



Going “Green” to Improve Your Business

Studies show that being environmentally friendly is good for your business. Consumers are attracted to businesses that promote “green” efforts to protect the environment. Even high profile companies are making the switch to environmentally conscious vendors. Also, many practices and products that conserve resources and help reduce pollution cut business costs in the long run.

Don’t let your small business be left behind. There is a wide range of business-minded information available on the practical, profit-producing aspects of making a business more environmentally friendly. Access to environmentally preferable products and services is also widening—especially for small business. Options include buying office supplies made of recycled or low-impact materials, properly disposing of old electronic gear, and installing energy-saving compact fluorescent bulbs in your facilities.

A great resource for small business is, GreenBiz.com, a service of the Washington, DC-based Green Business Network. GreenBiz offers a full range of hands-on help for small businesses that want to get greener, from how to finance greater manufacturing efficiency to alternative cleaning solvents and processes. The organization’s Web site is packed with helpful information and is geared toward helping businesses take an environmental stance that also helps the bottom line.

The GreenBiz site provides descriptions and links to nearly 100 helpful organizations and Web sites — many of them by state. There are also hundreds of books and reports geared to specific industries. Take time to explore the site for a wealth of news, tools and tips on going green. Select “Small Business” in the “Resource Wizard” pull down menu for topics geared specifically to small business.

Another useful resource is the Small Business Environmental Home Page, www.smallbiz-enviroweb.org, which helps business owners tap into pollution-prevention assistance programs of all types nationwide. It also offers a list of links to State Environmental Agencies and small business programs.

Purchasing environmentally friendly office products has also become easier thanks to the growing awareness of major office products suppliers. Whether you shop in their stores or online, you’ll find a wide range of recycled paper products, energy-saving devices and equipment, and even attractive furniture crafted from sustainable resources.

If you would like to discuss this topic or business planning, business growth strategies or a specific business issue, contact SCORE® “For the Life of Your Business.” To contact the Greater Binghamton SCORE Chapter 217 for assistance call 607-772-8860. You may also contact SCORE® for person to person counseling appointments at the above telephone numbers. If you are already in business onsite assistance is also available. The Greater Binghamton SCORE® Chapter 217 website is found at www.greaterbinghamtonscore.org. The national SCORE® website is found at www.score.org or sign up for email counseling at www.score.org

Small Business Council



A Conversation with:



What are your primary products and/or services?

The American Football Association (AFA) is a non-profit corporation dedicated to the advancement and promotion of semi-pro/minor league football teams and leagues in the United States. We provide services to minor league teams nationwide and enable recognition of individual contributions via our hall of fame.

When was your business established?

The AFA was founded in 1980 by Ronald J. Real under the name Minor Professional Football Association (MPFA). Its main function was to conduct an annual post-season championship tournament for teams calling themselves minor league.

What other information would you like people to know, such as recent news coverage, community involvement, your mission or philosophy? In other words, “what we might not know about your business?”

With over 1000 minor league football teams nationally, minor league/semipro football offers adults the opportunity to compete at an amateur level of organized football. The AFA provides consulting services to our member teams all over the US with regard to management, insurance and fund raising.



The AFA also provides recognition of contributors to our level of football via inductions into the American Football Association’s Hall of Fame. This event is held annually at the Pro Football Hall of Fame. Since its inaugural enshrinement in 1981, the AFA has recognized 416 players; 103 coaches; 87 executives; 30 officials; 24 pioneers; 20 media/historians; 13 trainer/equipment men; 6 associated with youth football; 5 involved with international semi-pro; 4 from the women’s level, and even 1 ‘super fan.’

What has membership of the Greater Binghamton Chamber of Commerce provided for your business?

Our membership has offered us the opportunity to network, publicize our organization, and obtain invaluable services/products.