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## Green Business Partnership goes online for newest member

Sarasota County's Green Business Partnership has awarded its newest certification to Moneyjingle.com, an internet-based business directory that guides viewers to products and services for more than 50 different categories ranging from shopping, to personal services to health care.

"'Green' is as green as a dollar bill," says company owner Derek Bishopp. "Moneyjingle.com offers web pages for advertising, so it is the style of our business that is green. There are thousands of pages in full color available every day on our Web site, yet we use no more than six reams of white paper per year. Our color printers use about 10 cartridges of ink per year."

According to Sarasota County Recycling Coordinator Tom Franklin, the company has found ways to further minimize its environmental impacts by planning travel for customer visits to reduce fuel usage, and making every effort to be "paperless" in all its communications.

"Unlike other forms of paper-based advertising, we use little energy, no printing machines, no giant rolls of paper or hundreds of gallons of ink," adds Bishopp. "We use no delivery trucks and no fuel."

The Green Business Partnership was initiated under a Florida Department of Environmental Protection grant and is open to all businesses in Sarasota County that implement required resource conservation measures and pass an on-site certification assessment. Each certified business receives a Green Business Partnership certificate and seal they can display to demonstrate their commitment to a healthy environment. They also receive an electronic logo that can be used on company stationary and promotional items.

Moneyjingle.com is now listed in a Green Business Partnership directory that is available online at the Green Business Web site, [www.scgov.net/greenbusiness](http://www.scgov.net/greenbusiness).

The Green Business Partnership is actively seeking other participants. For more information, or to request a Green Business Partnership packet, contact the Sarasota County Call Center at 941-861-5000 and ask to speak with the county's Recycling Coordinator.

For more information on the businesses currently certified under the program, visit [www.scgov.net/greenbusiness](http://www.scgov.net/greenbusiness) and click on the link entitled, "Participating Businesses."