

Inside This Issue

- Financial Literacy Month
- Electronic Resources
- New Books
- DSBC Temporary Change in Hours
- Upcoming Events
- Duke Street Business Center Classes
- Small Business

Financial Literacy Month

Join us for two special events this April in observation of Financial Literacy Month. The Library System of Lancaster County's Business Information Service is partnering with the Duke Street Business Center at the Lancaster Public Library to host our second annual Business Financing Fair on April 28. On April 29, Morningstar Inc. is hosting a special patron training webinar event for its Morningstar Investment Research Center. Here are details for these events.

Business Finance Fair

Tuesday, April 28 1pm-3:30pm

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

Admission is free and pre-registration is not required

Are you looking to finance a new business, or are you an existing business looking to finance a business expansion? While you might think that in these tough economic times financing is unavailable, in fact, there are many funding options you might not be aware of. The Library System of Lancaster County, in partnership with the Duke Street Business Center at Lancaster Public Library is sponsoring its second annual Business Finance Fair. Come gather information and talk to representatives from the following banks and financial institutions: Commerce Bank, Fulton Bank, Province Bank, Sovereign Bank, Susquehanna Bank, Wachovia Bank, Community First Fund, Economic Development Company of Lancaster County, Interface Financial Group, USDA Rural Development, Small Business Administration, ASSETS, SCORE. Exhibits open at 1:30pm. In addition to the exhibits, three mini-seminars highlighting various funding options will take place in the Windolph Room from 1pm-3:30pm. Kicking off the start of the seminars, at 1pm, Dr. Antonio Callari, The Sigmund M. & Mary B. Hyman Professor, Economics and Director of the F&M Local Economy Center, will be giving a 15 minute presentation on the current state of the economy and where it's headed.

"...there are many funding options you might not be aware of."

1:00-1:15 – Dr. Antonio Callari, Franklin & Marshall College

1:15-1:45

Andrea Giles – Small Business Administration, Philadelphia District Office
Miriam Soto – Community First Fund/Pennsylvania Women's Business Center

2:00-2:30

John Biemiller – Economic Development Company of Lancaster County
Glenda Machia, ASSETS & Jeff Schaum, SCORE – Lancaster City Micro-Loan Program

2:45-3:15

Jeffrey Gatano – USDA Rural Development
Rick Creamer – Interface Financial Group

A SERVICE OF THE



(Continued on page 2)

OverDrive Digital Books

The Library System of Lancaster County recently introduced a new digital book service, OverDrive. Now you can browse and search hundreds of great titles and download them to your computer, transfer them to a portable device, or burn onto a CD for your reading and listening pleasure anywhere, anytime. This library never closes! Please note that due to limitations of our connection to the Internet, you will be unable to download items while at the library. We recommend you download your digital titles from a home or office PC connected to the Internet. For more detailed information on how to get started, and to view a list of available titles, there is a link on the home page of the Library System website, www.lancasterlibraries.org. Twenty three business titles have been purchased to date, with more to be added throughout the year.

32 Ways to be a Champion in Business

by Earvin Magic Johnson

The Age Curve by Kenneth W. Gronbach

Billion Dollar Lessons by Paul B. Carroll

Call Me Ted by Ted Turner

Chasing Cool by Noah Kerner

Cirque Du Soleil: The Spark by Lyn Heward

Creating a World Without Poverty by Muhammad Yunus

Creating Magic by Lee Cockerell

Crowdsourcing by Jeff Howe

The Game-Changer by A.G. Lafley, Ram Charan

The Invisible Employee by Adrian Gostick

Ladies Who Launch: Embracing Entrepreneurship

by Victoria Colligan

Leading With Kindness by William F. Baker

Meatball Sundae by Seth Godin

The One Minute Entrepreneur by Ken Blanchard

Primal Branding by Patrick Hanlon

Saving the World at Work by Tim Sanders

The Small Business Bible by Steven D. Strauss

Talent is Overrated by Geoff Colvin

The Tao of Warren Buffett by Mary Buffett

Tribes by Seth Godin

What the Customer Wants You to Know by Ram Charan

Why We Buy by Paco Underhill

Financial Literacy Month (Con't from Page 1)

For additional information, contact Diane Pawling, Duke Street Business Center at 717-394-2651 x131 or dsbc@lancaster.lib.pa.us or Rhonda Kleiman, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lancasterlibraries.org

Morningstar Investment Research Center Patron Training Webinar

Wednesday, April 29, 4:00pm Eastern Time

Sign up for a free virtual tour of Morningstar Investment Research Center, a service provided to you by the Library System of Lancaster County. You can conveniently access the training session from any location with a phone and Internet connection. You must have a current library card to access this remotely. You will discover how to use this valuable database to search for stocks, mutual funds and ETF's (Exchange Traded Funds). Learn how to evaluate retirement and portfolio holdings. Get independent analysis reports, helpful articles and industry commentary to help you make sense of this challenging market. To register, visit Morningstar Investment Research Center. First, go to www.lancasterlibraries.org and click on the 'Online Resources' link. On the patron authentication page, enter your library card bar code number and then go to the online resource page. Scroll down until you see the listing for Morningstar and click on the logo to enter the database. On the "Help & Education" page, you will find a link in the lower right corner under the heading "Live Patron Web Training." Simply click on it to automatically send an email to librarytraining@morningstar.com and be sure to mention The Library System of Lancaster County with your email. It's as simple as that! We hope that you will take advantage of this wonderful opportunity. For additional information, please contact Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County, 717-207-0500 x1225 or kleiman@lancasterlibraries.org.



newbooks

These books have recently been added to the Duke Street Business Center collection.

Reference

Brands and Their Companies: Consumer Products and Their Manufacturers. Gale (BUSREF 658.827 BRA)

Consumer International 2008-2009. Euromonitor International. (BUSREF 381.1021 CON)

Model Policies and Forms for Pennsylvania Employers and How to Use Them. Kathy Speaker McNett (BUSREF 658.301 MAC)

Pennsylvania Human Resources Manual: A Guide to Pennsylvania and Federal Employment Laws and Regulations. Jeffrey L. Pasek, editor (BUSREF 658.301 PEN)

World Retail Data and Statistics 2008-2009. Euromonitor International (BUSREF 381.1021 WOR)

Audiobooks

Book Yourself Solid: the Fastest, Easiest and Most Reliable System for Getting More

Clients Than You Can Handle. Michael Port (CD 658.8 POR)

The First Time Manager. Lorin B. Belker & Gary S. Topchik (CD 658.302 BEL)

Nolo's Crash Course in Small Business Basics: How to Run a Business – From Opening Day to Tax Day. Richard Stim (CD 658.022 STI)

Reality Check: the Irreverent Guide to Outsmarting, Outmanaging, and Outmarketing your Competition. Guy Kawasaki (CD 658.022 KAW)

Speak to Win: How to Present with Power in Any Situation. Brian Tracy (808.51 TRA)

Tribes: We Need You to Lead Us. Seth Godin (CD 658.4092 GOD)

True North: Discover Your Authentic Leadership. Bill George (CD 658.4092 GEO)

Warren Buffett Speaks: Wit and Wisdom From the World's Greatest Investor. Compiled by Janet Lowe (CD 332.6 BUF)

Temporary Change in Duke Street Business Center Hours

For those of you who had the pleasure of working with Stacey Brownlie, our part-time business reference librarian at the Duke Street Business Center, please help us to wish her well as she moves on to a new position at the Lititz Public Library. Until a replacement is hired and trained, Diane Pawling will be staffing the Business Center on Monday & Tuesday, 1:30-8:30pm and Wednesday-Friday, 9:30am-4:30pm. These hours may vary depending on vacation, meetings, etc. Schedule changes will be included on the Business Center voicemail message, posted on the door, and the staff desk. Computers in the Business Center will continue to be available for use during all current Center hours. Please remember to call in advance and make an appointment if staff assistance is required.



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@lancasterlibraries.org

Thursday, April 16 6:30pm-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 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

Tuesday, May 12 6:30pm-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. CD of tools included. Limit is 15 people.

Presenters – Kae Kohl & Bede Fahey, Kiwi Marketing Group

Thursday, June 4 6:30pm-8:30pm **Online Affiliate Marketing Mastery**

What do Home Depot, Amazon, and Dell Computer know that you don't? They know that online affiliate marketing is an effective way to increase sales and build their business. They're so confident of this that they are willing to pay – you – to help them do it. What's more, affiliate marketing can be a way for small businesses to benefit from dozens of people selling their product – with no overhead. Join us as we explore this \$3 billion dollar industry, and learn how you or your business can get a

slice of the pie. CD of tools included. Limit is 15 people.

Presenters – Kae Kohl & Bede Fahey, Kiwi Marketing Group

Thursday, June 11 8:00am-9:30am **Business Database Sampler**

Features and capabilities of business databases you can access remotely will be demonstrated: Business & Company Resource Center; Business Source Premier; First Research; Hoover's; OneSource; Plunkett Research; ReferenceUSA. Learn how to find information on potential customers, companies and industries. These databases are part of the "invisible web" and can only be accessed with a library card issued by the Library System.

Presenter – Rhonda Kleiman, Library System of Lancaster County



Thursday, April 21, 30, May 7, 14, 28 7:30am-10:30am **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. 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 Marita Skacel at 717-397-3531 x132. Please note that this course is being presented as a series, and we are not offering each session separately at this time.

Thursday, April 21– Session One
Introduction to Competitive Intelligence; Scope of Program; Creating Company Lists

Thursday, April 30 – Session Two
Company & Industry Information

Thursday, May 7 – Session Three
Financial Information; International Information

Thursday, May 14 – Session Four
Trade & Regional Business Journals, Magazines and Newspapers

Thursday, May 28 – Session Five
Government Information; Web 2.0; General Trend Information; Wrap-up





The following free programs will be held at the Lancaster Public Library. Contact Diane Pawling at 717-394-2651 x131 or dsbc@lancaster.lib.pa.us for more information and to register.

Tuesday April 28 6:30-8:00pm
DSBC Small Biz Network Event

The Duke Street Business Center at Lancaster Public Library hosts a quarterly networking event for small business clients. The event will begin with a time for you to share a 30-second “elevator speech” about your company. This will be followed by a brief presentation by business attorneys Jeffrey Bellomo & Nathan Platt of Bellomo & Platt LLC on **Sole Proprietorship, LLC or Corporation—Which Legal Structure is Best for Your Business?** 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 hand-outs per business; bring 20-30 copies of each item).

Presenters-Attorneys Jeffrey Bellomo & Nathan Platt of Bellomo & Platt LLC

Tuesday May 5 3:00-4:30pm
Web 101 for Business (or Nonprofits)

Domain name, host, HTML—are you confused by the jargon and not certain what you really need to know to put your business or nonprofit online? Join us and discover the “ins and outs” of business/nonprofit websites—how they work and how they can benefit you and your organization.

Presenter—Karl Diffenderfer, Shire Interactive

Tuesday May 12 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 representatives of local nonprofit organizations. This event will begin with attendee introductions followed by a 45 minute presentation on the timely topic of **Preparing Quality Marketing Materials**. Our speaker, Bobbi Hartlove-Fronczek of Infinite Solutions with Marketing LLC has over 24 years of experience working with clients in both the nonprofit and business communities. The

event will conclude with a brief agency highlight and a time to informally swap experiences with colleagues.

Presenter—Bobbi Hartlove-Fronczek, Infinite Solutions with Marketing LLC

Thursday May 28 10:30am-12noon
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** web site.

Presenter-Diane Pawling, DSBC Business Reference Librarian

Tuesday June 2 6:30-8:00pm
Innovation, Creativity, and Inventiveness

Innovation will play an increasingly important role in our businesses and our lives in the 21st Century. Several techniques of how to get “out of the box” in our thinking about problems will be reviewed. In particular, a powerful and proven Methodology, TRIZ, (Russian acronym for The Theory of Inventive Problem Solving) will be discussed in some detail.

Presenter-Tom Lewis, Lecturer, Consulting Engineer & Entrepreneur (inc. Ideation Intl.)

Monday June 22 1:00-3:00pm
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



Small Business

National Small Business Week

The U.S. Small Business Administration has designated May 17-22, 2009 as National Small Business Week. A series of events, including seminars and awards ceremonies, will take place in Washington, DC from May 17-19. For further information, go to www.nationalsmallbusinessweek.com. Be sure to check the Library System's website www.lancasterlibraries.org sometime in mid-late April to learn how we will be celebrating this event locally.

Accelerate Your Success Program

SCORE "Counselors to America's Small Business" developed a campaign in January 2009 to help small businesses cope and recover from the effects of the current recession. Each month, through September 2009, a new toolkit will be added to the SCORE website. Each toolkit includes resources, quick e-guides and podcasts. To access these valuable resources, visit the SCORE website at www.score.org and click on the links in the "Highlights" section

The topics include:

April 2009 – Accelerate Your Profits

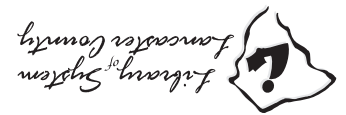
March 2009 – Accelerate Your Sales

February 2009 – Accelerate Your Access to Cash

January 2009 – Accelerate Your Focus

Small Business & Management Workshops

SCORE Lancaster will be presenting a four-part workshop focusing on the owners and managers of existing small and mid-size businesses. The objective is to help you apply strategic planning and leadership development to make your business thrive. Part 1 – What's Ailing Your Small Business?; Part 2 – Winning the Game of Business; Part 3 – The Changing Role of Top Management; Part 4 – The Strategic Planning Process. The presenter, W. Kent Kise, Jr. has over 40 years of business management experience and is the author of the book "Prescriptions for Winning the Game of Business," and is a member of SCORE Lancaster. The four sessions will be delivered on two evenings, Tuesday, April 21 and 28, from 6:30-9:00pm at the SCORE Learning Center, Liberty Place, 313 Liberty Street, Room 231. For further information and to register, visit www.scorelancaster.org.



A SERVICE OF THE

**Morningstar
Investment
Research Center
Patron Training
Webinar**
Wednesday,
April 29, 4:00pm
See inside for details.

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

LANCASTER
marketedge™

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