



Chester County Library Business News

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Finding Library Events

The Chester County Library has a new online calendar of events. To access it, go to www.ccls.org/libs/chester.htm and click on **Calendar of Events**. To find Business events, choose **Adult/Business** from the **Events** drop-down box. You can also limit by month and year. To find **Computer Classes**, choose **Adult/Computer** from the **Events** drop-down box. There are also categories for **Adult**, **Children**, **Young Adult** and **Book Sales**. Event listings may be e-mailed or printed.

Tax Time

The Chester County Library carries many of the major Federal and State tax forms. Our Web site has a link, www.ccls.org/taxforms/taxforms.htm, to the IRS page, the PA Department of Revenue page and the Berkheimer (local taxes) page. Publication 17, *Your Federal Income Tax for Individuals*, is available online at the IRS Web site, www.irs.gov/pub/irs-pdf/p17.pdf. Publication 334, *Tax Guide for Small Business*, is also available, www.irs.gov/pub/irs-pdf/p334.pdf. We also carry *J.K. Lasser's Your Income Tax 2004* (343.052 J), available for checkout as well as in-Library use.

Business Source Premier

Business Source Premier (BSP) is a new magazine database available through the **POWER Library**. To access it, go to www.ccls.org and click on the **POWER Library** icon. Click on **Business Source Premier** under the category **Business**.

Like the name suggests, **BSP** is an upgraded version of **Business Source Elite (BSE)**. **BSP** is designed for business libraries and contains over 3,500 full-text periodicals including general business magazines, trade publications and scholarly business journals. There are 10,000 company profiles from Datamonitor. You can also use **BSP** to access country economic reports. Enter the **country name** in the **search box** and click **Search**. On the **search results page**, click **Country Economic Data**. The country economic reports are in pdf format.

Searching **BSP** should be familiar to everyone who has used **BSE** as they share the same search interface. Searches can still be limited to a particular publication, full-text publications and/or peer-reviewed publications. **BSP** allows searching by References; this allows you to search for articles that cite a particular author or source.

Accessing BCRC

We have changed the way you access the **Business and Company Resource Center (BCRC)** from home. To access it, go to www.ccls.org and click on **Databases** (under **Internet Links**). Click on **Internet Service for Remote Access**. Click on **Business and Company Resource Center**. Enter all 14 digits of your library card number in the box provided and click **Proceed**.

BCRC is an excellent resource for industry and company research. Use it to find industry overviews, market research reports, investment reports, company financials and company histories.

If you have any questions about **BCRC** or **BSP** or would like a demonstration of these databases, please call or e-mail *Jenna Persick*, 610-280-2624, <jpersick@ccls.org>.

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 the Library's Web Site <www.ccls.org/wsubjects/bus.htm> (click on **Chester County Business Newsletter**). To access databases from home, go to <www.ccls.org/databases/databases.htm> and click on **Internet Service for Remote Access**.

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

Chester County Chambers of Commerce

Chambers of Commerce are useful resources for the small business owner. Many have membership directories online and are a good source of researching local businesses. Many also have networking events and maintain online calendars of events. Here are some websites for the Chambers of Commerce that serve Chester County.

Chester County Chamber of Business and Industry
www.ccbi.org

Downingtown Chamber of Commerce
www.downingtownchamber.org

Exton Region Chamber of Commerce
www.ercc.net

Great Valley Regional Chamber of Commerce
www.gvrcc.org

Greater West Chester Chamber of Commerce
www.greaterwestchester.com

Main Line Chamber of Commerce
www.mlcc.org

Oxford Area Chamber of Commerce

www.oxfordpa.org

Phoenixville Area Chamber of Commerce

www.phoenixvillechamber.org

Southern Chester County Chamber of Commerce

www.scccc.com

Tri-County Chamber of Commerce

www.tricountyareachamber.com

Western Chester County Chamber of Commerce

www.westernchestercounty.com

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

Company Histories

Everyone Else Must Fail: The Unvarnished Truth About Oracle and Larry Ellison, Karen Southwick, 2003 (338.761 S).

Business journalist Southwick provides an unauthorized biography of Larry Ellison, CEO of Oracle, a business software company.

The Game Makers: The Story of Parker Brothers from Tiddledy Winks to Trivial Pursuit, Philip E. Orbanes, 2004 (338.7616 O).

Game historian Orbanes examines

the history of Parker Brothers, the board game maker.

Shameless Exploitation in Pursuit of the Common Good, Paul Newman & A.E. Hotchner, 2003 (338.7664 N).

*In the first and possibly the last book authored by an actor to appear in **Business News**, Paul Newman and A.E. Hotchner offer an irreverent look at the history of their company, Newman's Own.*

The Man Who Tried to Buy the World: Jean-Marie Messier and Vivendi Universal, Jo Johnson & Martine Orange, 2003 (338.88 J).

Journalists Johnson and Orange profile the rise and fall of Jean-Marie Messier and his media empire.

General

Literary Law Guide for Authors: Copyright, Trademark, and Contracts in Plain Language, Tonya Marie Evans & Susan Borden Evans, 2003 (343.078 E).

Attorneys Evans and Borden Evans provide a legal guide for authors. In addition to information on copyright and trademarks, it also includes a chapter on fair use and permissions for the work of others.

Write Up the Corporate Ladder: Successful Writers Reveal the Techniques that Help You Write with Ease and Get Ahead, Kevin Ryan, 2003 (808.0666 R)

Writing professional Ryan introduces his "Plan Then Write" method of successful business writing. In addition, he includes advice from professional business writers such as Ken Blanchard and Michael Lewis. The book concludes with interviews of corporate executives who stress the importance of effective business writing.

Income Tax

Tax Planning Strategies, 2003
(336.24 T 2003-2004).

The Editorial Staff at CCH (Commerce Clearinghouse, a tax and legal information publisher) provide tax-planning strategies. Topics covered include: deductions, investment decisions, retirement planning, early retirement and post-retirement strategies, estate planning, family strategies, estimated tax, business planning, tax strategies for the self-employed and international tax planning.

J.K. Lasser's New Tax Law Simplified 2004: Get a Bigger Refund!, 2004 (343.052 J).

A guide to the new tax laws for 2003 returns and beyond. Topics covered include: income tax rate reductions, tax relief for families, tax relief for investors, pension and IRA relief, small business tax relief and estate tax relief.

J.K. Lasser's Small Business Taxes: Your Complete Guide to a Better Bottom Line, 6th Ed., Barbara Weltman, 2004 (343.068 W).

Attorney Weltman provides a guide for small business tax planning. The book is divided into four parts: Organization, Business Income and Losses, Business Deductions and Credits, and Tax Planning for Your Small Business.

Jobs & Careers

Knock 'em Dead, Martin Yate, 2004 (650.14 Y).

*An updated edition of the job search classic, **Knock 'em Dead** provides information on how to start a job search, how to get interviews, tough interview questions and what to do after the interview.*

How to Write Better Resumes and Cover Letters, Pat Criscito, 2003 (650.142 C).

Certified Professional Resume Writer Criscito provides advice on writing resumes and cover letters. She covers each component of a resume and provides examples and worksheets to aid in writing. Of special interest are the chapters on keywords to use in electronic resumes and on power verbs.

Resumes for the 50+ Job Hunter with Sample Cover Letters, 2003 (650.142 R).

Aimed at job seekers over 50, this book provides advice on resume and cover letter writing as well sample resumes for a variety of careers.

Management

The Innovator's Solution: Creating and Sustaining Successful Growth, Clayton M. Christensen & Michael E. Raynor, 2003 (658.4063 C).

*Harvard Business School professor Christensen's follow-up to **The Innovator's Dilemma** focuses on how businesses can sustain growth.*

What Really Works: The 4+2 Formula for Sustained Business Success, William Joyce et al., 2003 (658.409 J).

Joyce, professor at the Amos Tuck School of Business at Dartmouth College, and his co-authors identify eight management practices that lead to business success. These practices are divided into four primary areas: strategy, execution, culture and structure; and four secondary areas: talent, leadership, innovation, and mergers and partnerships.

Marketing

The Super Bowl of Advertising: How the Commercials Won the Game, Bernice Kanner, 2004 (659.143 K).

Super Bowl Sunday is probably the one day all year long we all want to watch commercials. This book examines how this came to be.

Money

What You Need to Do Now: An 8-Point Action Plan to Secure Your Financial Independence, Ric Edleman, 2003 (332.024 E).

Financial planner Edleman provides a basic guide to personal finance. Topics covered include: preparing for money emergencies, preserving assets, investments and job security.

The Motley Fool's Guide to Couples & Cash: How to Handle Money with Your Honey, Dayana Yochim, 2003 (332.024 Y).

The Motley Fool crew strikes again with this guide to creating financial harmony in a relationship.

Saving Capitalism from the Capitalists: Unleashing the Power of Financial Markets to Create Wealth and Spread Opportunity, Raghuram G. Rajan & Luigi Zingales, 2003 (332.041 R).

University of Chicago Graduate School of Business professors Rajan and Zingales make the case for free markets.

FOUNDATION EVENT

Friday, March 26 ~ 6:00-9:30 PM

Rhythm & Blue Jeans

Silent/Live Auction

\$35/person

Reservations required by March 12

Call 610-280-2636 or

e-mail mravenfeld@ccls.org

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 the Library's Web site. Go to www.ccls.org/libs/chesterc.htm and click on **Calendar of Events**. For information and reservations call **610-280-2624**.

Tuesday, March 16

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.

Wednesday, March 17

7:00-8:30 PM

Small Business Resources Open House

Interested in learning what the Library has to offer to small businesses? Need an opportunity to network with other small business owners? Come to this Open House and learn about our resources for small businesses. We'll have demonstrations of business databases and will be available to answer questions.

Thursday, March 25

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, April 14

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, May 19

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 and analysis.

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 \$10.00 materials fee for this class. Contact KUSBDC for payment information.

Wednesday, March 10

Tuesday, April 20

Wednesday, May 12

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

Thursdays, March 25 & April 29

3:30-6:00 PM • Struble Room

Business Plan II ~ Marketing Your Company and Communicating Your Message

Thursdays, April 1 & May 6

3:30-6:00 PM • Struble Room

Business Plan III ~ Financial Projections

Thursdays, April 8 & May 20

3:30-6:00 PM • Struble Room

Business Plan IV ~ Plan Progress Review

Thursdays, April 22 & May 27

3:30-6:00 PM • Struble Room

Looking for volunteer opportunities for your employees? Become a Literacy Volunteer Adult Tutor at the Chester County Library. Our next Tutor Training Workshop starts Wednesday, April 21, 6:00 PM. Call **Elsie Reimenschneider, 610-280-2635**, to sign up today!

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)