



Chester County Library Business News

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Foundation Center at Phoenixville

Grant seekers and nonprofit organizations are encouraged to utilize the resources of Phoenixville Public Library's Foundation Center and AFP Affiliate Library Reference collections. These collections of books, newsletters and electronic resources are intended to help nonprofit organizations and individuals seeking grant money, to direct those interested in philanthropy and to guide nonprofits in the management of their organizations.

The Foundation Center Collection comprises print and online titles published by The Foundation Center and other publishers in the areas of grantsmanship, corporate giving and government assistance. New to the collection this year are two online databases from The Foundation Center: *The Foundation Directory Online Plus* (covering 350,000+ grants, 10,000 largest foundations, 60,000+ trustees, officers and donors) and *Foundation Grants to Individuals Online* (6,000+ foundation and public charity programs).

The Association of Fundraising Professionals (AFP) Affiliate Library Collection includes selected works in philanthropy and fundraising. Subject areas in this collection include: law, finance, management, and operation of nonprofit organizations; conducting

successful capital campaigns and planned giving programs; cultivating donors and finding affluent income sources; and philanthropy and fundraising for social change.

The print materials of the Foundation Center and AFP Reference collections are free to use during the Library's normal operating hours. However, they may not be checked out. The online resources are accessible from any of the Library's Internet workstations but require a password, which must be entered by the Reference Librarian. Assistance in using the resources of the collections is available during normal Reference hours only, posted online at <http://web.pasd.k12.pa.us/ppl>. For more information on the collections, or to schedule an appointment, contact Phoenixville Public Library's Reference Librarian *Mark Pinto*, 610-933-3013, ext. 32.

CCL Business INC News

We have added guides to using our business databases, **ReferenceUSA**, **D&B Million Dollar Database**, **Business Source Premier**, **Business & Company Resource Center** and **D&B Microcosm**. Find these guides on the **Business Databases** page as well as under **How Do I: Databases**.

There are also new subjects in the **Business Books** category of **Business @ Your Library: job hunting and career changes** (under **Job Searching**).

Library Events Calendar

In an earlier issue of *Business News*, we told you how to find information on upcoming library events. The calendar now includes events at many of the Chester County Library System libraries in addition to events at the Chester County Library. To access it, go to www.ccls.org and click on **Events @ Your Library** (under the category **About the Libraries**). You can limit by library, program type, month and year. To find **Business Events**, choose **Chester County Library** and choose **Adult/Business**. You can also access the calendar through **CCL Business INC** (click on **Business @ Your Library** and choose **Business Events**).

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

Internet Corner

SPOTLIGHT ON CCL BUSINESS INC BUSINESS WEBLINKS: INVESTMENT INFORMATION

Business Web Links is the first component of **CCL Business INC**. 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 **Investment Information** category. One thing all Business Web Link categories have in common is a printable version; use this to print the links in a streamlined format without graphics.

The **Investment Information** category is divided into five sub-categories: **General Investing**, **Investor Education**, **Stocks**, **Bonds** and **Mutual Funds**.

General Investing contains web sites to use for basic investment information. These sites include information about specific stocks, bonds and mutual funds as well as commentary from analysts.

Investor Education contains sites to aid all investors including beginning investors. All investors should take a look at the SEC's Investor Information page. This site contains information and advice on investing topics. Another useful site is the "Guide to Financials" from IBM, a primer on financial statements.

The **Stocks** section contains resources to aid investors in looking for stock information. There is a ticker symbol lookup, sites for finding current and historical stock quotes, stock exchanges, stock research sites and market indices.

The **Bonds** section contains information on government and municipal bonds including U.S. Savings Bonds calculators.

The **Mutual Funds** section contains information on mutual funds including prospectuses and a Mutual Fund Cost Calculator from the SEC.

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.

New Books

Biography

The Jenny Craig Story: How One Woman Changes Millions of Lives, Jenny Craig, 2004 (B 338.7616 Craig).

Jenny Craig, founder of Jenny Craig Inc., relates her personal and business story.

Company Histories

The Cell Game: Sam Waksal's Fate Money and False Promises—and the Fate of ImClone's Cancer Drug, Alex Pred'homme, 2004 (338.7616 P).

This is an in-depth look at the story behind the Sam Waksal and ImClone scandal. It also includes a look into Martha Stewart's trade of ImClone stock and the resulting federal investigation and trial.

Employees

Employees' Rights: Your Practical Handbook to Workplace Law, Richard C. Busse, 2004 (344.01 B).

Attorney Busse presents a guide to employment law from the employees'

perspective. Topics covered include: discrimination, wrongful discharge, tort claims, employment contracts, sexual harassment, age discrimination, whistle blowing, employee privacy, evaluating a legal case, hiring an attorney and filing a lawsuit.

Employer's Rights: Your Legal Handbook from Hiring to Termination and Everything in Between, Charles H. Fleischer, 2004 (344.01 F).

*A companion of sorts to the book above, **Employer's Rights** is a guide to employment law from the employer's perspective. Attorney Fleischer covers the following topics: employment relationships, hiring process, evaluating performance, termination, wage and hour requirements, wage attachments and assignments, tax considerations, leave policies, deferred compensation, group health plans, workers' compensation, unemployment insurance, workplace safety, discrimination, unions and labor relations, alternative work arrangements and employer liability to third parties.*

Entrepreneurship

Game Development Business and Legal Guide, Ashley Salisbury, 2003 (346.0652 S).

Attorney Salisbury presents a guide for the game development industry. Topics covered include: financing a game development venture, staffing, intellectual property, publishing contracts and licensing.

Incorporate Your Business 2nd ed., Anthony Mancuso, 2004 (346.0662 M).

Attorney Mancuso updates his legal guide to forming a corporation. Topics covered include: legal structures for businesses, corporation basics, corporate taxes and steps to incorporation.

How to Be an Entrepreneur and Keep Your Sanity: The African-American Handbook & Guide to Owning, Building, and Maintaining—Successfully—Your Own Small Business, Paula McCoy-Pinderhughes, 2004 (658.022 P).

McCoy-Pinderhughes, former *Small Business Editor for Black Enterprise Magazine*, provides a guide to starting a small business. Topics covered include: insurance, banking, franchising, marketing, branding, networking, competition, business plans, financing and mentors. In addition, the appendices cover business structures, financial resource, business resources, top franchises and an entrepreneurial workbook. The book concludes with profiles of famous African-American entrepreneurs.

General

Getting Paid: How to Collect from Bankrupt Debtors, Stephen R. Elias, 2003, (346.078 E).

Attorney Elias provides a guide on how to collect money from a person or business that has filed bankruptcy. Topics covered include: how bankruptcy works, how to find out if a debtor has gone bankrupt, the automatic stay, how to examine bankruptcy papers, how to file and defend your proof of claim, how to get payments for secured claims, how to file motions and complaints in a bankruptcy court and how to minimize future bankruptcy losses.

Magic Words @ Work: Powerful Phrases to Help You Conquer the Working World, Howard Kaminsky & Alexandra Penney, 2004 (650.1 K)

Kaminsky and Penney, authors of *Magic Words: 101 Ways to Talk Your Way Through Life's Challenges* (302 K), provide lessons for success. Each phrase represents a lesson to help in the workplace. The phrases are divided into four sections: *Managing Yourself*, *Managing Shoulder to Shoulder*, *Managing Up* and *Managing Down*.

What Matters Most: How a Small Group of Pioneers is Teaching Social Responsibility to Big Business, and Why Big Business is Listening, Jeffrey Hollender & Stephen Fenichell, 2004 (658.408 H).

Hollender and Fenichell discuss the corporate social responsibility movement. They begin by looking at

the beginnings of the movement followed by chapters on values, risk, sustainability, accountability, transparency and responsibility. The book also includes a resource section with a bibliography on sustainable business and a list of socially responsible business networks and organizations.

Jobs & Careers

Guide to Joining the Military: Air Force, Army, Coast Guard, Marine Corps 2nd ed., Scott A. Ostrow, 2004 (355.0023 O).

Career military officer Ostrow presents a guide to enlisting in the military. Topics covered include: meeting with recruiters, deciding whether or not to enlist, women in the military, preparing for the Armed Services Vocational Aptitude Battery (ASVAB) exam, the military entrance processing station (MEPS), basic training, military occupations, benefits, and opportunities in the Guard and the Reserve.

Management

MBA in a Box: Practical Ideas from the Best Brains in the Business, Joel Kurtzman, 2004 (658 K).

In his introduction, Kurtzman says this book was originally conceived as a web site where business people could click their way to useful business content. He realized that a far easier method would be to produce a book instead. He asked business leaders, journalists and academics to contribute articles on the following topics: innovation, sustainability, finance, strategy, management, human resources, leadership, marketing and communication. The book may be read cover-to-cover or used to find content as needed.

The Finer Points of Leadership: The Fifty Basic Laws That Will Make People Want to Perform Better for You, Michael Feiner, 2004 (658.409 F).

Feiner, a management consultant and professor at the Columbia Graduate School of Business, identifies fifty laws of leadership. The laws are divided into

three kinds: relational, situation-specific and values-based. The book also includes the "Law Matrix," a chart of common office problems and the appropriate law(s) to solve the situation.

Marketing

The 18 Immutable Laws of Corporate Reputation: Creating, Protecting, and Repairing Your Most Valuable Asset, Ronald J. Alsop, 2004 (659.2 A).

Wall Street Journal editor Alsop identifies 18 laws of "reputation management." These laws are arranged into three categories: *Establishing a Good Reputation*, *Keeping a Good Reputation* and *Repairing a Damaged Reputation*.

Money

The Standard & Poor's Guide to Long-Term Investing, Joseph R. Tigie, 2004 (332.6 T).

Former editor of S&P's investment newsletter *The Outlook*, Tigie presents his seven keys for long-term investing. Each chapter explains the key and provides "Points to Remember."

The Standard & Poor's Guide for the New Investor, Nilus Mattive, 2004 (332.632 M).

Mattive, senior editor of S&P's investment newsletter *The Outlook*, presents a basic investment guide. The book is divided into five sections: *Personal Finance*, *Stocks*, *Bonds*, *Funds*, and *Retirement Accounts and Other Investments*.

Inherit More, Martin M. Shenkman, 2003 (346.052 S).

Tax and estate-planning attorney Shenkman provides a guide on estate planning aimed for those who will benefit from the estate.

The Standard & Poor's Guide to Saving and Investing for College, David J. Braverman, 2004 (378.3 B).

Braverman, senior director for S&P Portfolio Advisors, examines how to save and pay for a college education. He discusses 529 plans and other college saving plans, taxes, financial aid formulas, grants and loans, merit-based aid and college rebates. He examines

six 529 plans in close detail and includes an appendix of the 529 plans by state.

Trump

The Way to the Top: The Best Business Advice I Ever Received, Donald J. Trump, 2004 (650.1 W).

*Due to the success of "The Apprentice," Donald Trump is everywhere, even in **Business News**. This book contains contributions from over 150 business executives sharing their favorite business advice.*

Trump: How to Get Rich, Donald J. Trump, 2004 (650.12 T).

Hey! More Donald Trump. Included in this book are topics such as career advice from "The Donald," a week in the life of Donald Trump and a behind-the-scenes look at "The Apprentice."

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, September 14

7:00-8:30 PM

CCL Business INC: Small Business Services at the Chester County Library

Interested in learning what the Library has to offer to small businesses? Come to this informal session to learn about our small business services. There will be a demonstration of **CCL Business INC**, the Library's business web site, and business databases.

Wednesday, September 22

7:00-8:30 PM

Job Searching Online ~ This Internet demonstration will show how to use Internet resources to research careers. Topics covered will include: how to find a local job, how to prepare for an

interview, and how to find examples of resumes and cover letters. Presented by Vera Orthlieb and Jenna Persick, Chester County Library.

Wednesday, September 29

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.

Tuesday, October 26

7:00-8:30 PM

Super-Size Your Searching Skills:

Advanced Internet Searching

This Internet demonstration will introduce several methods of advanced Internet searching. Topics will include: search strategy, the invisible Web and Google Goodies. Presented by Demian Katz and Jenna Persick, Chester County Library.

Wednesday, October 27

7:00-9:00 PM

Social Security Benefits ~ Mary Knapp, Field Representative, Social Security Administration, will present an informative session on all aspects of Social Security. Her 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.

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. **Wednesday, September 8; Thursday, October 7; Wednesday, November 10 6:30-9:00 PM • Struble Room**

First Step Series ~ Four business planning workshops. Registration required, call **KUSBDC** toll free **877-472-7232** or visit **KUSBDC's** Web site www.kutztownsbdc.org. There is a one-time \$40 materials fee for these classes. Contact KUSBDC for payment information.

Business Plan I ~ Business Plan for Success

Thursday, September 9

6:30-9:00 PM • Struble Room

Thursday, October 14

3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursday, September 16

6:30-9:00 PM • Struble Room

Thursday, October 21

3:30-6:00 PM • Struble Room

Business Plan III ~ Financial Projections

Thursday, September 23

6:30-9:00 PM • Struble Room

Thursday, October 28

3:30-6:00 PM • Board Room

Business Plan IV ~ Plan Progress Review

Thursday, September 30

6:30-9:00 PM • Struble Room

Thursday, November 4

3:30-6:00 PM • Board Room

Chester County Library System

Atglen Reading Center (610-593-6848)
Avon Grove Free 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)