



CHESTER
COUNTY

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Business News

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Business @ Your Library: Success Revealed

In the last issue of *Business News*, it was reported that over 60% of people living in the United States said that libraries are important to starting and operating a small business. ("Small business start-ups begin @ your library." *American Library Association, 2006.*) Local small business success can be seen first-hand at **Expert Service Providers (ESP)** of Malvern. ESP is a complete technology resource offering businesses a variety of services to meet their telecommunications and IT requirements. Company founders, **D.J. Metcalf** and **Jason Thelman** recently contacted the Chester County Library and shared how they leveraged the small business resources the Library has to offer and the positive impact the Library continues to have at Expert Service Providers.

The Chester County Library has always been a viable resource for individuals to research information for personal, educational and business purposes. With that in mind, Expert Service Providers took advantage of the numerous resources available through the Chester County Library to help us properly structure our company, formulate a solid business model and identify other companies to work with to implement our business plan. We continue to use the Chester County Library to research opportunities and solutions to manage our company's growth, and recommend for any individuals launching an new business or building their current company, to make use of the numerous resources provided by their local library.

D.J. Metcalf, Principal

ESP delivers top-tier products and services for companies – including voice, data, and high-speed Internet services, phone system design, installation and relocation, phone system maintenance contracts, voice and data cabling, IT review and support, as well as other technology-related solutions for businesses. To

learn more about the products and services delivered by ESP contact them directly at **610-644-2250** or visit their website, **www.espdelivers.com**.

Has your company found the small business services at the Chester County Library helpful to your business? We want to hear about it! Submit your company's testimonial to **business@ccls.org** and it may be featured in a future issue of *Business News*.

ReferenceUSA Enhancement

Be sure to check out the most recent enhancements in **ReferenceUSA (RefUSA)**. For anyone unfamiliar with **RefUSA**, it is a business database available at all libraries in the Chester County Library System and from home with a valid Chester County Library System library card. With information on over 14 million public and private businesses in the United States, **RefUSA** can be used to research an industry or company, to find company contacts and to locate businesses. The information is compiled from phone books, annual reports and other public sources. The database is updated monthly. For more information on how to use **RefUSA** go to **CCL Business INC., guides to using Library Databases – <http://business.ccls.org/pdfs/refusa.pdf>**. To access the database go to **CCL Business INC. Business Databases <http://business.ccls.org/databases.htm>**.

Some of the recent database changes include the addition of 2.5 million company photos, 125,000 enhanced company descriptions, 5000 annual reports in PDF format, UCC filings, hours of operation and credit

card acceptance information as well as an executive gender search feature. The enhanced detailed company records have a new easier to read layout. Other items of interest include a link for **Map It** which will provide a printable MapQuest map pin pointing the company location. Links for **Driving Directions** and **Radius** which will provide businesses or SIC codes within a 1/10 to 20 mile radius of your company of interest are also available. Primary Line of Business SIC or NAICS codes and categories are now prominently highlighted in red. The **Management Directory** provides key executive information, when available, broken out by title, name and gender. The **Company News** section has been expanded to provide news resources beyond Google News with articles now available from major newspapers and newswires in addition to other resources. **UCC Filings (Uniform Commercial Code)** are now available and can be used among other things to determine whether personal property has been pledged by a company or reveal the financial relationship between a party and other entities. More information about the use of UCC Filings is available in **RefUSA**. Finally the detailed company record includes expanded local content including current weather conditions and local news.

Business News, a quarterly 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>**.

Reference Department
610-280-2620/21

Business E-Mail
business@ccls.org

CCL Business INC
business.ccls.org

2006 Business Book of the Year Award

China Shakes the World: A Titan's Rise and Troubled Future – and the Challenge for America by James Kyngé (330.951 K) has won the second annual Business Book of the Year Award sponsored by the *Financial Times* and Goldman Sachs. The award is presented annually to the book that has provided "the most compelling and enjoyable insight into modern business issues" as described by FT/Goldman Sachs.

The book details the lightening fast growth of China and the resulting global business and economic implications. Kyngé, a journalist in Asia for two decades and a former Beijing bureau chief for the *Financial Times* writes of how China's appetite for jobs, raw materials, energy sources in conjunction with the export of goods and investments has and will continue to dramatically reshape global politics and trade.

China Shakes the World beat out four other finalists for the Business Book of the Year Award. All of these books including the winner are available at the Chester County Library. The finalists included **The Long Tail** by Chris Anderson (658.802 A), **Small Giants** by Bo Burlingham (658.409 B), **The Wal-Mart Effect** by Charles Fishman (381.149 F) and **The Box** by Marc Levinson (387.5442 L). For more information about these books see the **New Books** section of this issue.

The winner of last year's award was Thomas Friedman's **The World is Flat** (303.4833 F).

The *Financial Times* has made available the transcript of the **Ask the Expert** interview from May 15, 2006, with James Kyngé available online at www.ft.com. Search for **China Shakes the World** and **click** on the **Ask the Expert** link to read Kyngé's views to reader questions of his award winning book.

Nobel Peace Prize Surprise Winner

In an unanticipated move, the 2006 committee jointly awarded the Nobel Peace Prize to Muhammad Yunus of Bangladesh and the Grameen Bank. Many had expected the award to go to someone involved in peace talks. In awarding the prize to an economist, the Nobel Committee widened

its scope of consideration of this prestigious prize and helped reveal the important work being done at the grassroots level of Yunus and the Grameen Bank, specifically to promote entrepreneurship and alleviate poverty. Nobel Committee chairman, Ole Danbolt Mjoes stated, "Mr. Yunus and the bank were being honored for their efforts to create economic and social development from below...Development such as this is useful in human rights and democracy."

After witnessing the devastating famine ravaging Bangladesh in the 1970s, Yunus decided to start an experimental micro-credit lending program to help the poorest victims, primarily women, to escape situations of crippling poverty. By 1976 and with just \$27 from his own pocket, Yunus started the micro-lending establishment which evolved by the early 1980s into the Grameen Bank. According to the Grameen Bank website, www.grameen-info.org, the bank has lent since its inception 5.27 billion US dollars to 6.61 million borrowers, 97% of them women. Loan recovery rate is 98.85%. The bank does not require any collateral against its loans and does not require the borrower to sign any legal documents when taking out the loan.

Stephen Covey, author of the bestseller **The Seven Habits of Highly Effective People** (158 C), writes in his follow up hit **The 8th Habit: From Effectiveness to Greatness** (158 C) of the challenge of our world today to "find our voice and inspire others to find theirs." This is what Covey defines as the 8th habit and he features the works of Muhammad Yunus in the first chapter of his book. (Both books are available at the Chester County Library.)

To learn more about Muhammad Yunus check out his inspiring memoir **Banker to the Poor: Micro-Lending and the Battle Against World Poverty** (B 332.1095 YUNUS) available at several Chester County Library System libraries.

Researching a company? Writing a business plan? Conducting market research? The Chester County Library can help. E-mail us to see how the Library can help you in your business research: business@ccls.org.

Internet Corner

Spotlight on Small Business Financing

One of the most pressing concerns of entrepreneurs and small business owners is finding financing opportunities for their business start-ups. This issue of *Business News* highlights several web resources with more information on best places to find small business financing.

Raising Start-Up Capital www.inc.com/guides/finance/20797.html

Inc. Magazine has put together this guide to finding funding for your small business. Included in the guide are articles from *Inc. Magazine* as well as references to additional resources on a variety of topics. Some of what may be found in this guide include links to **Where do you go?** written by Small-business expert Tom Ehrenfeld which discusses the various financing options entrepreneurs have; **How to Finance Anything** which provides an overview of some resources that entrepreneurs frequently pursue, including private-equity investors, banks, venture capitalists and non-banks; and **Start with nothing** an article about how to start a business with little or no money. Many other financing topics are covered in this comprehensive guide some of which include government funding, angel investors and venture capital opportunities.

Best Banks for Entrepreneurs www.entrepreneur.com/bestbanks

Entrepreneur.com has put together this resource for entrepreneurs to search America's top small business friendly banks. Searchable by state, information provided in the search results includes the name of the bank hyperlinked to the bank's website and location and phone number for quick contact. Rankings are based on information from the SBA's most current study on small-business lending activities. To read the complete micro-lending report, visit www.sba.gov/advocaresearch/lending.html. Additional tools available at this site include the top 100 venture capital firms, financial calculators that will help evaluate different areas of your small business, additional articles on funding resources and articles from a "raising money coach."

New Books

eBay

The eBay Entrepreneur: The Definitive Guide to Starting Your Own eBay Trading Assistant Business, Christopher Matthew Spencer, 2006 (381.177 S).

Lifelong entrepreneur and author, Spencer started selling on eBay in 1998 and quickly grew his online business into a major enterprise. This step-by-step book will guide the reader through the process of becoming an eBay Trading Assistant. Trading Assistants are experienced eBay sellers who sell items for others who either lack the time or experience to sell for themselves through eBay. Spencer is a Shooting Star member of eBay (with over 10,000 feedbacks), an official eBay University Instructor and a Certified eBay Educational Specialist. Topics covered in the book include Start-up Costs, Capital Requirements, Budgeting, Licensing for Your Business, Writing Your Initial Business Plan, Building Your Name Online and Conflict Resolution: Handling Client (and Buyer) Disputes Effectively.

Financing for Small Business

Investors in Your Backyard: How to Raise Business Capital From the People You Know, Ashesh Advani, 2006 (658.1592 A).

What do UPS, Wal-Mart and Subway all have in common? All three of these businesses were initially financed with start-up money borrowed from friends or family. Jim Casey, founder of UPS borrowed \$100 to start a bicycle messenger business in Seattle, Washington. By 1919 the company had expanded and changed its name to United Parcel Service. Sam Walton bought his first retail store in 1945 with \$25,000. He borrowed \$20,000 from his father-in-law and the rest he took from his own savings. Today, Wal-Mart is the world's largest retailer. Subway founder Fred DeLuca got his start with a \$1000 loan from a family friend to open a sandwich shop. Today, Subway has more than 21,000 restaurants in 75 countries. Most small business owners need start-up capital but run into walls when trying to obtain bank and other commercial loans. Advani points out that these sources of funding are often not

designed for start-up businesses. This book provides ideas and step-by-step guidelines to obtaining funding through relatives, friends, business associates and "investors in your backyard." The book contains an accompanying CD-ROM which has forms, letter templates, promissory notes, etc. for additional help.

General Business

The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger, Marc Levinson, 2006 (387.5442 L).

Levinson admits that a book on the history of the shipping container may not grab the reader's attention at first glance. The author, however, does not focus on containerization as news "but as a development that has sweeping consequences for workers and consumers all around the globe." Levinson details the drive of entrepreneur Malcom McLean who turned containerization from a mere idea to a huge industry that slashed the cost of transporting goods around the world. Additionally, the book focuses on the economic ramifications of the shipping container with chapters on the eventual closing of ports to the rise of Asia as the premier provider of inexpensive products.

The Disposable American: Layoffs and Their Consequences, Louis Uchitelle, 2006 (331.1373 U).

In his first book, award winning author Uchitelle delves into the unpleasant world of corporate layoffs and their impact on America. Using examples from the Stanley Works tool manufacturer and from United Airlines among others, the author demonstrates the devastating impact of layoffs on individuals at all income levels. Uchitelle reports how six (going on seven) administrations have, "...failed miserably in protecting the American people from greedy executives, manipulative pension fund managers, leveraged buyouts and plain old bad business practices." The author states that in today's global economy some layoffs are necessary. But he argues that government must do more to protect the American worker with politics that would help restrict company layoffs and help to generate jobs for those displaced workers.

The Wal-Mart Effect: How the World's Most Powerful Company Really Works, and How It's Transforming the American Economy, Charles Fishman, 2006 (381.149 F).

Author Charles Fishman, senior editor of Fast Company magazine, reveals the many worlds of Wal-Mart in this investigative story of the world's largest company. Fishman documents the ways in which Wal-Mart has changed the United States economy, its impact on the workforce, local communities and the environment. He is careful to present a balanced presentation of Wal-Mart highlighting the benefits the company has bestowed to the individual customer. Fishman interviewed 25 high level executives, spoke with Wal-Mart suppliers and spent time at ports, factories, and the fields and forests to document the wholly global impact of the Wal-Mart Effect.

Leadership

Mavericks at Work: Why the Most Original Minds in Business Win, William C. Taylor & Polly LaBarre, 2006 (658.409 T).

When asked who this book will appeal to, the authors stated, "This book should inform and energize anyone and everyone who wants to do big things in business by shaking up the status quo and challenging the powers-that-be." Taylor and LaBarre traveled the world, visited companies and interviewed great business leaders over an 18 month period before sitting down to write this book. The final result profiles 32 companies that they believe are changing the future of business. In their words this book is "...devoted to the proposition that the best way to out-perform the competition is to out-think the competition. Maverick companies aren't always the largest in their field; maverick entrepreneurs don't always make the cover of business magazines. But mavericks do the work that matters the most – the work of originality, creativity and experimentation."

Management

Management by Baseball: The Official Rules for Winning Management in Any Field, Jeff Angus, 2006 (658 A).

Management consultant by day and major-league baseball writer by night, Angus combined his two areas of expertise in this book showing the connections between success in baseball with success in

business. As he describes it this book, "delivers lessons structured around a model: the baseball diamond. Like that diamond, the model has four "bases": four distinct skill sets managers have to master to be effective at their jobs. Like a baseball player scoring a run, a successful manager has to touch all the bases and do it in sequential order." The book is broken up into four parts: Mastering Management Mechanics, Stealing Second Base – the Players are the Product, Advancing to Third Base – Managing Yourself and Crossing Home Plate – Managing Change.

Marketing

The Long Tail: Why the Future of Business is Selling Less of More,
Chris Anderson, 2006 (658.802 A).

Wired magazine editor, Chris Anderson, presents in his new book the idea that Internet-based retail establishments and niche markets are the wave of the retail future. He writes, "Unlimited selection is revealing truths about what consumers want and how they want to get it in service after service, from DVDs at Netflix to music videos on Yahoo! Launch to songs in the iTunes Music Store and Rhapsody. People are going deep into the catalog, down the long, long list of available titles, far past what's available at Blockbuster Video, Tower Records and Barnes & Noble. And the more they find, the more they like. As they wander further from the beaten path, they discover their taste is not as mainstream as they thought (or as they had been led to believe by marketing, a lack of alternatives and a hit-driven culture)." Anderson's theories are controversial and creating a buzz in the media.

Small Business

Small Giants, Bo Burlingham, 2005 (658.409 B).

In this book, longtime *Inc.* magazine editor Bo Burlingham, challenges the accepted notion that the mark of a great company is endless growth. He profiles 14 remarkable small businesses in a wide variety of industries recognized for their excellence and determination to be the best at what they do. Each of these companies has chosen to pursue more satisfying goals such as providing great customer service or making contributions to their communities. Burlingham writes that "we tend not to focus on privately held companies, especially small ones

whose stock is closely held...Virtually every mass market business best seller...has concentrated on the people in and the practices of large public companies..." Some of the small businesses highlighted in this book include: Anchor Brewing, ECCO and Righteous Babe Records.

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.

Check back in the spring issue of Business News for more business programs at the Chester County Library.

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** website www.kutztownsbdc.org. There is a one-time \$15.00 materials fee for this class. Contact KUSBDC for payment information.

Wednesday, January 10
Wednesday, February 7
Wednesday, March 4
Wednesday, April 11
6:00-8:30 PM • Struble Room

Entrepreneurial Assessment

This workshop will help you answer three questions about yourself and your plans: Why do you want to go into business for yourself? Are you suited to be an entrepreneur? What should you do next? It covers the reasons people go into business for themselves, some myths and truths about starting a business, factors that help make businesses successful, activities to help you determine if you could be a successful

entrepreneur, setting goals and resources to help you. Registration required, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** website www.kutztownsbdc.org. There is a one-time \$15.00 materials fee for these classes. Contact KUSBDC for payment information.

Thursday, February 15
Thursday, March 29
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** website www.kutztownsbdc.org. There is a one-time \$60 materials fee for these classes. Contact KUSBDC for payment information.

Series starting January 11:
All 6:00-8:30 PM • Struble Room

Thursday, January 11

Business Plan I

Thursday, January 18

Business Plan II

Thursday, February 1

Business Plan III

Thursday, February 8

Business Plan IV

Series starting February 22:
All 3:30-6:00 PM • Struble Room

Thursday, February 22

Business Plan I

Thursday, March 1

Business Plan II

Thursday, March 18

Business Plan III

Thursday, March 22

Business Plan IV

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)