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Ask SCORE for Business Advice

SCORE Naples
www.scorenaples.org

"Servicing Naples
Area Businesses"



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SCORE E-Newsletter

December 2007



Happy Holidays from SCORE Naples!

The topic of our next regular workshop is:

Financing Your Business

Join us on **Saturday, December 15, 2007** from **9:30am-12:30pm** at **Collier County Public Library** (at 650 Central Avenue in Naples) where a panel of financial specialists will provide insight into obtaining the capital you need. Included will be a banker, a Small Business Administration representative, an asset based lender, and a venture capitalist.

[Click here to view the complete workshop flyer](#)

or, cut and paste the following link into your browser:
<http://www.scorenaples.org/workshop.pdf>

To register for this workshop, visit our website at www.scorenaples.org and click on **WORKSHOPS**, and then on

SIGN UP! or, call us at (239)430-0081.

SCORE News

Other Educational Opportunities:

FUNDAMENTALS OF NEGOTIATIONS, will be offered over a two week period beginning on January 28, 2008 (www.scorenaples.org/negotiations.htm).

DEVELOPING A BUSINESS PLAN will be offered over a four week period beginning February 2, 2008 (www.scorenaples.org/busplan.htm).

BUSINESS GRAMMAR MADE EASY is a half-day class that will be held on Dec 3rd. Details can be found at: www.scorenaples.org/business%20grammar.pdf

CORKSCREW SWAMP Audubon SANCTUARY & BLAIR CENTER

The Spirit of Giving Green by Amy Fleischer

Going green for the holiday season means shopping smart: Update your traditional company gift basket – you know, the one with gourmet crackers and way too much paper confetti – with treats that are environmentally friendly. We recommend:

Fair Trade Chocolate. The most memorable gift baskets are the ones with tasty treats inside. By choosing Fair Trade chocolate, which is certified and stamped in the U.S. by TransFair USA, you can save songbird habitats too.

How does this work? Well, the cocoa plant traditionally grows in the understory of Latin American and African rainforests. The diverse cover of these forests provides a rich habitat in which birds and other animals thrive. Cocoa farmers who grow their product in the shade also tend to use sustainable agricultural practices: they rotate their crops, they plant food crops to feed local populations, and they shun the use of fertilizers and pesticides.



Unfortunately, most chocolate is not “made in the shade.” In the 1970s, a high-yield hybrid was developed to grow in direct sunlight. This led to the clear-cutting of thousands of acres of rainforest. (On the Ivory Coast, the Sierra Club estimates the impacted area to comprise fifteen percent of the rainforest.) The Smithsonian Migratory Bird Center has found that habitat loss and fragmentation,

due to cocoa and coffee production, is the leading threat to songbirds in the western hemisphere; and in Brazil, it has endangered the survival of the golden-headed lion tamarin, a beautiful gold-and-black monkey.

The Fair Trade certification ensures that the chocolate you buy has been cultivated by environmentally sustainable practices. The Fair Trade label also protects the workers: in cooperation with 800,000 small businesses in 48 countries, Fair Trade makes sure that the workers are paid a living wage and provided with safe working conditions, and prevents child or forced labor from being employed in production.



Where to Shop. The Global Exchange Online Store (<http://store.gxonlinestore.org>) offers a wide variety of Fair Trade holiday gift baskets and chocolate boxes. But you may be most interested in their Corporate Gift Program, which promises to customize baskets to your specifications, meet any budget, and package your gift in recycled and biodegradable wrapping! Are you on a tight budget? Check out Sweet Earth Chocolates (www.sweetearthchocolates.com) for small boxed holiday treats that are 100% organic and Fair Trade certified.

Decorating Smart. Did you know that LED Christmas lights use 80 - 90% less power than traditional lights? They can last for more than ten years, and are cool to the touch – making them safer for your business and home. Compare prices at www.greenhome.com, [Amazon](http://Amazon.com), [Target](http://Target.com), and other nationwide retailers.

Bring It Home. We're sure your family won't complain if you bring home some chocolate treats. But here's another idea for a unique holiday gift for a child or animal lover: Donate money to the care of an animal at a local zoo or aquarium. Adopt-an-Animal giving programs speed funds to animals – from clownfish to panthers - that may require expensive feed or medical care. You get a packet of goodies – a picture, a bio, a stuffed animal – to share with the recipient. And the whole family can enjoy an outing to visit your adopted animal! Participating local organizations include:

- *Save the Manatee Club* www.savethemanatee.org
- *The Florida Aquarium* www.flaquarium.org
- *Tampa's Lowry Park Zoo* www.lowryparkzoo.com
- *Central Florida Zoo* www.centralfloridazoo.com
- *Miami Metro Zoo* www.miamimetrozoo.com

Audubon of Florida's Corkscrew Swamp Sanctuary is a watershed system that is managed to maintain the native plants and animals and preserve the natural processes that have been occurring for thousands of years. The 13,000 acre property includes the last stand of virgin bald cypress trees existing in the United States. Visitors can enjoy the Sanctuary from a 2-1/4 mile boardwalk and expand their knowledge of ecosystems in southwest Florida at the Blair Audubon Center. Learn more at www.corkscrew.audubon.org.

Small Business Spotlight:



Authentic Mexican Restaurant Grand Opening Dec 1

Alie Aguirre is pleased to announce that her new restaurant, Monarcas, is now open for business! It is located on the southeast corner of Bonita Beach Road and Old 41 Road.

It took about one and a half years to complete her dream of opening an authentic Mexican restaurant. Alie's biggest challenge was the mountain of paperwork required in obtaining all the necessary permits in order to operate a restaurant. Helping her wade through it all was SCORE counselor Tom Evans.

Alie invites all of you to visit Monarcas soon! Incidentally, the name *Monarcas* translates to *Monarch butterfly*, a name Alie chose to celebrate the annual migration of these beautiful creatures.

SCORE Naples Chairman Gregory Nelson can attest to the great food, as he and his wife (SCORE counselor Kris Gabel) ate lunch there the week of Thanksgiving!

**Interested in Spotlighting your business here?
Contact your SCORE counselor for details!**

This Month's Business Links on the Web:

Want to attract more search engine traffic to your website?: Read how at: www.hostway.com/web-resources/drive-traffic/search-engine-traffic/index.html.

Increase Customer Loyalty by taking the free lesson at www.tsbc.com/sbo/score/module.aspx?mid=213&cid=1

Free Business Evaluation: Take this personalized 2-minute assessment tool today and get recommendations and resources for your business success. Powered by e-Myth. www.e-myth.com/score/skills/

Build a Website that Sells: Read this free e-book to find out how. www.scorenaples.org/library/build_a_website_that_sells.pdf.

Past Newsletters: SCORE E-Newsletters by following the links below:

[June 2007](#) [July 2007](#) [Aug 2007](#) [Sep 2007](#) [Oct 2007](#) [Nov 2007](#)

Become a SCORE Volunteer

Are you looking for an opportunity to give something back to the community? We are looking for a few outstanding, talented men and women willing to share their business knowledge and experience.

As a SCORE volunteer, you will join a congenial group of skilled business professionals who volunteer a few days every month to counsel and help small businesses succeed.

Why not get the facts and decide whether or not SCORE is for you. Call 239-430-0081 or visit www.scorenaples.org/joinus.htm for more information about helping small businesses succeed.

We have immediate needs for full-time resident volunteers to help us with year-round counseling needs. Bi-lingual counselors needed to help with programs geared towards the growing Hispanic population.

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Business Administration

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brought to you by:

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