



Chester County Library *Business News*

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Tax Time

It is tax time again. We have many of the major federal and state tax forms in the Library. You can also access forms from the IRS website: www.irs.gov and the PA Department of Revenue website: www.revenue.state.pa.us. We also have *J.K. Lasser's Your Income Tax* and other tax books in 343.052. The IRS also publishes a useful tax guide, Publication 17, available online at www.irs.ustreas.gov/pub/irs-pdf/p17.pdf.

ReferenceUSA Changes

Wow! More changes to the **ReferenceUSA** database. Last issue, we reported on some new searching enhancements; they have already introduced more.

One of the most exciting is the new **Data Summary** feature. This feature will generate a count of businesses in the search results: by employee size, sales volume, type of business and geographical counts. To use it from the search results page, click on the Data Summary button. On the next page, choose the options you wish to see broken down. Click Generate Matrix. The resulting page may be printed out. This is a great tool to see statistics about your search results.

Another change to the database is the addition of the **Year Established** field. Many records will contain the year the business was started. You can also search using this

field by checking Year Established under the Special Selects category in a Custom Search. **Please note:** Not all records have this data element available, so a search looking for businesses started in 2004 may miss some companies in the database. This information is compiled using telephone interviews, advertisements in yellow pages and annual reports.

You can now search for 1.3 million **Home-Based Businesses**. You can search using this field checking Home-Based Business under the Special Selects category in a Custom Search. This information will also be displayed in the detailed record.

There are also new data elements that display in the detailed record. You can now see the latitude/longitude for businesses. Corporate linkages are now included in the detailed record where applicable. Clicking on the linkage up or down will take you to the corporate family tree. Some records will have links to news headlines generated from global newspapers and journals. Finally, some records will also have public filing information (civic filings, tax liens and small claims judgements).

BSP Changes

You can now search **Business Source Premier (BSP)** in two ways. Use the standard interface by clicking on Business Source Premier under the category Business on the POWER Library page. Or, click on Business Searching Interface (BSI) under the category Business. The new interface has a streamlined appearance and is as

easy to use as the standard interface. Use the Browse feature to find company profiles, country reports, industry profiles and market research reports. You can still access My EBSCOHost through the BSI by clicking Sign In. Try it and see what you think.

CCLS Databases

We tend to focus our attention on our business databases in *Business News*. In our Nov/Dec 2005 issue, we looked at some of the other databases available at all libraries in the Chester County Library System. We'll continue our tour of databases with a look at some of our "recreational databases." Unless noted, these databases are also available at home with a valid Chester County Library System library card. Find easy access to all of these databases at www.ccls.org → click on **Databases**.

Looking for a good book to read? Try **Novelist**, our fiction database. Tell **Novelist** about a favorite title or author and find similar books. Or, browse the very extensive collection of booklists. Take a look at the **For Readers** tab to find

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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>.

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even more good books to read. **Novelist** also includes reading group guides for selected titles. You can also find books using **Books in Print with Reviews (BIP)**. A unique feature of **BIP** is the ability to save books as you find them to a list. Simply print out or e-mail the list when you have finished your session to have a handy reminder of what you researched.

Researching your family history? We have two genealogical databases, **Ancestry/Library Edition** (in-library use only) and **HeritageQuest**. Search for census records, passenger lists, birth/marriage/death records, local histories, medical records and slave narratives. **HeritageQuest** also includes access to **PERSI**, a magazine index to genealogy and local history articles.

Fixing your car? Use the **Auto Repair Reference Center**. Access repair procedures, service bulletins and wiring diagrams for vehicles built between 1954 to the present. Simply choose the year of the vehicle, the make and the model to find repair information.

Researching an artist or a musician? Try **Grove Art Online** and **Grove Music Online**. Use these two databases to find biographical information on artists and musicians as well as information on artistic and musical styles. See examples of paintings and architecture in **Grove Art Online** and listen to music samples in **Grove Music Online** (free, downloadable plug-in required – find information on the main page of the database).

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**, to set up your tour of the Business Reference Collection today.

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> 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>, call **610-280-2624**, or stop by the Reference Department and share your ideas personally.

Internet Corner

Spotlight on American Factfinder

American Factfinder is the starting point to access US Census data. Find it at **factfinder.census.gov**. **Factfinder** includes both consumer and business demographics. The quickest way to find consumer demographics is under the **Fast Access to Information** box near the top of the page. Simply enter a city, town, county or zip code to get a **Fact Sheet** with demographics including general characteristics (population, race, households, housing units), social characteristics (education status, veteran status, disability status, language spoken at home) and economic characteristics (labor force, mean travel time to work, per capita income).

Additionally, you can find consumer demographics by clicking on **People** on the left-hand side of the screen. There you can browse tables on population, age and sex, aging, disability, education, employment, income, origins and language, poverty, race and ethnicity, relationships and veterans.

One of the most useful features of **Factfinder** is the address search near the bottom of the left-hand side of the screen. Enter a street address to find what county the address is in, what county subdivision (for PA this will list township—very handy!), what census tract, what voting district, what congressional district and school district the address is in. Clicking on any of these items will bring back demographics for these particular designations. There is much more to explore in **Factfinder**; next issue we will take a look at using **Data Sets**.

New Books

Entrepreneurship

How to Run Your Business Like a Girl: Successful Strategies from Entrepreneurial Women Who Made It Happen, Elizabeth Cogswell Baskin, 2005 (658.022 B).

While not a how-to book on starting a business, this book should still be useful to any women interested in becoming small business owners. Entrepreneur Baskin uses her own experiences and those from other successful women business owners to illustrate specific concepts.

Alpha Dogs: How Your Small Business Can Become a Leader of the Pack, Donna Fenn, 2005 (658.022 F).

Fenn, contributing editor of Inc Magazine, profiles eight small business owners and shares the strategies that led to their success. One of the businesses profiled is Mike's Famous Harley-Davidson in Delaware.

Nonprofit Kit for Dummies, 2nd ed., Stan Hutton & Frances Phillips, 2006 (658.048 H).

Here is a guide to starting and managing a nonprofit. Topics covered include: writing a mission statement, incorporating a nonprofit, applying for tax exemption, safeguarding nonprofit status, building a board of directors, planning, budgets, marketing, fundraising, grant proposals and capital campaigns.

General

The Masters of Success, 2006 (650.1 M).

In an interview format, David Wright, president of the International Speakers Network, interviews 19 business leaders to share their strategies for success. Masters of success include

Ken Blanchard, Jack Canfield, John Christensen and West Chester resident Diane Hanson.

The Winning Spirit: 16 Timeless Principles that Drive Performance Excellence, Joe Montana & Tom Mitchell, 2005 (658.314 M)

Former quarterback Montana and performance coach Mitchell present strategies for success. After each principle is defined, there is a practice exercise and real-life examples from both writers' personal experiences.

It Takes a CEO: It's Time to Lead with Integrity, Leo Hindery, Jr., 2005 (658.4092 H).

Hindery, managing partner of InterMedia Partners, argues that chief executive officers (CEO) have a responsibility of leadership in the community as well as in the boardroom. As such, they also have a responsibility to lead with integrity and less greed. He uses real-life examples to illustrate his points and provides behaviors CEOs should follow.

Jobs & Careers

What Color is Your Parachute? A Practical Manual for Job-Hunters and Career-Changers, 2006 ed., Richard Nelson Bolles, 2007 (331.128 B).

The latest edition of this perennial job-hunting classic.

First-Job Survival Guide: How to Thrive and Advance in Your New Career, Diane C. Decker, Victoria A. Hoevermeyer & Marianne Rowe-Dimas, 2006 (650.1 D).

Here is a handy guide to workplace success for anyone, not just a new graduate. Topics covered include: professional image, business writing basics, business etiquette, developing work relationships, team skills and conflict resolution.

Stop Whining & Start Winning: 8 Surefire Ways for Women to Thrive in Business, Molly Dickinson Shepard & Jane K. Stimmler, 2005 (650.1082 S).

Executives Shepard and Stimmler provide a career-improvement guide for women. They identify ways in which women can improve their communication and networking skills to succeed in the corporate world.

The Quick Resume & Cover Letter Book: Write and Use an Effective Resume in Only One Day, 3rd ed., Michael Farr, 2005 (650.142 F).

Prolific career author Farr presents an all-in-one resume and cover letter book. The book covers the basics of resumes, cover letters and thank you notes. There is also a gallery of sample resumes with annotations to illustrate specific points.

Income Tax

J.K. Lasser's Your Income Tax 2006, 2005 (343.052 J).

Two words: tax time. This 816 page guide to income taxes will surely come in handy before April 15.

Home Business Tax Deductions: Keep What You Earn, 2nd. ed., Stephen Fishman, 2005 (343.0523 F).

Attorney Fishman looks at tax deductions for home businesses. Topics covered include: operating expenses, deducting long-term assets, home office deduction, meal and entertainment expenses, car and local travel expenses, business travel, inventory, medical expenses, retirement deductions, record keeping, claiming tax deductions for prior years and how to stay out of trouble with the IRS.

Marketing

Latino Boom! Everything You Need to Know to Grow Your Business in the U.S. Hispanic Market, Chiqui Cartagena, 2005 (658.8008 C).

Cartagena, managing director of multicultural communications at Meredith Integrated Marketing, provides a guide to the Hispanic market in the US. She begins with an overview of this growing market. She identifies and profiles the top ten Hispanic markets. She discusses the Spanish-language media landscape and the Hispanic advertising industry. She also includes ten mistakes to avoid when targeting this market.

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea, Bill Schley & Carl Nichols, Jr., 2005 (658.827 S).

Brand consultants Schley and Nichols offer a primer on branding. Part I examines the rules and principles of branding. Part II is an eight week program on developing a brand.

Money

Money, a Memoir: Women, Emotions, and Cash, Liz Perle, 2006 (332.024 P).

Perle, editor in chief of Common Sense Media, uses her own experiences and those of other women to look at the conflicted and emotional relationship women have with money.

Hedgehogging, Barton Biggs, 2006 (332.645 B).

Money manager Biggs provides an insider's account of professional Wall Street investors. He defines "hedgehogging" as "the never-ending search for investment acorns." He portrays the personalities engaged in this practice through personal reflections and anecdotes in this very readable look into Wall Street.

Negotiation

How to Negotiate Like a Child: Unleash the Little Monster Within to Get Everything You Want, Bill Adler, Jr., 2006 (658.4052 A).

You negotiate every day in all aspects of your life. Adler argues that children are the best negotiators in the world and identifies over 40 child negotiation strategies for adults to use.

Tom Peters Essentials

Trends (658.4012 P)

Design (658.406 P)

Leadership (658.406 P)

Talent (658.406 P);

*These four books encompass the Tom Peters Essentials series: four books adapted from his book **Re-Imagine!** (658.406 P). Each title offers information on a single theme in easy-to-read chapters.*

Trump

Lessons from the Apprentice: Secrets to Success from the Boardroom to the Business World, Michael Robin, 2005 (658.4 R).

*Yes, another business book from the world of Donald Trump. This book uses examples from the TV show **The Apprentice** to highlight strategies for business success. The book also includes episode synopses from the first three seasons of the show.*

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.

Tuesday, March 28

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.

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.

Wednesday, March 8

Tuesday, April 4

Wednesday, May 10

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. There is a one-time \$50 materials fee for these classes. Contact KUSBDC for payment information.

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

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. *There is a one-time \$10.00 materials fee for this class.* Contact KUSBDC for payment information.

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)
Parkersburg 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)