



CELEBRATE NATIONAL SMALL BUSINESS WEEK AND FINANCIAL LITERACY MONTH!

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

In honor of Financial Literacy Month, we have two programs that will be of interest to local businesses. On Tuesday, April 8, Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, will be presenting a seminar on ***Finding Financial Information Online***. For details, see the **Upcoming Events** column in this newsletter. On Thursday, April 24, we will be celebrating with two events at the Lancaster Public Library that are co-sponsored by the Library System and the Duke Street Business Center.

SMALL BUSINESS FINANCING FAIR & SEMINARS

Thursday, April 24 2-4pm

Lancaster Public Library, 125 North Duke Street 2nd Floor, Bates Auditorium

Are you looking to finance a new business, or are you an existing business looking to finance a business expansion? Come gather information and talk to representatives from the following banks and financial organizations: Bank of Lancaster, Citizens Bank, Commerce Bank, Community First Fund, Economic Development Company of Lancaster County, Fulton Bank, M&T Bank, PNC Bank, Sovereign Bank, Union National Community Bank, Wachovia Bank. In addition to these exhibitors, we will be presenting the following seminars in the Windolph Room:

- 1:30-2:15 – Loan Options for Small Businesses, Presented by Miriam Soto, Community First Fund/PA Women’s Business Center
- 2:30-3:00 – What Banks Look for When Seeking a Business Loan – Representative from Fulton Bank
- 3:15-3:45 – Invoice Discounting for Working Capital (Factoring), Presented by Rick Creamer, The Interface Financial Group
- 4:00-4:30 – Economic Development Company of Lancaster County – EDC Financing Options

Admission is free and pre-registration is not required.

BIG/DSBC SMALL BIZ NETWORKING EVENT

Thursday, April 24 6:00-7:30pm — Lancaster Public Library, 2nd Floor, Bates Auditorium

The Biz Info to Grow: BIG program of the Library System of Lancaster County and the Duke Street Business Center (DSBC) at Lancaster Public Library continue to host a **free quarterly networking event** for new and existing small business clients.

This event will begin promptly at 6:00pm with a focused fifteen minute presentation on ***Employment Laws Affecting Small Business*** by Attorney Carol G. Deem of Deem, Farney and Lopez. This will be followed at 6:15pm by a time to share a 30-second (or less!) “elevator speech” about your company. The event will conclude with an informal meet and greet opportunity. A table will be provided for copies of your business cards and/or brochure or another promo item. Please limit to 1-2 hand-outs per business and bring 20-30 copies of each. **If you are planning to attend this popular event, RSVP by April 17 to dsbc@lancaster.lib.pa.us or by phone to 717-239-2131. Space is Limited!**

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 or Stacey Brownlie, Business Reference Librarians, Duke Street Business Center at Lancaster Public Library, 717-239-2131 or dsbc@lanaster.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 and industry needs. For more information, contact Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lanasterlib.org.

INNOVATION TRANSFER NETWORK



Connecting Business and Innovation in Central Pennsylvania

The Innovation Transfer Network (ITN) is an organization focused on connecting the dots between universities, colleges, and private sector companies in Central Pennsylvania. We know that good things happen when business and innovation come together.

Savvy companies of all sizes, including Amphenol InterCon, Versatile Systems, Hansen Technologies, Aptagen, and Illuminex are working with faculty members and students from across the region. They understand the economic benefits of enhanced product testing, reduced time to market, cutting-edge technology, and in-depth market research. Whether it's faculty consulting with CEO's, students working in the lab, or Centers of Excellence providing valuable product data, these relationships ignite new ideas and innovative thinking.

By providing networking opportunities, grant funding, and educational forums, ITN is working to connect the business community with faculty and students to promote technology transfer and product commercialization. If you're interested in identifying faculty or students with specific expertise or if you are a faculty member looking to connect with a business partner, contact the Innovation Transfer Network at 717-948-6455 or itnwk@psu.edu. Tap into the network! www.innovationtransfernet.org



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 June 2008.

- Week April 21
- Engaged Leadership by Clint Swindall
- ISBN 9780470135327
- Week of April 28
- The Self-Destructive Habits of Good Companies by Jagdish N. Sheth
- ISBN 9780470099292
- Week of May 19
- The Inside Advantage by Robert H. Bloom
- ISBN 9780071495691
- Week of June 2
- Watch This, Listen Up, Click Here by David Verklin
- ISBN 9780470056431
- Week of June 23
- Giving Notice by Freada Kapur Klein
- ISBN 9780787998097



ELECTRONIC RESOURCES

We are excited to tell you about several new additions to our business database collection.

MORNINGSTAR INVESTMENT RESEARCH ONLINE

It's here! By popular request, **Morningstar Investment Research Online** is now available to search at the library or via remote access. Morningstar is highly respected for producing independent information and opinion on stocks and mutual funds. This new resource will take you through the entire investing process – finding stocks, funds, and exchange traded funds, evaluating them, and seeing how they work together in a portfolio. Here are the highlights:

- ❖ Covers all stocks traded on the New York Stock Exchange, NASDAQ, and the American Stock Exchange, and nearly 23,000 mutual funds, and 500 exchange traded funds – more than 30,000 securities in all.
- ❖ Contains powerful screeners to help you build lists of stocks and funds based on hundreds of different criteria.
- ❖ Provides detailed financial information on the thousands of stocks and funds in the Morningstar database.
- ❖ Gives you access to Morningstar analyst Reports – which include buy and sell direction – for 1,900 stocks and 2,300 mutual funds.
- ❖ Enables you to analyze your own portfolio or a collection of stocks and funds you're researching as a group in a portfolio.
- ❖ Allows you to use a variety of Morningstar's well-known proprietary tools. These include fund and stock star ratings, stock fair value estimates, investing style box, and many more.
- ❖ Offers you guidance with an extensive on-board help system. Even if you're new to investing, Morningstar shows you how to get the most from the information provided.

A demonstration of Morningstar will be included in the upcoming seminar, **Finding Financial Information Online** on Tuesday, April 8. See the **Upcoming Events** column in this newsletter for details. To get started, you can access both a comprehensive **User's Guide** and a **Quick Guide** on the Morningstar website. On the home page, click on the "Help & Education" tab. Under the section marked "Site Training Guides" click on the guides of your choice.

HOOVER'S ONLINE & FIRST RESEARCH

Until now, access to the premium edition of **Hoover's Online** was only available at the Duke Street Business Center. Dun & Bradstreet, which owns Hoover's, has never permitted public libraries to offer remote access

to this product before. Librarians have been pressuring Hoover's for quite some time about this. Believe it or not, the tipping point came when Rhonda Kleiman, the Library System's Economic Development Manager, made a compelling case to her sales representative, who took it all the way to the top brass at Hoover's. A decision was made to finally allow remote access to this product, and we are very pleased to offer this fine product to you countywide. For those of you who are familiar with the free web version of Hoover's, you know that they provide excellent information on companies, industries and executive biographies, as well as the IPO Central.

We are also pleased to be able to offer you the **First Research** database. At present, limited content is available on Hoover's Online, but now you will be able to access this info in its entirety through this separate product. First Research a leading provider of industry intelligence tools that help performance of sales and marketing teams. The four essential core tools on First Research are: Industry Profiles – updated quarterly, covers 600 industry segments; Call Prep Sheets – understand the issues before making sales calls; Email Alerts – automatically delivers at-a-glance insight directly to your inbox on a quarterly basis; State & Province Profiles – bring regional insight to your clients.

Features of both Hoover's Online and First Research will be among those demonstrated in the **Business Database Sampler** class on May 21. See the **Upcoming Events** column for further details.

REFERENCE USA

With our new licensing period for **ReferenceUSA** beginning on March 15, we have added two additional modules to the ReferenceUSA family of databases: **New Businesses** – 50,000 businesses are added weekly, even before some businesses open their doors. New businesses need a variety of goods and services such as financial services, printing services, cleaning services, furniture, electronic equipment, etc. Get leads for companies that are ready to purchase – search by type of business, employee size, address, name of owner, and more.

New Movers – 300,000 names are added each week to a list of approximately 15 million names. Movers have significant buying potential, especially for things like furniture, appliances, landscaping, and for local services such as dry cleaners, hairdressers, grocery stores, etc. – search by date of move, income, home value, phone number and more.

Please note: For those of you who are used to downloading 50 names and addresses at a time when

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you are in the library, the limit will be changing to 25 names and addresses as of March 15. Remote number of downloads remains at 10 names and addresses.

RECOMMENDED BUSINESS READS

The following titles have been recommended by local business people in Lancaster County.

Love is the Killer App by Tim Sanders

Available at the library in both print (650.1 SAN) and CD (CD 650.1 SAN)

This is a great insight on doing the right thing and treating people well in order to succeed in business and life. His main premise is that nice guys don't finish last – they rule. It talks about ways to be a “love cat” in the workplace. Sharing the love consists of 3 key factors which produce immeasurable return. They are sharing the knowledge you pick up from books, etc.; sharing the relationships (your network); sharing the warmth and compassion that already exists within each of us. It is written in a fun and readable style.

Recommended by Coach Brian K. Dombach Action COACH

7 Habits of Highly Effective People by Steven Covey

Available at the library in both print (158 COV) and CD (CD 158 COV)

Over a 30-year business career, I have read MANY “business books” and I have read and re-read this one at least 4 times. Every time I read it I discover something new that I can apply to making my business more successful. I have even based a talk I have been giving for the past 15 years entitled “Six Ways to Build a Better Business” on Mr. Covey’s 7 Habits. There is absolutely nothing that ensures success in business like continually designing “win-win” opportunities in every business transaction, investment or interaction.

Recommended by Peter Faranda-Diedrich, CPA Trout Ebersole & Groff, LLP

If you would like to make a recommendation, please contact Rhonda Kleiman, kleiman@lancasterlibraries.org and it will appear in the next newsletter or on a new section of the Business Resource link on the Library System website.

Would you like to find book suggestions from experts in various disciplines in business? **Suggestica.com** is a web site that provides reading suggestions from high profile business people in the areas of general business, entrepreneurship, management, leadership, marketing, personal finance and more. Give it a try!

NEW CIRCULATING BOOKS AND AUDIOBOOKS

Anatomy of a Trend. Henrik Vejlgard (306.09 VEJ)

The Complete Guide to Mergers and Acquisitions: Process Tools to Support M&A Integration at Every Level. Timothy J. Galpin (658.162 GAL)

Direct Marketing in Action. Andrew R. Thomas, ed. (658.872 DIR)

Entrepreneur Power Plays: How the World’s Most Dynamic Thinkers Reach the Top of Their Game. Businessweek (658.421 ENT)

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods for Maximizing Profits from Your Small Business. Jay Conrad Levinson & Barrett Whitener (CD 658.8 LEV)

How to Buy and/or Sell a Small Business for Maximum Profit: A Step-by-Step Guide. Rene V. Richards (658.164 RIC)

Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals. Robert Rodriguez (658.3008 ROD)

Marketing to the Social Web: How Digital Customer Communities Build Your Business. Larry Weber (658.872 WEB)

The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing & Online Media to Reach Buyers Directly. David Scott (658.054678 SCO)

The Specialty Shop: How to Create Your Own Unique and Profitable Retail Business. Dorothy Finell (658.87 FIN)

Starting & Running Your Own Small Farm Business. Sarah Aubrey (630.68 AUB)

Winning Nice: How to Succeed in Business and Life Without Waging War. Dawna Stone & Matt Dieter (650.1 STO)

Wisdom of Teams: Creating the High-Performance Organization. Jon R. Katzenbach (658.4022 KAT)



UPCOMING EVENTS

Library System of Lancaster County

Rhonda Kleiman, Economic Development Manager, 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@lancasterlibraries.org. Visit www.lancasterlibraries.org for driving directions.

Tuesday April 8 7-8:30pm

Finding Financial Information Online

The features and capabilities of two financial databases, **Mergent Online** (Moody's Financial Data) and **Morningstar Investment Research Center** will be demonstrated. The financial features on **OneSource**, which includes information on foreign companies, and **Business and Company Resource Center** will also be demonstrated. See how to access analyst data through **Investext** and **Reuters**, and SEC filings through **EDGAR**. In addition, several financial websites will be touched upon. This class is suited for business owners looking for in-depth information on publicly-held companies or individuals that are interested in tracking the financial performance of their investments.

Wednesday May 21 7-8:30pm

Business Database Sampler

Features and capabilities of several business databases you can access remotely will be demonstrated: **Business & Company Resource Center; Business Source Premier; First Research; Hoover's; Plunkett Research; Proquest; ReferenceUSA**. 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.

Thursday June 12 7-8:30pm

Web 2.0 for Business

What is Web 2.0 and how can businesses use it to their competitive advantage? Learn the basics of blogs, wikis, podcasts, webcasts, social networks, and other technologies, many which are free or low cost, easy to use and require little training. See how businesses are using these Web 2.0 tools to market and promote their products and services through a variety of examples. This seminar will be taught by Rhonda Kleiman, Economic Development

Manager and Stephanie Zimmerman, Training Coordinator, Library System of Lancaster County.

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@lancaster.lib.pa.us or 717-239-2131.

Thursday April 10 3-4:30pm

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 resource for nonprofit information.

Instructor – Diane Pawling, DSBC Business Reference Librarian

Location – Lancaster Public Library, 2nd floor Computer Training room

Registration Deadline – April 3, 2008

Tuesday May 6 3:00-4:30pm

DSBC Nonprofit Network Event Bates Auditorium

The Duke Street Business Center (DSBC) at Lancaster Public Library will 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 focused 45 minute presentation and discussion on **Creating an Information Technology Plan for Today's NPO's** by Laura Burford of LAD Enterprises. The final 30 minutes of the event will be an informal "meet and greet" time to network and share experiences with other nonprofit colleagues. **If you are planning to attend this popular event, RSVP by April 30, 2008 to dsbc@lancaster.lib.pa.us or by phone to 717-239-2131.**

Monday May 12 6:30-7:30pm

Online Social Networking 101

An introduction for business and nonprofit novices with little or no experience using online social networks. Presents the basics about this potential marketing tool, why you/your organization should consider networking online and how to get started. Back by popular demand, but now split into three sessions! Look for more advanced sessions



UPCOMING EVENTS (con't)

on this topic during the summer and fall of 2008.

Instructors – Anne Kirby & Max Phillips of Not Bad Designs

Location – Lancaster Public Library – Bates Auditorium

Registration Deadline – May 5, 2008

Tuesday May 20 1:30-3pm

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.

Instructor - Diane Pawling, DSBC Business Reference Librarian

Location— Lancaster Public Library, 2nd floor Computer Training room

Registration Deadline – May 13, 2008

Friday June 20 10:30am-12 noon

Preparing 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— Lancaster Public Library , 2nd floor Computer Training room

Registration Deadline – June 13, 2008