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**Ask SCORE for Business Advice**  
SCORE Naples  
[www.scorenaples.org](http://www.scorenaples.org)  
*"Servicing Naples  
Area Businesses"*



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# SCORE E-Newsletter

January 2008



The topic of our next regular workshop is:

## *How to Write a Business Plan*

Join us on **Saturday, January 12, 2008** from **9:30am-12:30pm** at **Collier County Public Library** (at 650 Central Avenue in Naples) where you will learn the fundamentals of writing a Business Plan that will be your roadmap and guide to starting and running your business.

The instructors will be SCORE Naples counselors Bob Anderson and Vincent Izzi.

[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](http://www.scorenaples.org) and click on **WORKSHOPS**, and then

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

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## **SCORE News**

### **SCORE Naples offers two new workshop SERIES**

SCORE Naples is running two new workshop series, each of which is a four session program concentrating on a particular topic.

The first, **FUNDAMENTALS OF NEGOTIATIONS**, will be offered over a two week period beginning on January 28, 2008 ([www.scorenaples.org/negotiations.htm](http://www.scorenaples.org/negotiations.htm)).

The second, **DEVELOPING A BUSINESS PLAN** will be offered over a four week period beginning February 2, 2008 ([www.scorenaples.org/busplan.htm](http://www.scorenaples.org/busplan.htm)).

### **SCORE Naples is Celebrating it's 20th Year!**

SCORE Naples is now in it's 20th Year of operations! SCORE, as a National organization was founded in 1964. SCORE Naples was organized in 1988 and its second Chairman was Henry Rambacher, who continues to be an active counselor and volunteer with the chapter!



**Henry Rambacher**

SCORE Naples' Chairman in 1989.

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## **CORKSCREW SWAMP SANCTUARY & BLAIR Audubon CENTER**

### **New Year, New Energy Plan**

**by Amy Fleischer**

How much energy does your business need to run effectively and profitably? It's very likely that the amount of energy you need is less than the amount you're actually using. In essence, you're buying more energy than you need. Yikes! This problem is easy to fix. Your utility company offers energy audits for small businesses free of charge. The assessment report will pinpoint how you can save energy in a few simple steps.

Florida Power and Light and Lee County Electric Company, the primary energy providers for

southwest Florida, are reaching out to their customers through two programs: online energy audits and walk-through audits, both accessible here:

- **Florida Power and Light:** [http://www.fpl.com/business/savings/business\\_energy\\_evaluation.shtml](http://www.fpl.com/business/savings/business_energy_evaluation.shtml)
- **Lee County Electric Company:** <http://www.lcec.net/energysurvey/>

Walk-through audits can generally be scheduled within a week of your inquiry, and can be completed within one-to-two hours, depending on the size and complexity of your facility.

An energy auditor starts with the big picture: how much energy are you consuming per square foot, and how does that number compare to the statistics of a benchmark facility designated by the U.S. Department of Energy? Next, the auditor will develop a profile of your monthly, and even daily, energy use, in order to look at how different factors, such as seasonal climate change or production schedules, affect your bill. Finally, the audit will assess the distribution of your appliance use, including air conditioning, refrigeration, office equipment, and lighting.



“The number one thing is always the A/C,” reveals Annemarie, a Florida Power and Light customer service representative. FPL encourages business owners to lock in A/C settings with programmable thermostats – available at major retailers, such as Home Depot – in order to enjoy up to \$100 in savings each year. They also recommend that you upgrade your appliances – newer models are more energy efficient; they note that the initial investment can be recovered by energy cost savings over time, typically within two years.

If your company leases its office space, you may be more constrained in the types of changes you can make. We recommend sharing your concerns with your landlord and working with them to implement a cost-sharing program on major fixes. In the meantime, you can focus on small things:

- Turn off equipment and lights when your business is closed.
- Make sure your equipment is in Sleep Mode when you're not using it.

## Two Good Reasons to Get an Energy Audit

Why is energy conservation an important goal, beyond our business' bottom line? Here's the real bottom line:

1. The energy we use to power our workplaces is derived, for the most part, from the burning of fossil fuels. Because our supply of fossil fuels is limited and cannot be replenished, we're saving energy today so that we can keep the lights on tomorrow.
2. The burning of fossil fuels has a by-product: greenhouse gasses. An excess of greenhouse gasses in our atmosphere traps the heat from the sun's reflection on our planet, and the heat generated by our planet's molten core, in our own atmosphere. As a result, the air temperature near the surface of the Earth and the water temperature are rising at rates that endanger plant and animal life in all of our ecosystems.

## Bring It Home

A typical household spends about \$1,900 a year on energy bills and contributes twice the amount of greenhouse gases to the environment as an average car. What can you do?

- Take an online home energy survey: At Florida Power and Light: [http://www.fpl.com/residential/ohes/online\\_home\\_energy\\_survey.shtml](http://www.fpl.com/residential/ohes/online_home_energy_survey.shtml) or at Lee County Electric Company: <http://www.lcec.net/energysurvey/>
- Check out the savings on programmable thermostats for your home: Green and Save ([www.greenandsave.com](http://www.greenandsave.com)) estimates that spending \$115 on this item for your home will save you \$180 each year – a return investment of 156%!

## Your Feedback

In the coming months, we'll be talking about innovative ways to increase your energy efficiency. Let us know what you'd like us to focus on, and what has helped you the most: e-mail your topic suggestions and article feedback to [rbeck@audubon.org](mailto:rbeck@audubon.org) and be entered to win two complimentary day passes to [Corkscrew Swamp Sanctuary](http://www.corkscrew.audubon.org).

**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](http://www.corkscrew.audubon.org).**

## This Month's Business Links on the Web:

**How to Target a Local Audience Online:** If you have a website, learn how to promote your wares to customers in your area at: <http://www.hostway.com/newsletter/2007/12/index.html#01>

**Get a Head Start on 2008 Tax Filing Requirements:** The IRS's January Tax Talk Today webcast on January 8th will help small businesses get ready for the upcoming tax filing season. A panel of experts will discuss business tax issues, recent tax law changes and updates for the 2007 tax year. See details at [www.taxtalktoday.tv](http://www.taxtalktoday.tv).

**Business Mileage Rates Increase in 2008:** Beginning Jan. 1, the 2008 optional standard mileage rate for business use of a car (including vans, pickups or panel trucks) is 50.5 cents per mile. See [www.irs.gov/newsroom/article/0,,id=176030,00.html](http://www.irs.gov/newsroom/article/0,,id=176030,00.html) for details.

**Volunteering as a Company Benefit:** Learn how companies are attracting, motivating and retaining employees by offering employee volunteer programs at: [www.entrepreneur.com/humanresources/compensationandbenefits/article188360.html](http://www.entrepreneur.com/humanresources/compensationandbenefits/article188360.html)

**Get More Out of Your Old PC's:** Tired of constantly upgrading your computers? Make them last a bit longer with the tips at: <http://technology.inc.com/hardware/articles/200712/oldpcs.html>.

**Past Newsletters:** SCORE E-Newsletters by following the links below:  
[June 2007](#) [July 2007](#) [Aug 2007](#) [Sep 2007](#) [Oct 2007](#) [Dec 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](http://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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