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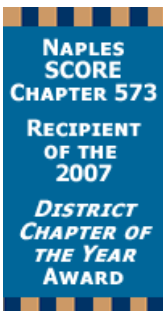
Ask SCORE for Business Advice

SCORE Naples
www.scorenaples.org
*"Servicing Naples
 Area Businesses"*



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SCORE E-Newsletter

February 2008

The topic of our next regular workshop is:

Starting a Business in Collier County

Join us on **Saturday, February 16, 2008** from **9:30am-12:30pm** at **Collier County Public Library** (at 650 Central Avenue in Naples) where five specialist will walk you through the steps of starting a business. We will have representatives from the areas of Legal, Accounting, Insurance, Banking and County Licensing.

[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

Last Chance to Sign Up For Our Business Plan Workshop SERIES!

DEVELOPING YOUR BUSINESS PLAN will be offered over a four week period beginning **February 2, 2008**. See (www.scorenaples.org/busplan.htm) for complete details.



SCORE Naples Selected District Chapter of the Year

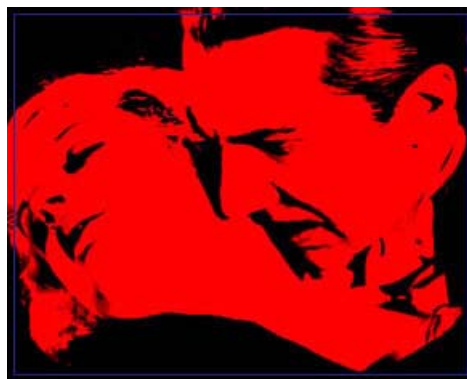
SCORE Naples is the proud recipient of the 2007 District Chapter of the Year Award. SCORE's SWFL District Director Bill Murrary along with Mark Dobosz (SCORE's Vice President of Development) and Devin Jopp (SCORE's COO) presented the award to Chairman Gregory Nelson and Vice Chairman Bill Maltarich at the District meeting in Sarasota on January 24th. We are very pleased and proud of our achievements over the past year! Congratulations to all of the SCORE Naples volunteers!



Left to Right: Mark Dobosz, Dr. Devin Jopp, Bill Maltarich, Gregory Nelson and Bill Murrary

CORKSCREW SWAMP
SANCTUARY & BLAIR Audubon
CENTER

Defeating the Energy Vampires



by Amy Fleischer

You're closing up the office for the day. You turn up the thermostat, and turn off the lights. Just when you're confident you've done all you can to conserve energy, your bill is attacked by energy vampires.

Energy vampires are appliances that suck energy even when they're switched off. They include, but are not limited to, the following:

- Computers
- Printers
- Copy machines
- Air conditioners
- Microwaves
- Coffee makers
- TVs/VCRs/ DVD players
- Clocks

A study conducted by an energy expert at Cornell University estimates that these appliances, operating on what is known as "stand-by power," waste about \$3 billion in energy each year – or about \$200 worth per household. (You can find a chart quantifying stand-by power consumption by type of appliance at: <http://standby.lbl.gov/Data/SummaryChart.html>). And, if that's not enough, your A/C system is working overtime to combat the heat generated by these appliances drawing stand-by power.

Power Up Smart

Energy vampires cannot be switched off completely without unplugging them. We recommend that you plug many appliances into one power strip. You can turn the power strip on and off at will, which is easier than unplugging and replugging every cord one by one. Even better, purchase a "smart" power strip, which can sense the presence of office workers and turns the attached appliances on and off accordingly. They're available for as low as \$30 at major retailers like Amazon.com.

Power Down Often

Make sure to turn your computers (and other office appliances, like copiers) off when you're not using them, especially overnight and on the weekends. Leaving them in sleep mode can cost you more than \$40 per year.

Sleep modes can be a great way to reduce power use when you step away from your desk for short time periods. Improve your conservation rate by shortening the delay time between your last key stroke and your monitor's descent into sleep mode.

Buy Smart

Did you know that laptop computers use up to 90 percent less energy than desktop models? And that ink-jet printers use up to 90 percent less energy than laser printers? Take a good look at what your business' true needs are and shop accordingly!

New flat-panel liquid crystal display (LCD) monitors use less energy than regular cathode ray tube (CRT) monitors. Admittedly, you may go into sticker shock at first, but prices for LCD

monitors will continue to drop, so keep this fact in mind. If you do choose to buy a CRT monitor, choose the smallest screen size that will you're your needs: a 17-inch monitor consumes 35 percent more electricity than a 14-inch monitor.

Bring It Home

Check this out: if your cell phone charger is plugged into the outlet, it is drawing energy *even if the cell phone is not attached at the other end*. This is true for your iPod charger and your digital camera charger as well. And power tools? Yep, they draw energy even when they're finished charging. Take a moment when you're locking up the house at night to make sure all of your outlets are empty.

Your Feedback

Let us know what you'd like our articles to focus on, and what has helped you the most: e-mail your topic suggestions and article feedback to 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.

This Month's Business Links on the Web:

Top 2007 Search Engine Optimization Articles: Read these tips from Axandra at www.free-seo-news.com/newsletter297.htm#facts.

Get Tax Tips on SBTv: The IRS has teamed up with Internet TV channel SBTv.COM to provide a new tax tip each week. See the introductory segment at www.sbtv.com?segid=1825.

Enter Web URLs Much Faster: Most people enter a web address by typing out (for example) www.whatever.com. But few people know there is a much faster way to do it: Type only the middle part between the www and .com into your web browser (works with both IE and Firefox), then hit CTRL-Enter. Poof! The www and .com are added for you and you're taken to the site you want!

Minimize and Restore All Windows at Once: There are times when you need to access a file or program on your Windows desktop but have a bunch of windows open. You could minimize every window one by one or click the tiny "show desktop" icon on the quick launch bar. But then how do you quickly bring all the windows back? Solve both problems by holding the Windows logo key, and tapping D.

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

[Aug 2007](#) [Sep 2007](#) [Oct 2007](#) [Nov 2007](#) [Dec 2007](#) [Jan 2008](#)

[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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Telephone: (239)430-0081
FAX: (239)430-0082
Email: score@scorenaples.org
Office Hours: Mon-Fri 9am-noon

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Partner with the U.S. Small
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