

Inside This Issue

- Finding Information on Global Companies and Industries
- Upcoming Events
- Online Business Book Club
- Duke Street Business Center Classes
- Lancaster Chamber of Commerce & Industry Business Expo
- Small Business

Finding Information on Global Companies and Industries

When it comes to doing business today, the world is flat. Thanks to the Internet and e-commerce, even small companies right here in Lancaster County can and do conduct business with other businesses around the world. The Library System and the Duke Street Business Center have a number of resources to help you identify foreign companies, find global industry overviews and information on country conditions. Here are descriptions of a few.

OneSource- This database contains information on over 3 million public and private global companies covering the United Kingdom, Europe and Asia Pacific, as well as major U.S. companies that do business internationally. In recent years, companies in Latin America, the Middle East and Africa have been added. Searchable information includes company data, in-depth financials, analyst reports, corporate family structure, pertinent news and trade articles and executive biographies. The information is aggregated from the most respected sources around the world. This database is available via remote access on the Library System website by clicking the "Online Resources" link on the home page.

Uniworld – This online resource is the authoritative source of information on which companies operate where and who owns whom, with two separate modules: American Firms Operating in Foreign Countries and Foreign Firms Operating in the United States. Over 200 countries and 500 industries are covered. Data is searchable by geographic location (country, region, state, zip code), industry code, revenue, number of employees and keyword. You'll find contact information for headquarters, branches, subsidiaries and affiliates of multinationals. Results can be printed out or downloaded into Excel. This database is available via remote access on the Library System website by clicking the "Online Resources" link on the home page.

STAT-USA – www.statusa.gov - This online resource was developed by the U.S. Department of Commerce and is a one-stop resource for business, trade, and economic information from across the Federal Government. The GLOBUS & NTBD link will take you to an extensive database of country and market research reports including: daily international trade and U.S. government procurement leads; foreign market and industry profiles; international energy and agricultural reports by country; World Bank publications and commodity price data; CIA World Factbook plus comparative tables and fields. You will only have access to a limited amount of information without purchasing a yearly subscription, however, the Library System has a subscription which will allow you to access all of the content on this site. You must be onsite at any of the libraries in the System in order to do this.

“There has been much in the press recently about emerging markets.”

A SERVICE OF THE



(Continued on page 2)

Finding Information on Global Companies and Industries (Con't from Page 1)

PIERS - Directory of United States Exporters, Directory of United States Importers (BUSREF 382.60973 DIR) –

This is a two volume print resource, the purpose of which is to provide geographical listings of exporters and importers. PIERS (Port Import Export Reporting Service) collects data from over 42,000 bills of lading every day for cargo moving through ports in the United States, Latin America and Asia. An analysis of cargo container size and weight of goods shipped by a given importer or exporter over a 12 month period determines the companies that are listed. Information is searchable by an alphabetical and numerical product index, and company listings by state. These directories are available on the reference shelf at the Duke Street Business Center.

There has been much in the press recently about emerging markets. Among many definitions, they are defined by the July 2007 World Bank Country Classification report as having a per-capita income of \$11,115 or less in 2006, and as countries in the process of developing existing or newly created market-based economies. Often times, it is a country where society is transitioning from a dictatorship into a free market economy. You may see the acronym, BRIC from time to time in the business press. BRIC stands for Brazil, Russia, India and China, the top four emerging markets. Other countries include Mexico, Turkey, Viet Nam, Poland, etc. These markets are creeping up on GDP.

During the American Library Association annual conference this past July, I attended a program, “Dollars, Pounds & Yen: Libraries in a Time of Globalization.” Terese Terry, a business librarian at the Lippincott Library at the Wharton School of Business, was one of the presenters. She talked about some of the information barriers that exist when doing research on emerging markets. They include: disclosure, reliability and transparency of the information; infancy of the economy and young stock markets, sometimes it can be a superabundance of information that has not been organized; political control of business and society, which has a direct affect on the disclosure issue; corruption; web pages written in languages other than English; high cost of information; disappearing websites. Ms. Terry suggested a number of good, authoritative, free resources for finding information on emerging markets, several of which I recommend as well.

- World Bank – www.worldbank.org – doing business in other countries
- Foreign Direct Investment – Division of the World Bank - www.fdi.net – Includes sector, country and development opportunities with info provided from a wide variety of global sources including KPMG, Harvard and many think tanks.

- Department of Commerce Trade Stats Express – <http://tse.export.gov/>
- Clickz.com – great stuff on Internet, interactive technologies related to emerging markets
- Inter-American Development Bank – www.iadb.org – info on 26 Latin-American countries
- Economist.com – country briefings
- Asian Development Bank – www.adb.org – good info on hard-to find countries
- United Nations Conference on Trade & Development – www.unctad.org – info on economic development, as well as creative work being done around the world in the areas of theater, literature, etc.
- Department of Commerce – export.gov
- global-production.com – what are the existing conditions for manufacturing in emerging market countries
- marketwatch.com – financial statistics
- Knowledge at Wharton - <http://knowledge.wharton.upenn.edu> – articles on many areas of business, including info on BRICs.

Ms. Terry also cautioned that when reading articles in newspapers and periodicals, remember **SWING**, as in “it don’t mean a thing if it ain’t got SWING.” SWING stands for “Sources With Impeccable Numbers Given.” Many articles these days do not attribute the sources of statistics they cite, which makes it difficult to back-track to find the original source. I totally concur with this, so keep it in mind as you do your research.

The other presenter at this program was Alec Young, International Equity Strategist, Standard & Poor’s, who gave a presentation “Global Investment Outlook: The Going Gets Tougher” in which he discussed the effects of globalization on the markets. Here are some points and forecasts he made.

- He showed us several charts and graphs with activity for US, European/Asian and emerging markets and it is the emerging markets that are moving ahead, when in fact the markets should be moving together.
- There will be an anemic rebound next year. The U.S. will not lead the world out of the recession. Asia’s economy is down from several years ago, but is still doing well.
- China is driving the recovery in terms of manufacturing activity. Consumers in China are driving growth as they strive to purchase more goods. Note that the average income in China is \$2,000-\$3,000 per year.
- Emerging markets are commodities exporters.



They benefit from higher raw materials prices. Net exporters benefit when prices are high (Brazil, Mexico, Russia). This helps fuel a faster recovery for emerging markets.

- Emerging markets remain vulnerable to weaker growth in the developed world. They are still dependent on the US and tethered to what hap-

pens in the US. Selling things to wealthy countries keeps their GDPs up. There is still interconnectedness, but less than in the past.

- S&P forecasts that emerging markets are expected to continue to modestly outperform.

Reported by Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County

upcoming events



The following classes will be held at the Library System office in Greenfield Corporate Center at 1866 Colonial Village Lane, Suite 107. For more information, contact Rhonda Kleiman, Economic Development Manager, at 717-207-0500 x1225 or kleiman@lanasterlibraries.org

Thursday, October 1 5:30-7:30pm **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 generate publicity, referrals, and more importantly, sales, no matter what business you are in. Learn how you can harness the web to drastically increase the visibility of your business, both locally, and nationwide. CD of tools included. Limit is 15 people.

Presenters – Kae Kohl & Bede Fahey, Kiwi Marketing Group

Friday October 30 8:00-9:30am **Geodemographic Tools for Target Marketing**

Come and see for yourself what two new geodemographic tools can do for your business. Simply Map, a product of Geographic Research Inc. is a web-based mapping application that enables non-technical users to create professional-quality thematic maps, tables and reports using powerful demographic, business and marketing data. Local Market Audience Analyst, formerly known as Lifestyle Market Analyst is now an electronic resource produced by Standard Rate & Data (SRDS) and Nielsen Claritas. Use it to find data for a variety of household lifestyle behaviors and traits based on Claritas PRIZM characteristics. The features and capabilities of these powerful tools will be demonstrated. While they are most helpful when marketing to consumers, businesses of all types are sure to find many practical applications.

Presenter: Rhonda Kleiman, Economic Development Manager, Library System

Thursday, November 19 5:30-7:30pm **Beyond Basic Blogging**

So you started a blog. Now what? Don't worry. Kiwi's got you covered. Come learn tips and techniques on bringing eyeballs to your blog and how to keep them, once you get them. This class is best suited for those who already have a blog up and running. CD of tools included. Limit is 15 people.

Presenters – Kae Kohl & Bede Fahey, Kiwi Marketing Group

Thursday, December 3 8:00-9:30am **Web 2.0 for Business**

What is Web 2.0 and how can businesses use it to their competitive advantage? Learn all about it in this big picture overview that will explore blogs, wikis, podcasts, webcasts, social networks, RSS feeds, twittering and social bookmarks. Many of these tools are free or low cost, easy to use and require little training. Through a wide variety of current examples, see how businesses are using these tools to market and promote their products and services. Please note that the actual nuts and bolts of how to set up these applications will not be covered in this seminar.

Rhonda Kleiman, Economic Development Manager, Library System

Career Planning Seminars

The Library System of Lancaster County and the Business Services Team of the PA CareerLink of Lancaster County will be offering a free seminar entitled "Personal Career Planning: Getting from Here to There" at library locations in Adamstown, Columbia, Eastern Lancaster County Library (New Holland) Ephrata, Lancaster, Manheim Township, and Quarryville. The 90-minute program is designed to help people who are looking for work to become more focused on their job search. Each of these libraries will be offering these seminars multiple times until the end of 2009.

In the course of the program, participants learn how to assess their own interests and skills under the leader-

upcoming events

ship of a workforce development professional from the Business Services Team of the PA CareerLink. The seminar leader introduces those attending to the Top 100 Hot Jobs in Lancaster County which are the top picks of the Lancaster County Workforce Investment Board for where the recovery will begin in our regional economy. More information on these jobs and the education and training that are required to get them is offered.

Most of the latter part of the program introduces those attending to the services of the PA CareerLink that include Ready2Work, its workforce readiness program, as well as the wide array of short-term training options that are provided through funding from the American Recovery and Reinvestment Act. Training includes construction, building maintenance, administrative support, forklift driving, welding, bookkeeping, sales, and many others.

A complete listing of program dates, times and location is available on the Library System website, www.lancasterlibraries.org, click on the "Business Information" link and then click on the "Calendar of Events." or go directly to <http://www.lancasterlibraries.org/ls/cwp/view.asp?a=3&q=467036#>



Competitive Intelligence Certification Program

Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, will be presenting

this five-part series in partnership with the Lancaster Chamber of Commerce & Industry and Penn State The Lancaster Center. All classes are hands-on and are held in the training room at the Library System office. For a full description of the seminar series, visit www.lancastermarketedge.com. Cost of series is \$495 for Chamber members and \$695 for nonmembers. Register online at <http://www.lancasterchamber.com/> or call Angi Fritz at 717-397-3531 x172. Please note that this course is being presented as a series and will not be offered as single sessions at this time.

**Thursday, October 8 7:30-10:30am – Session One
Introduction to Competitive Intelligence; Scope of
Program; Creating Company Lists**

**Thursday, October 15 7:30-10:30am – Session Two
Company & Industry Information**

**Thursday, October 29 7:30-10:30am – Session Three
Financial Information; International Information**

**Thursday, November 5 7:30-10:30am – Session Four
Trade & Regional Business Journals, Magazines and
Newspapers**

**Thursday, November 12 7:30-10:30am – Session Five
Government Information; Web 2.0; General Trend
Information; Wrap-up**

Online Business Book Club

Do you find that you don't have enough time to keep up with reading the latest business books? If not, then join the club – Dear Reader.com, that is. Check out Dear Reader at www.lancasterlibraries.org. It's as easy as clicking on the Online Book Club logo and joining the book clubs of your choice, including the business book club. Once you sign up, you will receive a daily email with a 5-minute selection from one book each week, Monday-Friday. These selections add up to 2-3 chapters each week. It's a great way to sample all those books on your list. Here is a selection of featured books through December 2009.

Week of October 12
Everything I Know about Business I
Learned at McDonald's by Paul
Facella & Adina Genn
ISBN 9780071601412

November 9
Grown Up Digital by Don Tapscott
ISBN 9780071508636

November 23
Tribes by Seth Godin
ISBN 9781591842330

December 21
Wired to Care by Dev Patnaik with
Peter Mortensen
ISBN 9780137142347

December 28
Escape from Cubicle Nation by
Pamela Slim
ISBN 9781591842576





The following free programs will be held at the Lancaster Public Library at 125 N. Duke Street. Since seating is often limited, please register as soon as possible for those programs that are of interest. Contact Diane Pawling at 717-394-2651 x131 or dsbc@lancaster.lib.pa.us for more information or to register.

**Thursday October 15 3:00-4:30pm
Just for Nonprofits!**

An overview of nonprofit resources found in the Duke Street Business Center – 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 is a valuable resource for nonprofit information.

Presenter – Diane Pawling, DSBC Business Reference Librarian

Registration deadline – October 12, 2009

**Friday October 30 3:00-4:15pm
Funding Trends in Arts and Culture – Foundation Center Online Webinar**

Join us at Lancaster Public Library to view this webinar (or email the DSBC for the link to register and connect directly from your office). Learn about funding trends and the outlook for arts and culture from Foundation Center staff and experts in the field.

Presenter – Foundation Center Staff

Registration Deadline – Oct. 27, 2009

**Tuesday November 10 3:00-4:30pm
DSBC Nonprofit Network Event**

The Duke Street Business Center at Lancaster Public Library serves as the host for a free quarterly Nonprofit Network Event for leaders of local nonprofit organizations. This event will begin at 3:00pm with attendee introductions followed by a 45 minute presentation on

the topic of **Social Enterprise & the Nonprofit Organization**. Our speaker, Mary Ellen Farber, CEO of Nonprofit Success Consulting defines social enterprise as “any earned-income business or strategy undertaken by a nonprofit for the purpose of generating revenue in support of the nonprofit’s social mission.” During her presentation, she will give examples of nonprofit social enterprises and discuss how your organization may be able to benefit from this type of income generator. She will also discuss the pros, cons and tax laws considerations. The event will conclude with both a brief agency highlight and an informal time to network with other nonprofit colleagues.

Presenter – Mary Ellen Farber, CEO, Nonprofit Success Consulting

Registration Deadline – November 6, 2009

**Thursday November 19 10:30am-12:00-pm
Business Database Review**

Searching for information on a particular company or a specific industry? Do you want to research recent trends in marketing? Join us and learn about the authoritative business databases available to you free with your Lancaster County public library card. Many of these resources are available online from your home or office.

Presenter- Diane Pawling, DSBC Business Reference Librarian

Registration Deadline; November 16, 2009

**Thursday 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.

Presenter-Diane Pawling, DSBC Business Reference Librarian

Registration Deadline – December 10, 2009

Lancaster Chamber of Commerce & Industry Business Expo



The Library System of Lancaster County will be exhibiting at the Lancaster Chamber of Commerce & Industry Business Expo on Thursday, October 22 at the Lancaster County Convention Center. In keeping with this year’s theme, “Biz Buzz,” we will be buzzing about what’s happening with Lancaster MarketEdge, a new service we launched at last year’s Expo. Learn more about the Competitive Intelligence Certification Program, which has received glowing reviews since its introduction. For small business startups, we recently launched the “Business Start-up Book Bag” initiative at our member libraries. We will have a sample bag on hand for you to look at. See a demonstration of Simply Map, a geographic information system that will be of great help to businesses in determining their target markets. Please stop by and visit with us at booth number 128. We look forward to seeing you there.

Small Business

SCORE Lancaster Marketing Plan Workshop

Eastern Lancaster County Library, 12 Chestnut Drive, New Holland, PA

Thursday, Oct. 29 7:30am-9:30am

Many business owners are uncertain about how to develop the right marketing plan to meet their objectives. But in today's fragile and challenging economy, having an effective marketing plan is essential to business survival. SCORE Lancaster will be presenting a workshop, "How to Develop a Marketing Plan" for owners of existing businesses or start-up businesses. The workshop will focus on how to decide on the right budget, strategies for maximizing your return on investment, and how to build on your plan for continuing profit and growth. The workshop speaker will be Carol Aubitz, owner of Excelsior Marketing. Carol has over 35 years of experience in marketing and writes the weekly marketing e-mail newsletter, The Monday Morning Muse. Workshop fee is \$25.00. For further information and to register online, visit SCORE's website, www.scorelancaster.org and click on the "Workshop" link.

SBA Posting Videos on YouTube

The U.S. Small Business Administration has begun posting informational videos on YouTube. The SBA YouTube channel debuted with a 60-second introduction to the SBA, its programs and services, and a 10-part "Delivering Success" series co-produced with the U.S. Postal Service. Future content will include a variety of videos with more in-depth information about SBA programs and services to inform current and potential entrepreneurs. Topics will cover how small businesses can take advantage of the Recovery Act loan programs, government contracting opportunities, exporting to increase market share, counseling and training on how to start and grow a small business, and small business success stories. To view the videos, logon to www.youtube.com/sba.



SCORE Lancaster
Marketing Plan
Workshop
Thursday,
October 29
7:30-9:30am
See inside for details.

1866 Colonial Village Lane, Suite 107
Lancaster, PA 17601
(717) 207-0500



NONPROFIT ORG.
U.S. POSTAGE
Paid
LANCASTER, PA
PERMIT #218