



FPL Energy Notes

SPUF up your roof to help control energy costs

You can protect your roof from heat, water leaks and physical damage and FPL will help you pay for the protective roof treatment that makes it all possible. We're now offering an incentive – 10 to 25 cents per square foot over air conditioned space, plus another 15 cents per square foot if installed with qualifying reflective coating – when you insulate your roof with spray polyurethane foam (SPUF).

Fabricated on site and sprayed directly on the surface, SPUF forms a seamless, water-

proof and rigid insulated coating over virtually any type of roof. And that translates into leak protection and energy savings (5 to 10% lower cooling costs). Because it can be applied quickly and without tearing off the existing roof, SPUF also goes on without disrupting your operations.

To learn more about this new roofing product and how to qualify for FPL's incentive, call our Business Care Center at **1-800-FPL-5566, ref. 6220.**

microMICR Corporation

Business Type: Manufacturer of check encoding components for laser printers

Energy Upgrades: Multiple, including:

- Lighting
- DX air conditioning*
- 7-day programmable thermostats
- Ceiling insulation*
- Window tinting
- Weatherstripping doors
- Air curtains on large passageways
- FPL's Business On Call program

Recognition: 2000 EnergyStar Award

Energy Reduction: 6,154 kwh

Energy Savings: About \$2,300 a year

FPL Incentives/Credits: One-time rebates* totaling \$462 for facility energy improvements + ongoing credits from April through October (\$432 to date) for On Call participation

To learn more, call our Business Care Center at **1-800-FPL-5566, ref. 6280.**



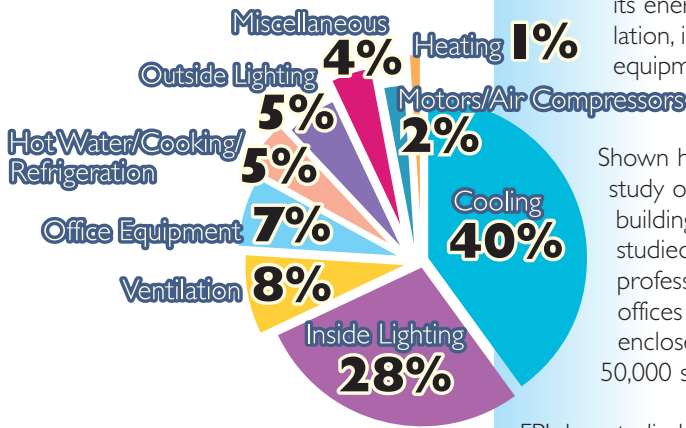
"I've always believed in energy conservation and I felt this was an opportunity to do our part. FPL really helped us as we made energy improvements. The service from our FPL rep was above and beyond, the list of participating independent contractors was helpful and FPL's incentives made a big difference. As a result, we're enjoying some energy cost savings and an improved work environment. There are many things businesses can do to reduce energy consumption and I'm convinced that awareness is the first step. Most of the measures we implemented will pay for themselves in just a few years. "

Mike Axelrod

President, microMICR, Ft. Lauderdale.

Energy Profile

Small Office



Good information is key to making sound business decisions. Here's some energy information that could help you control your energy costs. A typical small office in FPL's service territory spends about 83% of its energy dollars on cooling, ventilation, inside lighting and office equipment operation. How does your facility compare?

Shown here are results of an FPL study of energy usage in small office buildings. The office buildings we studied housed medical and other professional offices, government offices and bank branches. Total enclosed floor space was less than 50,000 square feet.

FPL has studied average energy usage for almost every type of business customer. If you'd like to learn more about averages for your industry and how your company compares, please call our Business Care Center at **1-800-FPL-5566, ref. 6280**, and ask us to schedule a free Business Energy Evaluation at your facility. We'll also tell you about our energy-saving programs and incentives that help you pay for efficiency upgrades.

Let there be light - and lower electricity bills!

Flip the switch and FPL is there with more than just the power that helps run your business. We'll give you cash to improve your lighting - that all-important ingredient that helps you display merchandise and/or allows your employees to work comfortably.

Because lighting accounts for about 28% of an average company's electricity bill, making lighting more efficient can improve your bottom line. But how will you pay for such

improvements? When you replace your old, high-consumption lighting system with a permanent, new high-efficiency system, FPL will rebate you \$75 to \$100 for each kw saved.

To learn more about how FPL can help you improve efficiency without sacrificing the quality of light your employees need to keep your business running smoothly, call our Business Care Center at **1-800-FPL-5566, ref. 6220**.



Business Briefcase

Network and succeed!

Schmoozing. Working the room. Call it whatever you like, but don't call it off. Networking works. Effective networking is the linking together of individuals sharing ideas, information and resources who, through trust and relationship building, generate mutual value and benefit.

Networking can also be a valuable way of generating sales leads. In fact, it could be your most cost-effective marketing tool. Here are some basic tips to make the most of your networking experiences:

Start with people you know. Keep in touch with your circle of contacts regularly, even if you're not doing business with them at the moment.

Every location and situation can be a great place to meet a valuable contact. Seek out the places where your target market goes. The key is to get around and involved.

Give first. By focusing on what *you* can offer *them*, chances are they'll be grateful and they'll remember you. Refer them business first, or volunteer your time and leadership on a committee.

Follow up. Make notes on the backs of business cards, as a reminder about the person. Send a note within a few days. Forward news clippings you come across that may be of interest.

Prepare your small talk, such as a 30-second self-introduction. Make it a concise and memorable statement of the benefit you bring your clients.

Ask questions. Listen to answers.

Ask thought-provoking, open-ended questions and respond to them with more questions.

When you started your business or changed jobs, you probably spread the word to all your friends, relatives and acquaintances. Keep that momentum going and continually expand that circle of contacts to new friends. The cultivation of mutually beneficial relationships doesn't happen overnight, but does pay off over time as long as you remember that networking is about being genuine, building trust, and focusing on how you can help others.



Our account reps are here to **help you prosper**

John Graffeo

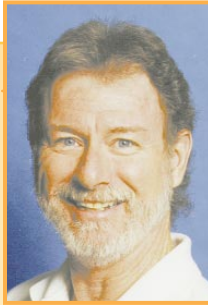
Years with FPL: 29

Area of Responsibility:
Northern Broward County

Professional: Business Account Specialist • Certified Energy Manager • held various customer service positions • worked as a supervisor in customer service for 8 additional years • serving small to medium business customers since 1989

Personal: Margate resident • member of the Association of Energy Engineers • enjoys country dancing with his wife, going to the movies and playing games with his kids • plays in a pool league

“Energy conservation helps FPL and customers. It ensures enough power is available to meet Florida’s growing needs and avoids building new power plants. That helps keep FPL’s costs down – and helps customers put more money back into their businesses.”



Larry Pashley

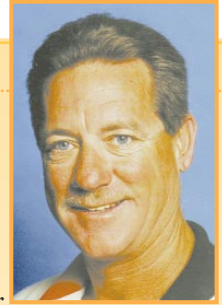
Years with FPL: 27

Area of Responsibility:
Broward County

Professional: Business Account Specialist • started with FPL as a meter reader and has worked in areas such as collections, claims, revenue recovery and customer service (helping customers at the front counter and as a telephone rep) • served residential customers for 14 years • serving small to medium business customers since 1997

Personal: Dania resident • enjoys family and friends • spends time outdoors fishing and diving • supports the Coastal Conservation Association and United Way

“I enjoy working one on one with customers and giving them suggestions to meet their individual business needs. The one general energy conservation tip I offer: Raise your thermostat setting during cooling season and use ceiling fans to help circulate the air.”



Your deposit options

Your deposit amount is based on two months of average billing at your premises. You may choose to switch your cash deposit into a surety bond or bank letter of credit. This would place the responsibility of an unpaid balance on your FPL account with the issuing insurance company or financial institution, up to the amount of the bond or letter of credit. You would still be responsible for any remaining balance. Since most insurance companies and financial institutions charge premiums, a surety bond or letter of credit may not be cost-effective when your deposit is less than \$1,000. To learn more about your deposit options, call our Business Care Center at **1-800-FPL-5566**.