault of the target. To improve your aim – improve yourself".*

Gilbert Arland, Writer

*"Beware what you set your heart upon. For it shall surely be yours"*

Ralph Waldo Emerson, Poet

*"Everyone wants to be appreciated, so if you appreciate someone, don't keep it a secret".*

Mary Kay Ash, Mary Kay Cosmetics

*"Great opportunities to help others seldom com, but small ones surround us every day".*

Sally Koch, Author

*"Commitment with accountability closes the gap between intention and results".*

Sandra Gallagher, Co-Author of Thinking Into Results

*"The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it".*

Debbi Fields, Founder of Mrs. Fields Cookies ❖

**CVAC SHOP – Support CVAC and the VA industry with these cool, high-quality products sporting the CVAC logo. You will be amazed how many people will ask you, “What is the Canadian Virtual Assistant connection?”, or “What is a Virtual Assistant?” and then you can tell them the benefits of working with a VA, such as yourself.**

**Visit <http://www.cafepress.com/cvacshop> to get your t-shirt, hat, mousepad and more!**



**CVAC is proud to have acquired special rates for benefit plans for our members. As a full member of CVAC, you can now get health insurance and more at wonderful rates for full members at <http://www.cvac.ca> and go to the full members' page.** ❖

**Don't want the expense of a fax machine? CVAC and MyFax have teamed up to offer an Email-based fax service for our members. Click here for more information <http://www.myfax.com/affiliates/index.asp?aff=4860&bid=3>** ❖

**Become a Social Media Marketing Specialist and find a wealth of new clients. VAClassroom has an awesome program for VAs to become Social Media Marketing Specialist. For more information go to: [www.cvac.ca/socialnetworking](http://www.cvac.ca/socialnetworking). You can also become an Internet Marketing Specialist through VAClassroom. The program is great and very affordable. For more information go to [www.cvac.ca/internetmarketing](http://www.cvac.ca/internetmarketing).** ❖

**CVAC Mentoring Program - The CVAC Mentoring Program is a full-member benefit and it is meant to assist both newcomers and existing VA's in their search for sustainable self-employment, by matching them with mentors who have greater professional experience. If you would like to be matched up with a mentor or can offer your help as a mentor, please visit <http://www.cvac.ca/mentoring.php>** ❖

**For more exciting benefits, offers and E-books go to the full members' page at <http://www.cvac.ca>.**

**Not a full member yet? Why not join now and take advantage of all these exciting benefits!** ❖

## **A Little Humour**

*I feel like my body has gotten totally out of shape, so I got my doctor's permission to join a fitness club and start exercising. I decided to take an aerobics class,*

*I bent, twisted, gyrated, jumped up and down, and perspired for an hour. But, by the time I got my leotards on, the class was over.*

*I've sure gotten old!*

*I've had two bypass surgeries, a hip replacement, new knees, fought prostate cancer and diabetes,*

*I'm half blind, can't hear anything quieter than a jet engine, take 40 different medications that make me dizzy, winded and subject to blackouts.*

*Have bouts with dementia, have poor circulation: hardly feel my hands and feet anymore.*

*Can't remember if I'm 85 or 92. Have lost all my friends.*

*Thank goodness, I still have my driver's license.* ❖

## **WEBINARS**

**The Webinar committee has been formed and is now actively putting together an exciting lineup of talented speakers, to motivate and inform CVAC Members.**

**If you are interested in being a speaker, or have any suggestions, please contact Della - [della@della-gate.com](mailto:della@della-gate.com)** ❖

## **CVAC Is Looking For Your Feedback**

- **What is the CVAC Website missing?**
- **What types of resources would you like to see on the website to help you build your business?**
- **Any other comments or feedback?**

**Please e-mail [founders@CVAC.ca](mailto:founders@CVAC.ca) with your ideas and comments.** ❖

## What is all this buzz about Social Media? By: Diane L. Colville, Alternative Office Assistance

Unless you have been out of the loop with television, internet, newspapers and magazines in the last year, you are aware of the Social Media craze. Here are some of the latest statistics on Social Media (courtesy of Mari Smith, the guru of Facebook and Twitter):

### Facebook:

250+ million active members  
To reach 500 million by 2010, maybe sooner  
4<sup>th</sup> most trafficked website in the world  
A growth of 1928% in the last year  
21+ million unique visitors per month

### LinkedIn:

30+ million users and 200 industries represented

### You Tube:

100+million viewers watched 148 billion videos in the last year

### Generally:

Social Media is many millions of conversations conducted on line by people 24/7.  
2/3rds of internet user's global-wide visit Social Media sites daily.

Social Media sites are now the 4<sup>th</sup> most popular on-line activity, more than even personal email. Social media is like "word of mouth" on steroids. 100,000,000 You Tube videos are viewed every day. 13,000,000 Articles can be viewed on Wikipedia. 3,600,000,000 pictures are shared on Flickr 85% of all Social Media users favour companies having a presence on-line and interacting with their customers.

At the beginning, there were "wiki's" such as Wikipedia which actually preceded Facebook, but this forum was not based on people but rather on subjects in articles. Wikipedia is an on-line directory of information and "how to's" but invites participation by all who use the site to contribute and add to their information database. Many wiki's have since fallen by the wayside with the advent of Social Media.

Social Media all started with **Facebook** only it wasn't called Facebook back then. It was a site created for college and university kids to post their profile and interact with other students. Later, **Facebook** expanded to kids young and older to communicate with friends and family. It caught on like wildfire and suddenly parents became aware of what their kids were doing and started creating their Profiles and searching out family, friends, and former friends they had lost touch with.

Intuitive businesses discovered the benefit of using this new medium for other purposes. They could now communicate with their prospective customers directly. And then with the advent of **LinkedIn** and **MySpace** they expanded the realm of their searches to include business alliances (leaders in their industries), competitors (to see their activity) and prospective Business to Business ventures as well as Joint Venture partnerships.

Now **Twitter** has exploded on the scene and has actually caught up to Facebook in their members and activity. This is a micro blogging side where you communicate in "real time" with thousands of people you wouldn't have met any other way.

Suddenly, businesses could use this exploding platform to focus their marketing on "INBOUND" business, e.g. prospective customers who already knew what they do and were looking for them. This was a whole new way of acquiring business activity. Their previous methods of "OUTBOUND" marketing like telesales, email blasts, mail outs, advertising with newspapers, magazines, billboards and radio to name a few, showed significantly lower results than the increased traffic to their websites through their Social Media activity. And with the proven results of businesses who have an internet presence, store-front businesses are now beginning to "see the light" and take advantage of the plentiful opportunities provided by Social Media.

In coming CVAC newsletters, I will be focusing on more detailed information on how Social Media works, how to implement a strategy for your business and your clients businesses and a more in-depth look at many social media forums you can use and what best suits your objectives. I will also provide some recommendations about new and existing applications that can speed up and improve your overall Social Media efforts. AND, keep in mind that no matter how much Social Media activity you do to increase traffic to your website, there are also many important ingredients necessary on your website to convert your prospects into customers!

If you are still "sitting on the fence" about whether you should explore this new opportunity for your business, I can only recommend that "if you snooze, you lose"...

Submitted by Diane Colville, [Alternative Office Assistance](#) .



*One of the most popular training certification course right now is VAClassroom's Social Marketing Specialist Program. It is comprehensive, intensive and affordable. For more information please go to [www.cvac.ca/socialnetworking](http://www.cvac.ca/socialnetworking) ❖*

## Advertise on CVAC

If you are looking to subcontract to other VAs, what better way to reach them than to advertise on CVAC. Or place an ad on our member directory page or our RFP page to reach all of those potential clients looking for a VA.

For as little as \$25.00/month you can place your banner on our website where your fellow VAs can find you when they're looking for some extra help.

If you'd prefer to advertise in our newsletter, the cost is only \$10.00 per issue for a small banner. We'll even design the banner for you if necessary. For more information please go to: [www.cvac.ca/advertise.php](http://www.cvac.ca/advertise.php). ❖

## Financial Burden of Illness or Injury Sharon Alderson, CFP, FDS.

Most people insure their homes, their vehicles - maybe even their vacations - but fail to properly insure their most valuable asset - their ability to earn an income. The financial burden associated with a disability or life threatening illness can be astronomical. According to a report by leading Canadian oncologist Dr Khoo, the cost of cancer fighting drugs can range in price from \$25,000 to \$81,000 per treatment. Illness and accidents do not discriminate; regardless of age, gender, and health, illness and injury can affect us all. Studies conducted by Statistics Canada, the Canadian Cancer Society and the Heart and Stroke Foundation suggest that one in three Canadians will develop cancer during their lifetime and one in four is likely to have a heart condition, a blood vessel disease or a stroke-related illness. You may say, 'it will never happen to me,' but did you know that 1 in 3 people, on average, will be disabled for 90 days or more at least once before they reach age 65?

The most vulnerable are the self-employed and small business owners because if a disability strikes your potential needs are twofold; your personal income and daily business expenses while you are unable to work. The business owner realizes they have to start taking care of themselves. The self employed don't have group benefits and don't qualify for Employment Insurance.

What resources are available to manage the risk of illness or injury?

**Canada pension plan** provides a taxable benefit but only when there is little hope of recovery and the stringent definition of disability excludes most people.

**Assets:** You can sell them, but will you get a reasonable price?

**Family income:** Would your spouse be able to continue to work if he/she is called upon to assist you? Is the income your spouse earns sufficient to accommodate new expenses?

**Personal loan:** - who would be willing to provide a loan if you are not earning an income and can you afford to make the payments as well as the added cost of disability or illness?

**RRSPs and Savings:** While using funds from your retirement or savings may seem like a good solution, using retirement income to pay for expenses while unable to work could compromise your standard of living when you retire. You will have to pay tax on the withdrawal as well, but that's not the total possible cost of the RRSP withdrawal, you will lose the investment growth as well. At an average annual rate of return of 8% for 20 years \$50,000 will grow to over \$233,000. Will your savings accommodate additional new expenses and

what would happen to your future plans for your family, yourself or your retirement if your disability lasted long enough to wipe out your savings?

The following is the basic features of Critical Illness and Disability insurance.

**Critical Illness (CI)** insurance pays a lump sum payment should you be diagnosed with a critical illness. You can use these funds however you see fit – to take a sabbatical and recuperate, make renovations to your home, pay off your mortgage or pursue private medical treatment in the United States. CI insurance protects your retirement savings and investment portfolio by providing you with the financial cushion you may need to fully recover. It can provide Canadians with financial stability and reduced financial stress when it is needed without the worry of paying the mortgage and bills.

**Disability Insurance (DI)** is a type of coverage that gives you protection against the chance of losing income by providing a monthly income, calculated as a percentage of your current salary. An individual plan can give you the most comprehensive and flexible coverage available because it can be tailored to your needs by providing you with not only income replacement, but also to business overhead costs.

Important features of DI & CI for business owners are, premiums are a tax deductible business expense. When you purchase insurance products you transfer the risk to an insurance company.

*Sharon can be contacted for more information:*

*Sharon Alderson CFP, FDS*

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*905 967 2186 ❖*

### Quick Tip – Turning Prospects into Clients

If you heard someone say that they want to lose weight, did you hear them say that they want to learn new exercises, that they're looking for nutritional supplements, or that they want to know how to diet?

Probably not; chances are, they were saying that they want to feel more attractive; they want to feel more self assured or they want to be more healthy.

Being able to turn a prospect into a client is all about listening to what they're really saying. People buy solutions to their problems, good feeling, and new ideas. Once you begin speaking their language, prospects will see that you understand what they need and they will want to work with you.

*Author Unknown. ❖*

## Become a Welcomed Guest...Not a Pest.

Whenever you come into someone's life, you've got the choice: "welcomed guest" or "unwanted pest." And we all know which one is most likely to make the sale, right?

But let's face it--most people will not instantly welcome marketers with open arms. Your prospects are busy, and they don't want to think about you and your products. So, business owners need to learn the tricks of becoming the most popular guest at the party.

**First, you need to be consistent in your marketing.** The majority of small businesses are inconsistent in their follow-up. They might send an email or direct mail piece and then wait months before sending another one. Without consistency, your prospect has no idea who you are. Can you imagine how quickly emails from unknown senders get deleted? Furthermore, inconsistency can cause a perception of ineffectiveness. Nobody wants to buy from a company they don't trust.

**Second, establish your expertise.** Too often entrepreneurs, struggling to survive, send emails and direct mail pieces simply to promote their products. Now, promoting your products is great. But you need to do a lot more than that with your marketing. Your marketing messages should be positioning you as a respected authority in your industry. Be sure to include testimonials, endorsements, and awards your company has won, along with your sales message. Of the thousands of small businesses I've worked with, there's no doubt that the most successful ones have established themselves as experts.

**Third, educate your prospects.** Your follow-up must be informative. You need to provide valuable information. If you're showing up with no value, you'll wear out your welcome fast. You need to communicate that you are on their side and deserve to be trusted. You'll accomplish this if you provide them with accurate, insightful information.

Just remember, when your marketing becomes consistent, promotes your expert status, and educates your prospects, you will soon have prospects knocking at your door, rather than you knocking at theirs. ❖

Clate Mask, President, [Infusionsoft](#)

## VA QUESTION AND ANSWER TIME



Q. What are some options for online project management?

A. Basecamp <http://www.basecamp.com/>  
Zoho: <http://projects.zoho.com/>  
Google Apps: <http://www.google.com/apps/intl/en/group/index.html>  
Central Desktop: <http://www.centraldesktop.com/>  
Teamwork: <http://www.twproject.com/>  
ClientSpot: <http://www.myclientspot.com/index2/>

Suggestions compiled from various forum posts. Thank you to everyone who contributes suggestions and recommendations through CVAC.

Q. How do I increase reading pane font size in Outlook 2003 (Vista OS)?

A. Point to the print on your reading pane, hold down your Control key and use your mouse's scroll wheel to control the size of the print.

Q. Who is Domain Registry of Canada and why are they asking me to renew my Domain(s) with them?

A. The Domain Registry of Canada targets people who register a dot ca (.ca) web domain. They send direct mail pieces warning you that you must "protect your domain" and other fear inspiring jargon to lure you into switching your Domain Registration to them...at a much higher cost than you've likely got with your original Registrar. It's crafty and underhanded and not the least bit professional or ethical; however, the Domain Registry of Canada is a legitimate Registrar.

You can find all the gory details on this blog: <http://coffee.bc.ca/canadiana/174/domain-registry-of-canada-scam-rant>. However, the long and short of it is that they are a direct mail and online SCAM.

If you ever have any doubt about the safety of your Domain, contact your original Registrar to get the 'real' facts before sending money or information to any other organization.

Karen M. Bowman, West Coast Way Consulting Inc.  
[www.westcoastway.com](http://www.westcoastway.com) ❖

### Subscribe or Unsubscribe Info:

The Canadian Virtual Assistant Connection is proud to offer the CVAC Newsletter to our members and all entrepreneurs around the world. We offer articles, links and tips to help you run your small business. If you would like to subscribe or unsubscribe to the CVAC Newsletter, please fill in the form at: <http://www.cvac.ca/newsletter.php> Full and Partial Members are automatically subscribed.