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Electronic resources

Due to budget cuts by the state and county, we are no longer able to provide several databases. For those of you who relied on **Mergent Online**, **Plunkett Research Online**, and **PROMT** (which was an add-on product on Business & Company Resource Center), the licenses to these products were not renewed and are no longer available. These databases were funded through the Library System's budget. At the state level, for those of you who are familiar with the **POWER Library**, the \$1 million budget was cut by 70%, causing the devastating loss of most of the databases formerly offered, including **Business Source Premier** and **Regional Business News**. Here are suggestions for using databases we still provide for finding the information you need.

Substitutions for Mergent Online – This database of publicly-held companies included company overviews, in-depth financials, stock & bond info, EDGAR (SEC document filings), annual reports, executive biographies, list-building feature. Use the following:

- **Business & Company Resource Center** - basic company info for public and private companies, in-depth company profiles from International Company Histories, Notable Corporate Chronologies, investment reports and analyses, financials
- **Hoover's Online** – in-depth profiles for public and private companies, financials, SEC filings, stock quotes, executive biographies, IPO listings
- **Morningstar** – stock and mutual

fund information for public companies, company overviews, analyst insights

- **ReferenceUSA** – basic company info for public and private companies, short company descriptions, executive bios, SEC filings, list-building function via custom search feature
- **OneSource** – access this database of US and international companies from the ReferenceUSA home page by selecting "International Businesses." In-depth overviews for both public and private companies, financials, SEC filings, stock quotes, executive biographies and compensation, list-building feature.

Substitutions for Plunkett Research Online – this database provided big-picture overviews of approximately 30 key industry sectors. Use the following:

- **Business & Company Resource Center** – Industry overviews from Encyclopedia of American Industries, Encyclopedia of Emerging Industries, Encyclopedia of Global Industries, Datamonitor Research Reports, Encyclopedia of Associations
- **First Research** – Excellent, in-depth source of information for hundreds of industry sub-sectors, also includes SWOT analyses
- **OneSource** – Industry overviews of US and international companies, including industry research reports from Datamonitor, BMI, Freedonia

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Substitutions for PROMT – database of trade publications from a variety of industries. Use the following:

- **ABI Inform Trade & Industry** – searchable on Proquest platform on Library System's patron authentication page or via the POWER Library home page
- **Business & Company Resource Center** – use the Articles Search feature
- **OneSource** – Use the News & Reports search feature

Substitutions for Business Source Premier – this database provided comprehensive information from business journals, trade publications, market research reports for companies and industries, and all issues of the Harvard Business Review dating back to 1928. Use the following:

- **ABI Inform Trade & Industry** – searchable on Proquest platform on Library System's patron authentication page or via the POWER Library home page
- **Business & Company Resource Center** – use the Articles Search feature
- **Nexis** – comprehensive collection of US and international newspapers, magazines, trade journals, wire services, broadcast transcripts, etc. The Harvard Business Review is available in full-text from Jan/Feb 1976 to the present.
- **OneSource** – Use the News & Reports search feature

Substitutions for Regional Business News – database of regional business journals formerly available on POWER Library. Use the following:

- **Proquest** – Library System subscribes to a small selection of local and regional newspapers for our area, including Central Penn Business Journal and newspapers from Lancaster, York, Harrisburg.
- **Bizjournals.com** – free website includes business journals from 41 cities across the US.

If you are still unable to find what you are looking for, please contact Rhonda Kleiman, Economic Development Manager for further assistance. She can search **Nexis or Dialog**, two databases we subscribe to that do not offer remote access to our patrons. They both contain a vast array of newspapers, magazines, trade journals, business journals, etc. Ask about receiving Nexis alerts to keep up with publications and/or news of interest to you.

FINDING INFORMATION ON TRADE ASSOCIATIONS AND TRADE SHOWS

Trade associations and trade shows are great sources for finding current, authoritative information on specific industries. Whether your business belongs to a trade association or not, they generally make resources available to both members and non-members. Why access information from a trade association, or attend a trade

show? Often times, an association is the only place you can turn to for very specific pieces of information on a particular industry. They produce statistical reports, do member surveys, publish journals, newsletters and white papers. Many of the larger associations have libraries with special collections based solely on the industry they represent. If you are looking for an answer to that "needle in a haystack" question about an industry and have exhausted all other resources, you can often turn to these libraries. Associations also put on trade shows, which are venues for finding out the latest industry trends through vendor exhibits and seminars. Most trade associations have websites, some of which are very extensive. Some require you to be a member of the association in order to access their proprietary data and will ask you to enter your membership user ID and password. However, many also make available a limited number of studies and reports to nonmembers for a small fee, or sometimes for free. In order to locate information about what trade associations represent your industry, and what trade shows are upcoming, here are a few resources you can check.

- **Encyclopedia of Associations** – This is the most respected source for identifying trade associations. National, regional and international organizations are all included. This resource is searchable by using the **Business & Company Resource Center** database. After you've logged on to search the databases, click on the BCRC logo and you will be taken to the Infotrac screen. Click "proceed." On the next database menu, select "Business & Company Resource Center." Once on the home page, select "Advanced Search." In the "Content Area," from the drop down menu, select "Associations." In the search boxes below this, enter keywords and use the drop down menu to limit your search geographically or by SIC/NAICS codes. An alphabetical results list will be returned. Click on the name of the association to see detailed contact info, names of publications, availability of library, trade shows, and a link to their website.
- **American Society of Association Executives** – This association produces a gateway to listings of trade associations and is accessible on their website. While some of the information might not be as detailed as that of the Encyclopedia of Associations, it is still a very reliable source. Visit the gateway at www.asaecenter.org/Directories/AssociationSearch.cfm?

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- **Trade Show Central** – Trade Show News Network produces this online directory of trade shows, which is accessible on the home page of their website. It allows you to narrow your search by industry, date and geographic location. A results list will be returned in alphabetical order.

Click on the name of the show for details, such as location of show, number of exhibitors, square footage of show floor, number of attendees and description of the show. Visit this directory at www.tsnn.com.

newbooks

The following titles have recently been added to the circulating collection at the Duke Street Business Center:

All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World / Seth Godin (658.8 GOD)

Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others / David Murray (658.4063 MUR)

Business Mensch: Timeless Wisdom for Today's Entrepreneur / Noah Alper (658.421 ALP)

Driving Results Through Social Networks: How Top Organizations Leverage Networks for Performance and Growth / Robert Cross (650.13 CRO)

Escape from Cubicle Nation: From Corporate Prisoner to Thriving Entrepreneur / Pamela Slim (658.11 SLI)

Googled: The End of the World as We Know It / Ken Auletta (338.76102504 AUL)

Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage / Daniel Esty (658.4083 EST)

How Remarkable Women Lead: The Breakthrough Model for Work and Life / Joanna Barsh (658.4092 BAR)

How the Mighty Fall: And Why Some Companies Never Give in / Jim Collins (658.16 COL)

Linchpin: Are You Indispensable? / Seth Godin (650.1 GOD)

Million Dollar Consulting: The Professional's Guide to Growing a Practice (Revised) / Alan Weiss (001.068 WEI)

Say Everything: How Blogging Began, What It's Becoming, and Why It Matters / Scott Rosenberg (658.872 ROS)

Six Pixels of Separation: Everyone Is Connected. Connect Your Business to Everyone / Mitch Joel (658.872 JOE)

Start Your Own Business and Hire Yourself: Insider Tips for Successful Self-Employment in Any Economy / Suzanne Caplan (658.1141 CAP)

Supercorp: How Vanguard Companies Create Innovation, Profits, Growth, and Social Good. Rosabeth Moss Kanter (658.408 KAN)

Thank God It's Monday!: How to Create a Workplace You and Your Customers Love / Roxanne Emmerich (658.314 EMM)

Who's Your Gladys?: How to Turn Even the Most Difficult Customer Into Your Biggest Fan / Marilyn Suttle (658.812 SUT)

Women Want More: How to Capture Your Share of the World's Largest, Fastest-Growing Market / Michael Silverstein (658.834082 SIL)

In addition, we have added the following three **Michael E. Gerber** titles in **Overdrive's downloadable e-book** format: The E-Myth Revisited, E-Myth Mastery, The E-Myth Enterprise. To access these titles, on the Library System home page, click on the "Search Catalog" icon and enter the title in the search box. Use the location drop down menu to select e-Books/e-Audio books in Lancaster Co. and click "Submit."

upcoming events



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

Friday April 16 8:30am-10:30am
Geodemographic Tools for Target Marketing

Come see for yourself what two powerful electronic resources, **Simply Map** and **Local Market Audience Analyst**, can do to help you determine target markets for your business. Simply Map enables you to overlay demographic data, consumer spending, lifestyle data, and points of interest data on a map down to an area as small as a census block or tract. Local Market Audience Analyst is psychographic data for designated market areas and counties. The features and capabilities of these tools will be demonstrated using a variety of practical examples. While these tools are most helpful when marketing to consumers, businesses of all types, both for and not-for profit, are sure to find many practical applications.

Friday May 14 8:30am-10:30am
Business Database Sampler

Features and capabilities of licensed business databases you can access remotely will be demonstrated: **ABI Inform Trade & Industry; Business & Company Resource Center; First Research; Hoover's Online; OneSource; Proquest; ReferenceUSA; Simply Map.** 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 of Lancaster County.

Thursday June 17 8:30am-10:30am
Finding International Information

The world is flat so these days, it doesn't matter where your business is located for you to do business globally. This seminar will explore sources for locating information on global companies and industries, economic and business conditions, and more. **One Source, Uniworld, and STAT-USA**, databases available

through the Library System, as well as several websites and print resources, will be demonstrated.



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. 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.

Free Preview Session

Friday, April 23 1:00pm-3:00pm

Lancaster Chamber of Commerce – Southern Market Center

Don't know what competitive intelligence is? Unsure of what it can do for your company? Come to this free preview session to learn more about it. This session is part of the Lancaster Chamber's Professional Friday series.

Thursday, May 6 8:30-11:30am – Session One
Introduction to Competitive Intelligence; Scope of Program; Creating Company Lists

Thursday, May 13 8:30-11:30am – Session Two
Company & Industry Information

Thursday, May 20 8:30-11:30am – Session Three
Financial Information; International Information

Thursday, June 3 8:30-11:30am – Session Four
Trade & Regional Business Journals, Magazines and Newspapers

Thursday, June 10 8:30-11:30am – Session Five
Government Information; Web 2.0; General Trend Information; Wrap-up





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.

Tuesday April 13 1:00-2:30pm

Your Board & Fundraising FC Webinar

This Foundation Center presentation will help you to think systematically through the process of getting your board involved with fundraising and will cover issues such as how to overcome board member concerns regarding fundraising. The webinar will be followed by a discussion time for those in attendance to share their personal experiences on this topic.

**Presenter—Foundation Center Webinar Online Instructor
Registration Deadline—April 8, 2010**

Wednesday April 14 1:30-5:00pm

Mastering the Art of Workplace Communication (DSBC Fundraiser)

The present economic climate requires that leaders become adept at delivering “bad news” without losing the trust and confidence of their people. If your organization is like most others, poor communication is a contributing factor, or perhaps even the main culprit, to your most significant workplace problems. Join our presenter—local author and business psychologist Rob Skacel for this unique and timely learning opportunity to improve your personal communication skills, and to foster a stronger communication culture throughout your workplace.

(Proceeds beyond workshop expenses will directly benefit the operation of the Duke Street Business Center at LPL)

Presenter—Rob Skacel, Ph. D, True Edge Performance Solutions

Location—Lancaster Public Library, 2nd floor Bates Auditorium

Registration Fee - \$75.00 for half day workshop

Registration Deadline (including registration fee payment) —April 2, 2010

Monday April 19 3:00-4:30pm

Just for Nonprofits!

This overview of nonprofit resources found in the Duke Street Business Center includes 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 – April 15

Thursday May 13 3:00-4:30pm

DSBC Nonprofit Network Event

The Duke Street Business Center at Lancaster Public Library hosts a free quarterly Nonprofit Network Event for leaders of local nonprofit organizations. This **quarter’s** event will begin at 3:00pm with attendee introductions followed by a presentation, **Blogging for Nonprofits**, that will focus on how you can create a blog that will effectively reach your audience and not waste valuable time and expense. Marketing consultant and long-time blogger Kelly Watson will discuss traffic generation strategies, outsourcing options and other tips on how blogging can boost your organization’s outreach. The presentation will be followed by attendee introductions and an informal time to network with colleagues.

Presenter – Kelly Watson, Wordwise Marketing

Registration Deadline – May 10

SMALL BUSINESS WEEK PROGRAM

Wednesday May 26 1:30-3:00pm

Starting a Business – Your Next Career Move?

In this tough job market, many people have contemplated the idea of starting their own business. Without knowing all that is involved, this can be daunting. In honor of National Small Business Week, Rhonda Kleiman and Diane Pawling, business reference librarians, will take you through the process using their **Business Start-Up Toolkit** as a guide. At each step in the process, they will show would-be entrepreneurs a wealth of free resources available through the Duke Street Business Center at Lancaster Public Library, the Library System of Lancaster County, and beyond.

Presenters – Rhonda Kleiman, Economic Development Manager, Library System of Lancaster County & Diane Pawling, Business Reference Librarian, Duke Street Business Center

Registration Deadline – May 22

Thursday June 3 3:00-4:30pm

Marketing Strategies in 2010 – The Digital Age

Has your marketing strategy changed within the past three years to reflect the new ways that your target audience now receives news and information about products and services? Are you confused how to intertwine all facets of media today? Should you re-evaluate the effectiveness of your website and determine how the use of email, social media and mobile devices may successfully help you to reach your target? Join us to learn

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tips for updating your marketing plan for the best possible return getting the ROI from each media in today's constantly evolving technologies.

Presenter- Bobbi Hartlove-Fronczek, Infinite Solutions with Marketing

Registration Deadline-June 1, 2010

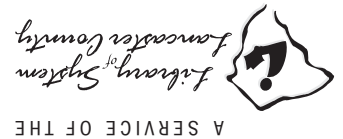
Wednesday, June 23 1:30-3:00pm

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

This hands-on training focuses 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 non-profit-to-business solicitations or event invitations.

Presenter-Diane Pawling, DSBC Business Reference Librarian

Registration Deadline - June 18



**Duke Street
Business Center
Small Biz
Network Event**
Tuesday,
January 27, 2008
See inside for details.

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

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