



# Chester County Library Business News

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## Happy New Year from Business News

We wish you a happy, healthy and productive 2006. Here are some suggestions on how you can use our collections to find success in the New Year.

### Career Resources

Looking to jumpstart your career in 2006? You will find books on resumes and cover letters in 650.142. We have books on changing careers in 650.14. Try **Learning Express Library (LEL)**, also available from home, to take an e-course on resume and cover letter writing. You can also use **LEL** to practice business writing, interview skills and math skills. **LEL** also has a section called **Job & Career Success** with courses on finding the right job, networking skills and success on the job. Access **LEL** from our Databases page: [www.ccls.org/databases/databases.htm](http://www.ccls.org/databases/databases.htm).

### Investing

Become an informed investor in 2006! Find basic investing and retirement planning books in 332.024 and 332.6. Use **Morningstar Library Edition**, also available from home, to research stocks and mutual funds. You can even analyze your portfolio using **Morningstar Library Edition's** Portfolio X-Ray. All free, all from home!

### Small Business

Is 2006 the year you start a small business? Find books on starting a business in 658.022 and 658.11. Find books on writing business plans in 658.4012. Take a class with the **Kutztown**

**Small Business Development Center** on starting a business and/or writing a business plan. For a schedule of classes, see the back page of this issue.

If you are already running a small business, make 2006 the year you utilize our databases to make your life easier. Use **Business and Company Resource Center**, available from home, to research industries and companies. Use it to find trade and professional associations. Use **Business Source Premier**, available from home, to identify trends and issues in your field. Use it to stay on top of trade journals and magazines. Set up e-mail alerts to find out when new articles or magazines are added to the database. Use **ReferenceUSA**, available from home, to identify potential customers and to research competitors. Find easy access to all of our databases at [business.ccls.org/databases.htm](http://business.ccls.org/databases.htm).

And, finally, don't forget to attend one of our business events. We are very excited to welcome local author **Diane Hanson** on **Tuesday, January 24 at 7:00 PM**. Ms. Hanson is the president of West Chester-based Creative Resource Development, Inc. She will be talking about her career and the publication of her new book, **The Masters of Success**. A recognized expert on teams, teamwork, and organizational change, she will also discuss key factors for successful teams. Her book **The Masters of Success** (650.1 M) is available for check-out at the Chester County Library. Look at the back page of this newsletter to see our other upcoming events or go to our

online event calendar – [www.ccls.org](http://www.ccls.org) and click on **Events @ Your Library**.

## ReferenceUSA Changes

**ReferenceUSA** has added some search enhancements to the database. When searching for a company by name, there are now three levels of search. The first level of a name search is an exact match search. The second level of a name search is the wildcard search. After the initial search is done, a red Try Harder-Wildcard button will appear. The wildcard search looks for additional characters after each word in the name (for example: child will now look for children, childhood, etc.). The third level of a name search will appear after using the wildcard option. There will now be a red Try Harder-"Sounds Like" button. The sounds-like option looks for names that match the sound of the word used (for example: fizics would bring back physics after using the sounds-like options). **ReferenceUSA** is available from home or in the Library. It can be accessed at the Business Databases page: [business.ccls.org/databases.htm](http://business.ccls.org/databases.htm).

**Business News**, a bimonthly publication, is aimed at informing the business community and library patrons about the Library's business resources and services. **Business News** is also available on **CCL Business INC** <http://business.ccls.org/busnews.htm>. Access business databases from home at **CCL Business INC's** Business database page <http://business.ccls.org/databases.htm>.

Researching a company? Writing a business plan? Conducting market research? The Chester County Library can help. Call and make an appointment to find out how the Library can help you in your business research. Call or e-mail **Jenna Persick**, Business Reference Librarian, 610-280-2624/ [jpersick@ccls.org](mailto:jpersick@ccls.org), to set up your tour of the Business Reference Collection today.

## Internet Corner

### Spotlight on CCL BUSINESS INC Business Web Links: Online Job Hunting

Business Web Links is the first component of **CCL Business INC** ([business.ccls.org](http://business.ccls.org)). This area was designed to have useful business web sites organized in one easy-to-use area. In this issue, we will take a closer look at the **Online Job Hunting** category. One thing all Business Web Link categories have in common is a printable version; use this to print links in a streamlined format without graphics.

The **Online Job Hunting** category is divided into two sub-categories: **Career Resources** and **Job Searching Sites**. We will look at Job Searching Sites in this issue.

Job Searching Sites begins with some links about using the Internet in a job search, choosing a job site and protecting your privacy during a job search. Next are sites with local job postings including the **Daily Local News**, Careerbuilder (**Philadelphia Inquirer**), Pennsylvania's Job Bank, Pennsylvania Careerlink and Chester County Government. We follow the local sites with national job postings including America's Job Bank,

College Grad Hunter, Direct Employers, Hot Jobs and Monster. Sources for Government job postings are next including USA Jobs, Federal Jobs Net, Studentjobs.gov, Pennsylvania Civil Service and Chester County Library System job openings.

If you would like to share your favorite Web sites, books or magazines, please drop a note to **Jenna Persick**, Business Reference Librarian, [jpersick@ccls.org](mailto:jpersick@ccls.org) and we'll list them in **Business News** (subject to review).

We welcome your suggestions, comments and questions. Please e-mail them to [jpersick@ccls.org](mailto:jpersick@ccls.org), call 610-280-2624, or stop by the Reference Department and share your ideas personally.

## New Books

### Company Histories

**The Pampered Chef: The Story of One of America's Most Beloved Companies**, Doris Christopher, 2005 (381.4568 C).

*Christopher, founder of The Pampered Chef, shares stories and lessons behind the success of her kitchen accessory business.*

### Entrepreneurship

**The Art of Pricing: How to Find the Hidden Profits to Grow Your Business**, Rafi Mohammed, 2005 (338.52 M).

*Mohammed, a pricing and strategy consultant, addresses a common dilemma in the business world: how to set a price. He argues that pricing is not just about setting numerical values, but also about creating strategies to maximize profits.*

**The Elements of Small Business: A Lay Person's Guide to the Financial Terms, Marketing Concepts and Legal Forms that Every Entrepreneur Needs**, John Thaler, 2005 (658.022 T).

*Lawyer Thaler provides an informative guide to running a small business. Topics covered include: basic economics, business formation, partnership agreements, franchises, capital formation, business plans, marketing, leases, insurance, business equipment, accounting, employees, legal issues, retirement and exit strategies.*

**Business for Beginners: From Research and Business Plans to Money, Marketing and the Law**, Frances McGuckin, 2005 (658.11 M).

*Entrepreneur McGuckin provides a guide to opening a small business. Topics covered include: finding the right business, financial statements, market research, start-up expenses, business plans, legal requirements and marketing.*

**The Martha Rules: 10 Essentials for Achieving Success as Your Start, Build, or Manage a Business**, Martha Stewart, 2005 (658.11 S).

*Stewart used an early outline of this book to teach a class on starting a business to fellow prison inmates. She has expanded that session to share her insights on starting and running a successful business.*

**OPM: Other People's Money: How to Attract Other People's Money for Your Investments—the Ultimate Leverage**, Michael A. Lechter, 2005 (658.1522 L).

*Part of the Rich Dad's Advisors series, this book examines how to find outside financing for businesses. Lechter, an intellectual property at*

torney, discusses start-up financing, raising money, sources for OPM and how to attract OPM.

**I've Seen a Lot of Famous People Naked, and They've Got Nothing on You! Business Secrets from the Ultimate Street-Smart**

**Entrepreneur**, Jake Steinfeld, 2006 (658.421 S).

*This title has to be the funniest ever annotated in **Business News**. Steinfeld, founder and chairman of Body by Jake, reveals the secrets that helped his business grow and succeed.*

## General

**The Running of the Bulls: Inside the Cutthroat Race from Wharton to Wall Street**, Nicole Ridgway, 2005 (330.0748 R).

*Business journalist Ridgway follows seven Wharton undergraduates during their senior year as they navigate recruitment season to start their business careers.*

**The Movie Business: The Definitive Guide to the Legal and Financial Secrets of Getting Your Movie Made**, Kelly Charles Crabb, 2005 (343.0787 C)

*Entertainment lawyer Crabb examines the business-side of making movies. Topics covered include: copyright, rights, screenplays, financing a movie, producing a movie and making money with a movie.*

**Degunking™ eBay**, Greg Holden, 2005 (381.1702 H).

*Holden, author of **The Collector's Guide to eBay** (381.177 H), presents a guide to using eBay effectively. Topics covered include eBay housecleaning, eBay searching, bidding and winning auctions,*

*communications, improving your eBay image, eBay software and services, improving auction descriptions, selling strategies, shipping and customer service, sales inventory, problem transactions and tips from eBay power sellers.*

**All In: Poker Night Lessons for Winning Big at Your Career**, Geoff Graber, 2005 (650.1 G).

*It had to happen: the poker craze has hit the business book world. In this book, Yahoo! executive Graber explains how to use skills learned in poker to achieve success in business.*

## Grant Writing

**Grant Writing for Dummies**, 2nd ed., Bev Browning, 2005 (658.1522 B).

*Grant writing expert Browning provides an in-depth guide to grant writing. Topics covered include: grant basics, government and corporate grants, rules of the grants game and assembling a grant application. The book includes top 10 lists for organizing your writing, personalizing a request and handling a rejection. There is an appendix containing a complete example of a grant application narrative.*

**Writing Grant Proposals that Win**, 3rd ed., Deborah Ward, 2005 (658.1522 W).

*This guide to grant proposals begins with a section on the general structure of grant proposals. Other topics covered include understanding Federal RFPs, the review process and private-sector funding. The book includes sample proposals and appendices with Federal and private websites, resources and sample budget forms.*

## Jobs & Careers

**The Ape in the Corner Office: Understanding the Workplace Beast in All of Us**, Richard Conniff, 2005 (650.13 C).

*Conniff, author of **The Natural History of the Rich: A Field Guide** (305.5234 C), takes a look at the office comparing the behaviors found there to behaviors found in the animal kingdom. He uses these comparisons to discuss the best behaviors for success.*

## Money

**Practical Guide to Your Money: Keep More of It, Make It Grow, Enjoy It, Protect It, Pass It On**, 3rd ed., 2005 (332.024 K).

*The editors of **Kiplinger's Personal Finance** address personal finance. Topics covered include savings, credit, banking, buying and selling a home, mortgages, renting, vacation homes, homeowners insurance, buying a car, marriage and money, kids and money, college educations, funerals, aging parents, life and health insurance, investing, retirement and estate planning.*

**How We Got Here: A Slightly Irreverent History of Technology and Markets**, Andy Kessler, 2005 (338.064 K).

*Former hedge fund manager and Wall Street Analyst Kessler provides a history of technology as it relates to money and markets. He begins at the industrial revolution and moves to the present day.*

## Retirement

**Retire Worry-Free: Money-Smart Ways to Build the Nest Egg You'll Need**, 5th ed., 2005 (332.024 R).

*The editors of **Kiplinger's Personal Finance** take a look at retirement.*

Topics covered include estimating how much you will need for retirement, how to manage spending and debt, work retirement plans, social security, insurance, IRAs, money-wise strategies and how to monitor your retirement plan.

## Sales

**Selling to Anyone Over the Phone**, Renee P. Walkup, 2006 (658.85 W).

*Sales and management consultant Walkup argues that a telephone is one of the most important selling tools. She begins with a refresher course on phone skills and then introduces a process to become more effective on the phone.*

## Upcoming Events

All events are held at the Chester County Library. Programs are free and open to the public. Upcoming events are also listed on **CCL Business INC**, <http://business.ccls.org/businessat.htm> → click on **Business Events**. For information and reservations call **610-280-2624** or e-mail [business@ccls.org](mailto:business@ccls.org).

**Tuesday, January 24**  
**7:00-8:30 PM**

### The Masters of Success

**Diane Hanson**, West Chester resident and President of Creative Resource Development, Inc. will discuss her career and the publication of her new book, *The Masters of Success*. A recognized expert on teams, teamwork and organizational skills, she will also discuss key factors for successful teams.  
**Snow date: Tuesday, January 31**

**Wednesday, February 15**  
**7:00-8:30 PM**

### Social Security Benefits

A representative from the West Chester Social Security office will

present an informative session on all aspects of Social Security. This presentation will include how the Social Security Administration computes your benefits, when and how to file for benefits so you won't lose money, what documents you need to file your claim, and can you work and still collect some benefits.

**Snow date: Tuesday, February 21**

**Tuesday, March 21**  
**7:00-8:30 PM**

### Researching Companies Online

Looking for sales leads? Researching your competition? Come to this Internet demonstration to learn how to use business databases and web sites to research companies. Presented by **Jenna Persick**, Business Reference Librarian, Chester County Library.

**Snow date: Tuesday, March 28**

**Tuesday, April 18**  
**7:00-8:30 PM**

### Market Research Resources

Writing a business or marketing plan? Interested in learning more about your target market? Join **Jenna Persick**, Business Reference Librarian, as she demonstrates Internet and library resources for market research.

## KUSBDC Classes

These classes are held at the Chester County Library.

### How to Start and Operate a Small Business

Sponsored by the Small Business Assistance Center (SBAC), Kutztown University Small Business Development Center (KUSBDC) and SCORE. Registration required, call **SBAC 610-444-1721** or **KUSBDC toll free 877-472-7232** or visit **KUSBDC's Web site [www.kutztownsbdc.org](http://www.kutztownsbdc.org)**. *There is a one-time \$10.00 materials fee for this class.* Contact KUSBDC for payment information.

**Wednesday, January 18**  
**Wednesday, February 8**  
**Wednesday, March 8**  
**6:00-8:30 PM • Struble Room**

### First Step Series

Four business planning workshops. **Attendees must register with KUSBDC before attending Business Plan I. The sessions must be taken in order. A certificate will be awarded at completion of all four Business Planning classes.** To register, call **KUSBDC toll free 877-472-7232** or visit **KUSBDC's Web site [www.kutztownsbdc.org](http://www.kutztownsbdc.org)**. *There is a one-time \$50 materials fee for these classes.* Contact KUSBDC for payment information.

### Series starting January 26:

**All 3:30-6:00 PM**

**Thursday, January 26**

*Business Plan I ~ Struble Room*

**Thursday, February 2**

*Business Plan II ~ Struble Room*

**Thursday, February 16**

*Business Plan III ~ Struble Room*

**Thursday, February 23**

*Business Plan IV ~ Struble Room*

### Series starting March 16:

**All 3:30-6:00 PM**

**Thursday, March 16**

*Business Plan I ~ Struble Room*

**Thursday, March 23**

*Business Plan II ~ Struble Room*

**Thursday, March 30**

*Business Plan III ~ Board Room*

**Thursday, April 13**

*Business Plan IV ~ Struble Room*

### Chester County Library System

Atglen Public Library (610-593-6848)  
Avon Grove Library (610-869-2004)  
Bayard Taylor Memorial Library (610-444-2702)  
Chester County Library (610-280-2600)  
Chester Springs Library (610-827-9212)  
Coatesville Area Public Library (610-384-4115)  
Downingtown Library (610-269-2741)  
Easttown Library & Info. Center (610-644-0138)  
Henrietta Hankin Branch Library (610-321-1700)  
Honey Brook Community Library (610-273-3303)  
Malvern Public Library (610-644-7259)  
Oxford Public Library (610-932-9625)  
Paoli Library (610-296-7996)  
Parkesburg Free Library (610-857-5165)  
Phoenixville Public Library (610-933-3013)  
Spring City Free Library (610-948-4130)  
Tredyffrin Public Library (610-688-7092)  
West Chester Public Library (610-696-1721)