



Elizabethtown Public Library
10 S. Market Street
Elizabethtown, PA 17022
717-367-7467

Ephrata Public Library
550 North Reading Road
Ephrata, PA 17522
717-738-9291

Duke Street Business Center at
Lancaster Public Library
125 North Duke Street
Lancaster, PA 17602
717-239-2131

Lititz Public Library
651 Kissel Hill Road
Lititz, PA 17543
717-626-2255

Quarryville Library
357 Buck Road
P.O. Box 678
Quarryville, PA 17566
717-786-1336

LANCASTER CHAMBER OF COMMERCE BUSINESS EXPO

The Lancaster Chamber of Commerce & Industry annual Business Expo will be held from 9:00am-6:00pm on Thursday, October 11 at the Franklin & Marshall College Sports Complex. This year's theme is "Block Party". Come visit the Library System of Lancaster County in booth 129 to see our brand new exhibit. Learn about the new resources we've added to the business collection this year and get a preview of what we have planned for 2008. We will be offering demonstrations showcasing the capabilities of the licensed databases we provide free to county businesses. For more information on the Business Expo, visit www.lcci.com/expo/index.asp.



BIG/DSBC SMALL BIZ NETWORK EVENT

Tuesday October 16th 6:30-8pm Bates Auditorium

You are invited to attend our next small business networking event on Tuesday, October 16th from 6:30-8pm in the Bates Auditorium at the Lancaster Public Library. We will start at 6:30 with a brief program on "Online Networking and Email Etiquette," which will be presented by Hunter Kirby Design. From 6:45-7:15 will be the time for you to give your 30 second elevator speech. Then, we've allowed additional time, from 7:15-8pm to do open networking. A table will be provided for copies of your brochure, promo item or business card (limit to one item per company due to space limitations). Light refreshments will be served. If you are planning to attend this popular event, please RSVP to dsbc@lancaster.lib.pa.us or by phone to 717-239-2131. Space is limited!

DUKE STREET BUSINESS CENTER NEWS

In our ongoing efforts to serve the business community, we have hired Stacey Brownlie to be our new part-time business reference librarian. Sometime in October we will be extending the Business Center hours. The new hours will be posted on both the Lancaster Public Library (www.lancaster.lib.pa.us) and the Library System of Lancaster County (www.lancasterlibraries.org) websites respectively, in early October.

FREE BUSINESS RESEARCH ASSISTANCE

Are you in need of information for writing a business plan? Do you know how to go about finding your competitors or prospective clients? Are you overwhelmed by the glut of information out there and don't know where to begin? If so, we can help you with your business information needs. For a tour of the business resources, a one-on-one business database tutorial, or a free consultation to help you with your industry-specific needs, contact Diane Pawling, Business Reference Librarian, Duke Street Business Center at Lancaster Public Library, 717-239-2131 or dsbc@lancaster.lib.pa.us to set up an appointment.

Onsite database training at your company is available for you and your employees. We can customize the sessions to suit your particular information needs. For more information, contact Rhonda Kleiman, Business Information Coordinator, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lancasterlibraries.org.

ELECTRONIC RESOURCES



DEAR READER.COM

Not enough time to read all the latest business books? Check out Dear Reader.com at www.lancasterlibraries.org. It's as easy as clicking on the Online Book Club symbol and joining the clubs of your choice. You will receive a daily email with a 5-minute selection from a book

each Monday-Friday. These selections add up to 2-3 chapters each week. Here are featured business books through December 2007.

Week October 22

Micromessaging by Stephen Young
ISBN 978-0071467575

Week October 29

The Brand Who Cried Wolf by Scott Deming
ISBN 978-0470127124

Week November 5

Rules for Renegades by Christine Comaford-Lynch
ISBN 9780071489751

Week November 12

Bill & Dave by Michael S. Malone
ISBN 9781591841524

Week November 19

The Four Kinds of Sales People by Chuck Mache
ISBN 9780470127551

Week November 26

Open Business Models by Henry Chesbrough
ISBN 9781422104279

Week December 3

Work Like You're Showing Off! By Joe Calloway
ISBN 9780470116265

Week December 10

The Wal-Mart Effect by Charles Fishman
ISBN 9780143038788

Week December 17

Leadership Divided by Ron A. Carucci
ISBN 9780787985899

Week December 24

I Didn't See It Coming by Nancy C. Widmann, Elaine J. Eisenman, Amy Dorn Kopelan
ISBN 9780470116456

Week December 31

Marketing to the Social Web by Larry Weber
ISBN 9780470124178

Uniworld Online

We are pleased to bring you another resource for finding information on multi-national businesses. **Uniworld Online** is a premier source for global business contact information and covers over 190 countries. Uniworld has been publishing this information in print since 1955 and has recently added an online version. The database is searchable both in the library and via remote access with a valid Library System of Lancaster County library card. The database has two components: Directory of American Firms Operating in Foreign Countries, and Foreign Firms Operating in the United States. US companies have a substantial investment in overseas operations – wholly or partially owned subsidiary affiliate or branch. Non US companies listed have substantial investment within the United States. You can build a search by selecting country, region, state, company name, zip or postal code, industry code or revenue. Search results can be downloaded into Excel or you can view them and print them out. A “save search” feature allows you to save searches for future reference.

OneSource International Database

This is the 3rd part in our series showcasing the features of the **OneSource International Database**, which is accessible via ReferenceUSA. In this issue, we'll explore the Company and Executive “Find” functions. The “Find” feature allows you to create customized lists of companies or executives that fit search criteria you specify. Here are the steps to follow for doing a Find Company search. 1) Search across all regions or select UK, Europe or Asia Pacific regions. Next, select a country or multiple countries (by holding down the Control Key), city name or postal code. 2) Select from industry classifications, business descriptions, company, ownership type, parent name, parent country. 3) Make company size selections, choosing from sales, assets, number of employees, sales 1 year growth range, market value range. 4) In Adviser search option area, select auditor, bank name or stock exchange. Note that the Adviser option is primarily used when searching British companies. Once you receive your search results, click on the link “View Results” located on the upper right of the screen. Please note that due to restrictions by the database vendor you can only view 1,000 or less results. After viewing the results you can remove any companies you do not want to remain on the results list. There are several options for working with the results list. 1) Create a custom table, which allows you to pull specified pieces of information from each company's individual record and have them displayed in a comparison table. Use the “Build Custom Table” link to do this. 2) In the Layout section, select data from five groups:

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ELECTRONIC RESOURCES (con't)

company, location, size, executives, adviser. As you pick each data field, click "add" to drop it into the Custom Table Box. 3) Next, select formatting options, including sorting the data. 5) Finish by clicking on "View Table." If you decide to change the table, click on the "Edit Table" link. Other options in the results list include banker and auditor reports, and company reports, which will link you to the complete record for individual companies.

The Find Executive feature is used to search for lists of executives by job function and level, age, compensation, education, geographic location, company type, ownership, industry. In the results list, click on the name of the executive for biographical information. Click on Company name, which links to the full company record. In the report column, click on "Colleagues" to bring up a list of selected person's colleagues at that company. To view each of their biographies, click on the plus sign (+) to the left of the person's name.

Two new enhancements have recently been made to the **OneSource** database. All regional versions of the Global Business Browser have been folded into one single browser, so that companies from the US, UK and Asia Pacific can all be accessed together, without having to select a separate browser for each. Content for Australia and New Zealand has been expanded from 22,000 companies to approximately 50,000 companies.

NEW REFERENCE BOOKS

The following are new reference books added to the Duke Street Business Center collection from June-August 2007.

101 Mission Statements from Top Companies: Plus Guidelines for Writing Your Own Mission Statement. Jeffrey Abrahams (BUSREF 658.4012 ABR)

The 101 mission statements packed into this slim volume have been selected from among America's most successful corporations and brands and vary widely in style, length, and language. They all share a universal vision of excellence.

ACCRA Cost of Living Index (BUSREF 339.42097305 ACCRA)
Quarterly publication beginning with 4th Quarter 2006 data. Considered the most reliable source of city-to-city comparisons of key consumer costs available anywhere. Each issue includes two sections--for Lancaster and numerous participating metro areas in the United States: 1) Urban Area Index Data section (which includes a composite index and individual indexes for grocery items, housing, utilities, transportation, health care and misc. goods and services, and 2) Price Report section which includes actual consumer prices for 57 consumer goods and services. *Note that because each quarterly report is a separate comparison of prices at a single point in time, this resource should not be used to measure inflation.*

Almanac of Business and Industrial Ratios. 2007 Edition (BUSREF 338.0973 TRO 2007)

Provides fifty operating and financial performance indicators on nearly 200 industries. Based on the most recent available actual IRS tax return data from 5.4 million U.S. and international corporations. Revenue and capital factor provided in actual dollar amounts. Arranged by NAICS.

Bacon's Internet Media Directory. 8th Edition.

(BUSREF 384 BAC 2007)

Comprehensive guide to media web sites with news and editorial content, including contact information (name, phone number and email address) for webmasters, managing editors, etc.

Bacon's Radio Directory. 21st edition.

(BUSREF 384.54 BAC 2007)

Comprehensive guide to U.S. and Canadian radio networks, stations and production companies-- including regular shows and detailed contact information (name, phone number and email address) for key personnel. Radio stations arranged geographically by state/city and indexed by format, ethnicity, topic and owner.

Bacon's TV/Cable Directory. 21st edition.

(BUSREF 384.54 BAC 2007)

Comprehensive guide to U.S. and Canadian television and cable networks, stations and production companies-- including detailed contact information (name, phone number and email address) for key personnel. Television stations arranged geographically by state/city. Indexes of TV/Cable programs by title and topic; stations by network affiliation and owner. Also includes: call letter index, index of Hispanic television stations, web site index and major markets maps.

Business Ratios and Formulas. 2nd edition.

(BUSREF 650.01513 BRA)

Includes a clear, easy-to-understand description, as well as an explanation of the calculation, a real-life example and cautions regarding use for nearly 250 business ratios and formulas. Authored by accounting expert Steven Bragg.

Corporate Acronym Resource Guide 1800s-2005

(BUSREF 338.74 COR)

Corporate Acquisition Guide 1881-2005

(BUSREF 338.83 COR)

Corporate Entity Name Change Guide 1800s-2005

(BUSREF 338.74 COR)

Though not all-inclusive, these three quick reference guides are useful keys to those questions such as: 1) what's the full company name for this acronym, 2) who acquired a particular company and in what year (and the reverse question as well), and 3) what is the new (or old) name for this company and what year did the name change?

The Directory of Mail Order & Business to Business Catalogs. 21st edition.

(BUSREF 381.142 DIR 2007)

Arranged by 43 subject categories for consumer items and 39 categories for business to business items. A great source to guide business users to mail order leads to sell their products and/or to find vendors to purchase products needed to operate their business. Includes contact information and specifics about each catalog as well as product, catalog title and geographic indexes.

Hollywood Distribution Directory. 2006-2007 Edition.

(BUSREF 384.8025 HOL)

The independent filmmaker's guide to disc authoring and replication services, domestic and international distributors, exhibitors and film festivals and markets. Indexes by type, genre as well as name.

Mediaweek Marketer's Guide to Media 2007

(BUSREF 338.47659 MAR)

A handy reference that is an accurate source of current media industry rates, trends and audience demographics. Covers market statistics and advertising information for radio, broadcast, syndicated and cable television, promotion media, popular magazines and national newspapers.

R.S. Means Contractor's Pricing Guide 2007: Residential Repair and Remodeling Costs

(BUSREF 692 CON 2007)

A contractor's quick guide to estimating residential projects including hundreds of work items from demolition to plumbing. Includes material, labor and equipment costs.

R.S. Means Square Foot Costs 2007. 28th Edition.

(BUSREF 692.5 SOU)

A useful tool for estimating current construction costs for typical commercial/industrial and residential buildings. Specifically useful in the conceptual/planning stage of a building project. Examples include: car wash, day care center, nursing home, office building, restaurant, retail store, warehouse, etc.

Trade Shows Worldwide. 23rd edition.

(BUSREF 381.1 TRA)

An international directory of trade shows and exhibitions, sponsors and organizers, as well as facilities and suppliers. Includes chronological and geographic indexes to trade shows, as well as a subject index to shows/exhibitions. Includes rankings by square feet of exhibition space needed and available, as well as hotel rooms needed.

Understanding American Business Jargon: A Dictionary

(BUSREF 650.03 FOL)

A quick source to help define the confusing and ever-changing word of American business jargon for students, business people and the general public of today's global economy.

NEW EDITIONS OF TITLES ALREADY IN COLLECTION

American Wholesalers & Distributors Directory (BUSREF 381.2025 AME)

Business Plans Handbook, volume 12 (BUSREF 338.642 BUS)

Business Reference Guide: The Essential Guide to Pricing a Business, (BUSREF 658.16 WES)

Business: The Ultimate Resource (BUSREF 658 BUS)

Household Spending: Who Spends How Much on What, (BUSREF 339.47 HOU)

National Construction Estimator (BUSREF 692.5 NAT)

NAICS 2007 (BUSREF 338.02012 NOR)

Pennsylvania County Data Book (BUSREF 317.4815 PEN)

Pennsylvania Manufacturer's Register (BUSREF 338.47 PEN)

Sample Employee Handbook (BUSREF 658.30 SAM)

Small Business Sourcebook (BUSREF 658.022 SMA)

NEW CIRCULATING BOOKS

Annual Reports 101. Michael C. Thomsett (658.1512 THO)

Building Financial Models With Microsoft Excel. K. Scott Proctor (658.15 PRO)

Business Models Made Easy. Don Debelak (658.4012 DEB)

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UPCOMING EVENTS

Library System of Lancaster County

Rhonda Kleiman, Business Information Coordinator, will be teaching the following classes showcasing information resources available **free** to the business community. These classes will be held at the **Library System office in Greenfield Corporate Center, 1866 Colonial Village Lane, Suite 107**. For more information or to register, please contact Rhonda at 207-0500 x1225 or kleiman@lanasterlibraries.org. Visit www.lanasterlibraries.org for driving directions.

Thursday, October 18 7-8:30pm

Business Database Sampler

Features and capabilities of eight business databases, most of which can be accessed remotely, will be demonstrated: **ReferenceUSA; Business & Company Resource Center; Business Source Premier; Mergent Online; Standard & Poor's NetAdvantage; Plunkett Research; OneSource; Uniworld**. Learn how to find information on potential customers, companies and industries. These databases are part of the "invisible web" and are only accessible with a library card issued by the Library System of Lancaster County.

Tuesday, November 6 7-8:30pm

Competitor Intelligence

Competitor Intelligence is the legal process of collecting data on your competitors. Using a variety of free print resources and powerful electronic databases available through the Library System, plus many authoritative websites and people resources, learn how to gather information on public and private companies that will help you keep abreast of your competition and find your competitive edge.

Duke Street Business Center

The following **free** classes **to be held at Lancaster Public Library, 125 N. Duke St., Lancaster**, are available to the business and non-profit communities. Since seating is often limited, **please register at least one week in advance**. Contact Diane Pawling, Instructor, at dsbc@lanaster.lib.pa.us or 717-239-2131.

Wed. October 24th 3:00-4:30pm

Just for Nonprofits!

An overview of nonprofit resources found in the DSBC (and beyond)-including a hands-on demonstration of the Foundation Center's **Foundation Directory Online**. As a Foundation Center Cooperating Collection and the location of the LeadWell Nonprofit Information Collection, the Duke Street Business Center at Lancaster Public Library is a valuable one-stop source for nonprofit information.

Registration Deadline – Oct. 17

Tuesday, October 30th 7:00-8:30pm

Business Ownership - Is Franchising Right For You?

This class will be taught by Henry McQueen, owner of the Entrepreneur's Source, a franchise business that assists people interested in buying a franchise. In this seminar we will look at the attributes of a franchise. We will examine the UFOC and the details that make franchises successful. We will also explore the pros and cons of franchise systems and answer the question of who should not own a franchise. If you are exploring business ownership, your options are starting a business, purchasing an existing business or

owning a franchise. Each choice is different and we will examine how to determine which alternative is best for you. **Registration Deadline - October 23**

Thursday November 8th 10:30am-12pm

Target Market Demographics

This session reviews both print and online resources that can aid in analyzing the population statistics of your organization's target market or service area. Ideal for business start-ups researching demographic information for a business plan or for nonprofits preparing case statements or descriptions of their service population. Includes hands-on practice searching the Census Bureau's **American Factfinder** website. **Registration Deadline – Nov. 1**

Tuesday November 13th 7:00-8:00pm

The Business of Art

Reviews the resources available at the Duke Street Business Center to help emerging and established visual and fine artists prosper as small business entrepreneurs. Includes a demonstration of the **Foundation Grants for Individuals Online** database which contains opportunities for fellowships, residencies, awards & prizes for persons involved in the arts. **Registration Deadline – Nov. 6**

SCORE/Kutztown SBDC

Lancaster County SCORE and Kutztown University Small Business Development Center offer a series of workshops, **How to Start A Business and Develop Business Plans**, for existing and start-up small businesses. The classes are held from **6:30pm - 9:00pm at Liberty Place, 313 W. Liberty St., Lancaster, PA**. For registration and payment information, go to www.kutztownsbcd.org and click on **workshops** and **Lancaster**, and follow the directions. For information on SCORE, call 717-397-3092 or online at www.scorelanaster.org.

Starting Your Own Successful Business – Business Assessment -
Oct. 3, 6:30-9pm;

Nov. 17, 9:00am-12 noon

Starting Your Own Successful Business – Personal Assessment
– Nov. 14, 6:30-9pm

Business Planning I – Business Plans for Success – October 10
Business Planning II - Marketing Your Product, Service and Company – October 17

Business Planning III - Financial Management - Projections and Statements – October 24

Business Planning IV – Financing the Business and Feasibility Decision – November 7

ASSETS

ASSETS will begin new class cycles in January 2008. Classes are offered in both English and Spanish. **ASSETS'** intensive 13 week course helps those contemplating starting a new business to identify and avoid the common pitfalls of new business ventures. Classes are taught by successful small business owners and experts in their field. **Classes are held from 7-9pm at the ASSETS Center for Small Business Development, 237 N. Prince Street**. For additional information or to register for the classes, contact **ASSETS** at 717-393-6089 or assetslanaster@dejazzd.com. Visit their web site at www.assetslanaster.org

New Circulating Books continued from page 4

Capitalizing on Being Woman Owned: Expert Advice for Women Who Have or Are Starting Their Own Business Including Marketing Research, Planning, Government Support and Tax Breaks. Janet W. Christy (658.11 CHR)

How to Be An Entrepreneur: The African-American Guide to Owning Your Own Small Business. Paula McCoy Penderhughes (658.022 PIN)

Open Business Models: How to Thrive in the New Innovation Landscape. Henry Chesbrough (658.4063 CHE)

Patent It Yourself. David Pressman (346.0486 PRE)

Pricing on Purpose: Creating and Capturing Value. Ronald J. Baker (658.816 BAK)

Profit From Your Idea: How to Make Smart Licensing Decisions. Richard Stim (343.07 STM)

The Strategy and Tactics of Pricing: A Guide to Growing More Profitably. Thomas T. Nagle and John E. Hogan (658.816 NAG)

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