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Ideas For Success | April

With David as your coach, you'll explore the business and personal dreams you desire. Much like sports coaches unleash potential in athletes, he will show you how to soar to new heights as a franchisor, franchisee, business owner or senior executive.



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Let me begin by saying I'm no tree hugger. I know this because I've met a tree hugger, and she looks exactly like my 18-year-old daughter. However, I am someone who loves a beautiful spring day, when azure skies flow to the edge of the universe. In Houston, those appear infrequently, and only after storms chase away the typical gray hue for brief interludes.

It's important you know I'm no tree hugger, because I'm going to share some simple ways to improve the environment. Of course, some readers will be turned off by thoughts of saving the planet. "That's just another example of liberal Hollywood types blowing things out of proportion," you're thinking. That's fine. However, keep reading, because in these challenging economic times, there's a financial benefit to changing the way you do things. Follow these ideas and you'll have an extra \$1,000 in your pocket this time next year.

Grab A Glass The average American uses 30 gallons of bottled water per year, at a cost of \$240. The same amount of water out of your tap, which research shows is just as healthy, will cost you less than \$1. Plus, the energy needed to produce, deliver and dispose of the 45 billion plastic bottles that end up in our landfills amounts to \$160 per person. That's like filling each of those plastic bottles a quarter full of oil!

Slow Down Driving 65 instead of 75 increases fuel economy by 15%. If you fill up once a week – with gas at \$3.40 a gallon – you'll save more than \$400 a year by reducing your speed. Keep your tires properly inflated and your air filter clean, and you'll increase mileage another 13%.

Power Off A typical home office has a computer, speakers, printer and cordless phone. Turning them off every night saves \$100 per year. Disengaging your screen saver – which does nothing to extend the life of monitors made in the last 10 years – adds another \$75 to



Wonderful World

Last week, Ollie Johnston, the last survivor of the nine animators Walt Disney hired in the 1930's to create "Snow White," "Fantasia," "Bambi" and other classics, passed away at 95. Originally, Johnston set out to be a magazine illustrator, but discovered animation instead. "I wanted to paint pictures full of emotion that would make people want to read the stories," he said. "But I found that here was something that was full of life and movement and action, and it showed all those feelings." Generations enjoyed Ollie Johnston's innovative work...and Walt must have been great at recognizing, hiring and keeping talent.

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Would you or someone you know benefit from professional coaching? [Success Handler](#) shows clients how to explore the

your bottom line.

Walt's Wisdom One of Walt Disney's greatest attributes was his love of nature. (Remember those *Wonderful World Of Disney* shows with animals in their habitats?) This month's magical idea comes from Walt himself, spoken nearly 50 years ago:

"The natural resources of our vast continent are not inexhaustible, but if we will use our riches wisely, if we will protect our wildlife and preserve our lakes and streams, these things will last us for generations to come."

The Walt Disney Company is a leader in what it calls "Environmentalism," which suggests environmental stewardship and corporate profitability work hand-in-hand. Whether your intention is to save the planet one reused plastic bag at a time, or simply to remain in step with competitors and enhance your profits, it would be wise to consider ways you and your employees will better use our riches.

Print This Schools accept those used ink cartridges from desktop printers and receive monetary rewards for returning them to manufacturers. If you want to keep the money, Office Depot, Staples and Office Max will give you a \$3 store coupon for each one you recycle. As an alternative, refill them and save up to 50 percent over the cost of purchasing new.

Quick Fixes Here are four easy things you can start doing today that will lead to big savings: 1) Turn off the water until it's time to rinse when brushing your teeth (a family of four wastes 15,000 gallons each year by keeping the tap running); 2) Recycle aluminum cans (each one saves enough energy to power your hi-def TV for three hours); 3) Recycle your newspaper (a year's worth saves eight trees, 3,500 gallons of water, removes 30 pounds of pollution from the air and conserves enough energy to power your home for three months); and 4) Wash full loads of laundry (and reduce your water usage by 3,400 gallons each year).

Lead By Example Amazingly, 20 percent of the toilets in the U.S. leak, each wasting up to 200 gallons every day. Over 12 months, a leaky toilet consumes enough water for a family of four to wash their clothes for eight years. In our home, two run after flushing. Time to call in the professionals; a plumber is visiting this week.

Everywhere you turn people are focusing on "Going Green." That theme is grabbing magazine headlines, influencing TV news programs and companies are promoting it in their marketing. It's Earth Day. How

outcomes they desire most. As our client, you will discover the path to your success. Ready to start? Call 281.251.3200 or [send us](#) an e-mail.

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