



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 & INDUSTRY BUSINESS EXPO

The Lancaster Chamber of Commerce & Industry annual Business Expo will be held on Thursday, October 16 from 9am-6pm at the Lancaster Host Resort Expo Center. The theme of this year's expo, "Show & Tell," is very fitting, as the Library System of Lancaster County will announce a partnership with the Lancaster Chamber to bring MarketEdge, an exciting new program, to its members. Along with the announcement, Rhonda Kleiman, Economic Development Manager at the Library System, will be presenting an "Introduction to Competitive Intelligence Preview Session" from 3:15-4:30pm in the Hopewell Room.

Stop by the Library System booth, #111, to learn more about how MarketEdge can benefit your company or organization. In addition, find out what's new at the Duke Street Business Center, and what we have planned in the way of new resources, classes and events for 2009. Enter a special drawing in honor of the Library System's 10th anniversary as a Chamber member. For more information about the Business Expo, visit the Chamber's website at www.lcci.com. We look forward to seeing you there.



NONPROFIT RESOURCES AT THE DUKE STREET BUSINESS CENTER

Did you know that your public library card is the key to not only a wealth of information for businesses but also to a substantial collection of nonprofit information? We know that business owners and entrepreneurs are often active in their local or regional nonprofit sector. Perhaps you serve as a board member of a local nonprofit or perhaps you lend your skills and time as a volunteer. If so, the Duke Street Business Center's nonprofit resources may be of help.

The Business Center, for example, houses the LeadWell Nonprofit Information Collection which contains circulating and reference books on topics such as fundraising, marketing, governance, grant writing and social entrepreneurship. The collection also includes subscriptions to the *Chronicle of Philanthropy*, *Grassroots Fundraising Journal* and *Nonprofit World*. This special library collection is part of a collaborative initiative of the Lancaster County Community Foundation which also includes the Nonprofit Resource Network at Millersville University.

As a Foundation Center Cooperating Collection, Business Center users have access to the Foundation Center's core print books and to two of the Foundation Center's grant research databases: **Foundation Directory Online** and **Foundation Grants to Individuals Online**. (Please note - because of licensing restrictions, both of these databases must be used within the Lancaster Public Library at 125 N. Duke Street in downtown Lancaster.)

The **Foundation Directory Online** (FDO) database is a powerful tool for 501(c)(3) nonprofits seeking to identify prospective funders. There are four types of searches offered: search grantmakers (the primary database of over 80,000 foundation profiles), search grants (specifically grants awarded by the top 1,500 U.S. foundations), search corporations

Continued on page 2



NONPROFIT RESOURCES AT THE DUKE STREET BUSINESS CENTER (con't)

(foundations affiliated with businesses) and search 990s (to search foundations' tax filings by keyword for very specific project ideas that were funded in past years). FDO enables users to search by the geographic focus (where grants are awarded), topical fields of interest of grantmakers, and other criteria.

The **Foundation Grants to Individuals Online** database contains over 7,000 entries of grantmaking programs for individuals in a variety of categories including scholarships, research, fellowships, travel internships and residencies.

Feel free to contact one of the Business Center librarians at 717-239-2131 or dsbc@lanaster.lib.pa.us if you would like to set up an appointment to learn more about using these nonprofit resources.

STAFF NEWS

Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, is a long-standing member of American Library Association, and the Business Reference and Services Section (BRASS). She has been appointed 2008-2009 Chair, Business Reference in Public Libraries Committee, effective July 1, 2008. She has served on a number of BRASS committees in the past, including chairing the Dun & Bradstreet Public Librarian Support Award committee.

Rhonda Kleiman and Diane Pawling, Business Reference Librarian at the Duke Street Business Center, are members of the Special Libraries Association, including the South Central PA Chapter. Rhonda Kleiman recently became a member of the Society of Competitive Intelligence Professionals (SCIP).

Stacey Brownlie, our newest Business Reference Librarian at the Duke Street Business Center, has set up a page on Facebook for the business center. You can access it at <http://www.facebook.com/pages/Lancaster-PA/Duke-Street-Business-Center-at-Lancaster-Public-Library/10287913998>



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 is a small sample of featured business books through December 2008.

- Week of October 20
• The Riddle by Andrew Razeghi
• ISBN 9780787996321
- Week of October 27
• Radical Trust by Joe Healey
• ISBN 9780470128329
- Week of November 3
• Bag the Elephant by Steve Kaplan
• ISBN 9780761145240
- Week of November 10
• Edison on Innovation: 102 Lessons in Creativity for Business and Beyond by Alan Axelrod
• ISBN 9780787994594
- Week of November 17
• Why Work Sucks and How to Fix It by Cali Ressler & Jody Thompson
• ISBN 9781591842033
- Week of November 24
• Inside Steve's Brain by Leander Kahney
• ISBN 9781591841982
- Week of December 1
• Sales Blazers: 8 Goal-Shattering Strategies from the World's Top Sales Leaders by Mark Cook
• ISBN 9780071546843
- Week of December 8
• The Go-Giver by Bob Burg
• ISBN 9781591842002
- Week of December 15
• The Engine of America by Hector V. Barreto
• ISBN 9780470110133
- Week of December 22
• Microtrends: The Small Forces Behind Tomorrow's Big Changes by Mark Penn & E. Kenny Zalesne
• ISBN 9780446580960
- Week of December 29
• Don't Keep Me A Secret: Proven Tactics to Get Referrals and Introductions by Bill R. Cates & Gerhard Gschwandtner
• ISBN 9780071494540



ELECTRONIC RESOURCES

ReferenceUSA is now including business expense data in the detailed listing for companies in selected industries: merchant wholesale, retail trade and selected service industries. Operating expense data is collected and published as part of the Census Bureau's Economic Census, which is published every five years in years ending with a "2" or "7." In order to take this national data down to the company level, ReferenceUSA has built a modeling system. Some of the expenses covered are office equipment & supplies, payroll, technology, packaging, telecommunications.

WEBSITE ENHANCEMENTS

Two new pathfinders on **Franchising** and **Angel & Venture Capital** have been added to the Business Resource section on the Library System website, www.lancasterlibraries.org. To access this information, on the Business Resource page, click on the link "Where do I find?" For each pathfinder, lists of books you can borrow, links to relevant websites, and associations and business organizations are provided.

Under Business Links, contact information for all of the county's Main Street and Improvement Districts has been added.

NEW CIRCULATING BOOKS AND AUDIOBOOKS

The 4Cs of Truth in Communication: How to Identify, Discuss, Evaluate and Present Stand-out, Effective Communication. Isabelle Albanes (658.802 ALB)

30 Reasons Employees Hate Their Managers. Bruce Leslie Katcher (658.302 KAT)

Advertising to Baby Boomers. Chuck Nyren (659.10846)

The Age Curve: How to Profit for the Coming Demographic Storm. Kenneth W. Gronbach (658.8343 GRO)

The Art of Strategic Listening: Finding Market Intelligence through Blogs and Other Social Media. Robert Berkman (658.802.BER)

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? Do you know how to determine your target market? If you feel overwhelmed by the glut of information out there and don't know where to begin, 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 or Stacey Brownlie, Business Reference Librarians, 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 and information seminars at your company are available for you and your employees. We can customize the sessions to suit your particular information and industry needs. For more information, contact Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lancasterlibraries.org.

Awakening the Entrepreneur Within: How Ordinary People Can Create Extraordinary Companies. Michael E. Gerber (658.1141 GER)

Billions of Entrepreneurs: How China and India are Reshaping Their Futures and Ours. Tarun Khanna (338.040951)

Brand Busters: Lessons for the World of Technical & Scientific Products. Chris Wirthwein (658.8343 WIR)

Breakthrough Business Development: a 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level. Duncan Macpherson (658.8 MAC)

Doing Business In China. Ted Plafker (658.180951 PLA)

Fugitive Denim: a Moving Story of People and Pants in the Borderless World of Global Trade. Rachel Louise Snyder. (382.45687 SNY)

Continued on page 4

New Circulating Books continued from page 3

Group Genius: the Creative Power of Collaboration.

Keith Sawyer (658.4036 SAW)

The Job Description Handbook. 2nd ed. Margie

Mader-Clark (658.306 MAD)

Judgment: How Winning Leaders Make Great Calls.

Noel M. Tichy & Warren G. Bennis (658.4092 TIC)

Meatball Sundae: Is Your Marketing Out of Sync?

Seth Godin (658.8 GOD)

No B.S. Marketing to the Affluent. Dan Kennedy (658.8

KEN)

Pricing Strategies for Small Business. Andrew Gregson

(658.816 GRE)

Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top Sales Representatives.

Bradford D. Smart (658.311 SMA)

Toxic People: Decontaminate Difficult People at Work Without Using Weapons or Duct Tape. Marsha Petrie

Sue. (658.3145 SUE)

Ultimate Guide to Search Engine Optimization. Jon

Rognerud (658.872 ROG)

Web Marketing for Small Businesses: 7 Steps to Explosive Business Growth. Stephanie Diamond

(658.872 DIA)

NEW REFERENCE BOOKS

Food & Beverage Market Place – This is a new addition to our reference collection and is an invaluable resource for anyone in the food business. This 3-volume set includes information on 45,000 companies in 8 different industry groups: Manufacturers, Equipment Suppliers; Transportation; Warehouses; Wholesalers; Brokers; Importers; Exporters. Over 10,000 product categories are covered and there are over 80,000 listings for key executives.

(BUSREF 381.456413 FOO)

We've received new editions of the following titles already in our collection:

Business Plans Handbook, Volume 14 (BUSREF 338.642 BUS)

Small Business Sourcebook, 2 volumes, 24th edition (BUSREF 658.022 SMA)

CALENDAR OF EVENTS

The following programs **to be held at Lancaster Public Library**, 125 N. Duke St., Lancaster, are available to the business and non-profit communities. All of the events listed for this quarter are available at no fee. Since seating is often limited, **please register as soon as possible for those programs that are of interest.**

Contact Diane Pawling or Stacie Brownlie at dsbc@lancaster.lib.pa.us or 717-239-2131.

Wednesday, October 8 3:00-4:30pm
Just For Nonprofits!

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

Presenter – Diane Pawling, DSBC Business Reference

Librarian

Location – 2nd floor Computer Training Room

Registration Deadline – October 1, 2008

Wednesday October 22 6:30-8:30pm

Blogging for Fun & Profit

Over 100 million people do it. Why not you? Blogging has become a great way to let off steam, get an audience for your work, and even profoundly impact the lives of others. Making money blogging can be your primary goal, or a happy side effect of getting your point across. With all the free and simple tools available, there's no better time to get started. We'll get you going and teach you how to build traffic to your blog. Becoming famous is up to you! CD of tools included. This is a hands on class. Limit is 10 people.

Presenters – Kae Kohl & Bede Fahey of Kiwi Marketing Group

Location – 2nd floor Computer Training Room

Registration Deadline – October 15, 2008 (Contact



CALENDAR OF EVENTS (con't)

Rhonda Kleiman at kleiman@lancastrlibraries.org or 717-207-0500 x1225 to register)

Thursday October 23 1:30-3pm

Online Social Networking 201: Beyond the Basics

If you attended our "101 class" and/or know the basics, this "next step" will help you to discover specific ways to utilize this online tool to create an effective social network to promote your organization. Join us to examine various types of both business and nonprofit social network pages – from the simple to the sophisticated! If you have a laptop with a wireless card, feel free to bring it to follow along up close and personal!

Presenters – Anne Kirby & Max Phillips of Not Bad Designs

Location – Bates Auditorium

Registration Deadline – October 16, 2008

Tuesday October 28 6:30-8:00pm

DSBC Small Biz Network Event

The Duke Street Business Center at Lancaster Public Library hosts a free quarterly networking event for new and existing small business clients. The event will begin at 6:30pm with a time for all attendees to share a 30-second elevator speech about your company. This will be followed by a 15 minute presentation by Stephen Ulrich of Wilkum Studios, LLC on "How Video Can Supercharge Your Web Site" – including using video to increase search engine optimization, quick ways to distribute your video online for free, and the pros and cons of the various web video formats (Windows, Flash, Quicktime). After a door prize drawing, the event will conclude with an informal "meet and greet" opportunity. A table will be provided for copies of your business cards, brochure and/or other promo item (please limit to 1-2 handouts per business, and bring 20-30 copies of each item).

Presenter: Stephen Ulrich of Wilkum Studios

Location – Bates Auditorium

Registration Deadline – October 21, 2008

Monday, November 10 1:30-3pm

Quickbooks – Knowing the BASICS

Plan to attend an empowering 90 minute program exploring the #1 rated financial software to help your business succeed. Knowing the basics of QuickBooks is the first step in creating successful financial data processing procedures designed for your business. Certified QuickBooks Pro Advisor, Jerissa Warfel, will facilitate the journey using descriptions and terminology you can understand. Prior knowledge and/or experience with QuickBooks is not necessary. Quick, Easy, and

Accurate – Know the BASICS!

Presenter – Jerissa Warfel, Director of Client Services, BASICS

Location – 2nd floor – Bates Auditorium

Registration Deadline – November 3, 2008

Tuesday November 11 3:00-4:30pm

DSBC Nonprofit Network Event

The Duke Street Business Center at Lancaster Public Library continues to host a **free quarterly Nonprofit Network Event** for leaders of county nonprofit organizations. This event will begin promptly at 3:00pm with attendee introductions followed by a 30-45 minute presentation on the topic of Branding for Nonprofit Organizations. Dave Taylor of Taylor Brand Group will discuss how the principles of for-profit branding apply to nonprofit organizations and their marketing and communications efforts – including topics such as a simple method to analyze your brand's strengths and weaknesses and steps to take to improve the effectiveness of your organization's brand concept. The event will conclude with both a brief agency highlight and an informal time to network and share experiences with other nonprofit colleagues.

Presenter – Dave Taylor, President of Taylor Brand Group

Location – 2nd floor Bates Auditorium

Registration Deadline – November 4, 2008

Tuesday November 18 10:30-11:30am

Grant Proposal Writing for Beginners

This class is designed to explain the basics of writing a grant proposal to those who are approaching the grant writing process for the first time. We will discuss the main elements of a grant proposal, focusing on 501 (c) (3) nonprofit organization proposals intended for a foundation or corporation.

Presenter - Stacey Brownlie, DSBC Business Reference Librarian

Location – 2nd floor Bates Auditorium

Registration Deadline – November 12

Tuesday November 18 6:30-8:30pm

60 Minute Web Magic

Learn how you can build an online presence and reputation for your business in less than 60 minutes a week. Whether you're currently running your own business, or looking to start a new one, the power of Web 2.0 is more than just hype. There are more free (or incredibly cheap) tools than ever before to help you to quickly and easily create an online presence that will



CALENDAR OF EVENTS (con't)

generate publicity, referrals, and more importantly, sales, no matter what business you are in. In less time than it takes to watch an episode of House, you can harness the power of the Web to drastically increase the visibility of your business, both locally, and nation-wide. CD of tools included. This is a hands on class. Limit is 10 people.

Presenters – Kae Kohl & Bede Fahey of Kiwi

Marketing Group

Location – 2nd floor Computer Training Room

Registration Deadline – November 11, 2008 (Contact

Rhonda Kleiman at kleiman@lancasterlibraries.org or 717-207-0500 x1225 to register)

Thursday December 4 3:00-4:30pm

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 Department's **American Factfinder** website.

Presenter - Diane Pawling, DSBC Business Reference Librarian

Location – 2nd floor Computer Training Room

Registration Deadline - November 28, 2008

Monday December 15 1:30-3:00pm

Preparing Business-to-Business Mail Lists for Sales or Solicitation

A hands-on training focusing on two of the library's licensed company databases-- **Reference USA** and **Harris Selectory Online**. Includes a detailed comparison of these resources and how they can be used most efficiently to prepare targeted lists and mailing labels for business-to-business marketing/sales leads or for nonprofit-to-business solicitations or event invitations.

Instructor - Diane Pawling, DSBC Business Reference Librarian

Location—2nd floor Computer Training room

Registration Deadline – December 8, 2008