



# ABC Going Green Celebrating Earth Day 2009

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*An E-Book of Tips to Help Small Business Go Green*

*Tips authored by Kim Fenolio*

*A full array of small business tips are published  
daily at [www.AmericasBestCompanies.com](http://www.AmericasBestCompanies.com)*



## Small Biz Tip: Going Green: Car Emissions

The Small Business tips today will be about how your small business can go green by reducing car emissions.

1. Telecommute. If the job can be easily done from home and you or your employee can be productive, do it!
2. When telecommuting isn't possible, use public transportation as much as possible.
3. If public transportation and telecommuting aren't possible, car pool as often as you can.
4. Encourage the 4-day work week! Four 10 hour days instead of five 8 hour days reduces gas consumption considerably.

Daily Overview: Less time in the car means less pollution in our air. Be an influence and encourage these practices <http://bit.ly/14vx4>

### Additional Thoughts

As a small business owner you have influence. Encourage your employees to reduce their car's emissions. Spending less time in your car and using your vehicle less releases far fewer emissions into the atmosphere. Be responsible as often as you can and help to sustain our breathable air.

## Small Biz Tip: Going Green: Saving Energy

The Small Business tips today will be about going green in your office by saving energy.

1. When you paint your office put Insuladd in your paint to save over 20% on energy costs. Developed with NASA technology.
2. Use compact fluorescent bulbs, which are more energy-efficient than standard light bulbs.
3. Buy a laptop instead of a desktop computer. Laptops use 15-25 watts while desktops use 150 watts during average use.
4. Mom taught me if you're not using it, turn it off: lights, gadgets, all technology.

Daily Overview: You can take steps to save energy without having to make drastic changes to your routine. Start today!



## Small Biz Tip: Going Green: Printing and Materials

The Small Business tips today will be about going green with efficiency in the office.

1. Refill your ink cartridges instead of buying new. When you have to get rid of them though, choose to recycle.
2. When you have to print, utilize both sides of the paper: duplex printing helps us use fewer trees.
3. Reuse misprints as scratch paper and/or shred for packing materials. If you don't do either, then recycle it.
4. Print only when absolutely necessary. Keep digital records. Email. Store things online.

Daily Overview: If it's necessary to print then make sure to refill, recycle and reuse.

## Small Biz Tip: Going Green: Lasting Effects

The Small Business tips today cover simple changes at work that can lead to some positive lasting environmental effects.

1. Recycle paper, plastic, aluminum and ink cartridges.
2. Donate or recycle old computers and equipment. Keep up with regular maintenance of all mechanical equipment.
3. Use permanent dishware in the break room instead of disposable cups, plates or utensils.
4. Use eco-friendly cleaning products that are biodegradable and non-toxic.

Daily Overview: Recycle everything you can. Reuse what can't be recycled and do it all while using non-toxic products.

## Small Biz Tip: Going Green: Personal Space

The Small Business tips today will cover some green changes that will affect your personal space.

1. Use ceiling fans to reduce the use of air conditioners.
2. Insulate hot water heaters and lower the temperature. Insulation reduces the need for the higher maintained temp.
3. Install air hand dryers in the restrooms. Eliminates the need for paper towels.
4. Use low-flow toilets and urinals. This uses less water.

Daily Overview: Simple changes to the way you regulate water and temperature is good for the environment but also lowers costs!



# About America's Best Companies

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ABC Members receive access to critical information resources on small business issues, trends and other information that can be used right away to start, grow, and manage their businesses more successfully.

## ABC eWeekly

The ABC eWeekly is our weekly e-newsletter that contains the most up-to-date information about small business issues, industry trends and expert advice that you can use right away to start, grow, and manage your business more successfully.

## Health Care Discount Plans

ABC members have access to **Careington** International Corporation – a leading provider of dental, medical, health and prescription discount plans. These plans are available to ABC Members, their families and their employees. These low-cost plans could be the ideal solution when looking at possible health care solutions for your business.

Join 7 MILLION Participating Members Today! **Careington** health care discount plans ensure that you have access to affordable health care, so you no longer miss any check-ups or forgo filling prescriptions because of cost. Plus, our protection plan can help you simplify your busy life – and reduce your overall stress.

## EZlocal – Local Search Made EZ

Stand out from the competition with better placement and benefit from enhanced features and promotion. Take advantage of this unique opportunity to bring your local advertising online.

### Enhanced Business Profile

- Address
- Phone
- Store hours
- Products and services
- Detailed business description
- Link to your email address
- Company logo
- Up to 10 store photos

### Link to Website

### Submissions to Search Engines

- Get listed with the top search engines like Google, Yahoo! and MSN

### Enhanced Business Perks

- Featured Business listing on home page
- Highlighted listing in search results
- Offer printable coupons
- Respond to customer reviews
- Edit your listing online 24/7



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### **America's Best Magazine**

*America's Best* serves as the number one resource for the small business owner and is an official publication of America's Best Companies. *America's Best* delivers advice, tools, and services, to help small business owners start, run, and grow their businesses more successfully. You'll find information and advice covering virtually every small business including marketing tips, sales tools, new technology reviews, finding capital, overhead reduction, managing people, and much, much more. Every issue of *America's Best* is as inspirational as it is informational, covering what inspires small business owners as well as what they need to know to succeed. *America's Best* online also includes the archived issues of the magazine.

### **ABC Small Business Center**

Our Small Business Center is the go-to place for up-to-date small business advice and resources that you can begin applying to your small business today. We offer small business web-only and *America's Best* magazine articles, questions and answers, tips, tricks and a variety of small business tools. Keep abreast of the latest in small business, and the latest here at ABC, with the ABC Small Business Center.

### **Questions and Answers**

Members can search our knowledge base or ask their own questions to be answered by a panel of experts. Popular questions include *Do I need a licenses to run a business?* and *How can I optimize my website?* The Q&A is available via the Small Business Center under Small Business Answers.

### **Small Business Tips**

Each day, Monday through Friday, four new and original easily applied small business tips are authored and published by small business and social media expert, [Kim Fenolio](#). Each week the tips carry a theme that revolves around topics important to small business owners such as marketing, sales, operations, employment, customer service, how-to, technology and more.

### **Small Business Articles**

ABC's Small Business Articles are practical, nuts-and-bolts small business advice articles. Some are classic "how-to" pieces while others offer advice on more general topics. Our Small Business Articles and the advice they offer are always clear, accurate and timely.

### **The Bottom Line Blog**

The Bottom Line deals with social and political issues relating to small business. It delves into legal and regulatory issues as they stand, upcoming legislation; and discusses social and labor issues that would affect small business. The Bottom Line also provides resources for business owners who wish to take action on the topic being discussed.

### **ABC Business Tools**

We provide a resource listing powerful small business templates, forms and tools.