



CHESTER  
COUNTY

LIBRARY & DISTRICT CENTER

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# Business News

450 Exton Square Parkway, Exton, PA 19341

Fall 2011

## New Business Center

There's a new Business Center at the Chester County Library! The purpose of the Business Center is to provide workspace and resources for those in need of a place to complete work and to access our collection of print and electronic business resources. The space is suited with four tables for individual or group work, two low book shelves on either side housing print resources, and the Reference Desk, copier and wireless printer within a few steps. This space is new, spacious, technology and meeting friendly, and most importantly, **FREE**. Swing by to check out our new Business Center today!

## Is the Stock Market Keeping You Up at Night?

The change of the United States' credit rating stimulated by political debate over the debt ceiling in Washington D.C. did not fare well for stock markets the following two weeks. We have witnessed new lows since November of 2008 and watched fluctuation be the ultimate constant. We may be questioning consumer confidence and the future of our economy, but there is no need to proceed blindly. The Chester County Library has a great resource that can help you become a savvy investor. **The Outlook** contains weekly investment updates written by financial experts from an unbiased perspective. **The Outlook** is a must-read for those in need of analytical investment information from responsible reporters.

*Business News*, a quarterly publication, informs the business community and library customers about the Library's business resources and services. *Business News*, along with other pertinent information for the business community, is also available at [http://www.ccls.org/cwo/Find\\_a\\_Resource/Business](http://www.ccls.org/cwo/Find_a_Resource/Business).

## Land Your Next Job with a SWOT Analysis

A SWOT Analysis is a report that indicates strengths, weaknesses, opportunities and threats that a large company currently faces. These reports are typically prepared for larger companies and are available through **OneSource**, a database the Chester County Library subscribes to that focuses on international companies and American companies with a global presence. Preparing for your next job interview doesn't have to be a hair-pulling situation if you are equipped with a SWOT Analysis. This report will enable you to shine in your interview by extracted information from the report to turn into questions to ask. This report will also provide you with a greater sense of where the company stands in the current economic climate.

A Chester County Library System library card is all you need to have a SWOT Analysis in your hands in no time! Feel free to stop by the Library to learn more about searching **OneSource** and how it can help you satisfy your business information needs.

## Get a Fresh Start with FreshBooks

Whether you are a new business owner or own an existing business, you and your business deserve a fresh start. As any business accountant would suggest from day #1, it is imperative that your billing and accounting systems are kept current and free of any confusion. **FreshBooks** is an online service that can help you accomplish just that. **FreshBooks** is a financial record-keeping and billing system that is safe, secure and professional in appearance. This service eliminates the hassle

of toggling between two applications like Microsoft Word and Excel to fiddle with numbers and formatting, and is compatible with 12 payment gateways. Accessible in the office or on-the-go via smartphones, you can track billable hours and create invoices at your own convenience. An option of having a free or fee-based account provides you with the flexibility to choose the right account for your business. Find more information at [www.freshbooks.com](http://www.freshbooks.com).

## QR Codes Can Help Build Your Business

Quick Response Codes (QR Codes) are two dimensional graphics that can hold thousands of alphanumeric characters. Smartphones can scan codes with QR Code applications and instantly access the content of the code. You may have noticed them in newspapers linking readers to an article or other digital information. These codes are increasingly being used by small businesses to enhance their market base or to promote services. Some applications include linking to business' website, Facebook page or blog post. QR Codes can be placed on business cards, marketing material, window displays, vehicles and menus. How you use them will determine their effectiveness, so get creative and engage your technology savvy audience to benefit your business.

Kaywa, QRStuff and Delivr are some QR Code generators. A Google search will reveal more generators.



Reference Department  
610.280.2620/21

CCL Business INC  
[www.ccls.org/cwo/Find\\_a\\_Resource/Business](http://www.ccls.org/cwo/Find_a_Resource/Business)

Business E-Mail  
[business@ccls.org](mailto:business@ccls.org)

## LinkedIn Discussion Boards

LinkedIn is an online professional networking service that can aid job seekers through simple networking and more advance features like discussion boards. Discussion boards are linked to groups; for example **MyCareer Transitions** is a group that has a discussion board in which members of the group can post comments, suggestions or questions. These boards are vital tools in the job searching process as information is being shared by colleagues, acquaintances and competitors. Join groups on LinkedIn to find out what people are talking about and to become more knowledgeable in your job searching efforts.

## Word Clouds: Resumes and Cover Letters

Carefully reading a job description, especially a lengthy one, is the best way to extract keywords and phrases to incorporate in your resume and cover letter. If these words and phrases are not jumping off the page and you find your notepad is blank by the time you are done reading, then you should consider using a Word Cloud generator. Free online Word Cloud generators, like Wordle, [www.wordle.net](http://www.wordle.net), can scan the job description by simply copying and pasting it into a text box. You now have keywords to use in your application material. It is important to pinpoint the most used keywords and technical phrases from a job description, especially if your resume is being scanned and not read by a person. Customizing your resume and cover letter is the best way to increase your chances of getting an interview.

## New Books

**Legal Guide for Starting and Running a Small Business**, Fred Steingold (346.0652 S).

*The fundamentals of how to legally start a corporation, partnership and limited liability company are shared in Steingold's 2011 edition of **Legal Guide**. In addition, advice on resolving legal disputes and the latest tax credits are also discussed in this edition.*

**5 Necessary Skills to Maintain Employment in Tumultuous Times**, Richard Pearson (650.1 P).

*Awareness, network, proactivity, mentorship and bad bosses are topics centered around the 5 necessary skills one must possess to maintain employment in*

*an unstable economy. Intriguing and thought-provoking, Pearson seems to break down our work struggles and organizes them into categories that can be conquered with knowledge and hard work.*

**DO YOU HAVE A BUSINESS QUESTION?**  
Ask the Business Librarian! If you have question regarding job searching, personal finance, starting your own business, or finding law and regulations, call 610.280.2624 or email [business@ccls.org](mailto:business@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 System's website, [www.ccls.org](http://www.ccls.org), click on **Find an Event**. For information and reservations call 610.280.2624 or e-mail [mstraka@ccls.org](mailto:mstraka@ccls.org).

**Tuesday, September 20**  
**7:00-8:00 p.m. • Struble Room**  
**Job Interviewing Strategies**

Betty Hirsch is an experienced career coach and has worked with individuals in a variety of institutions. She'll be sharing information on professional strategies and insights on how to interview for a job.

**Tuesday, October 18**  
**6:30-8:30 p.m. • Struble Room**  
**A New Approach to an Old Marketing Plan**  
This presentation will focus on branding and messaging, understanding your target audience and how to reach them, outline for a marketing plan, and social media and traditional marketing working together. Attendees will leave with new ideas for utilizing social media traditional marketing and they'll be more knowledgeable about building a strategic marketing plan.

**Tuesday, October 25**  
**7:00-8:00 p.m. • Struble Room**  
**Blog for Business and Creating a Content Rich Website**

Laura Lorenz from Leading Results will discuss the effectiveness of creating and maintaining a blog for your business. Learn about the Do's, Don'ts, and ideas on what to blog about and why. She will also discuss ideas and steps to turn your business' website into a content-rich hub of information that helps prospective customers get to know, like and trust you.

## 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 register online at [www.sbacnetwork.org](http://www.sbacnetwork.org). There is a one-time **\$15** materials fee for these classes payable by check to Kutztown SBDC at the door or prepay online at [www.kutztownsbdc.org](http://www.kutztownsbdc.org).

**6:00-8:30 pm • Struble Room**

**Wednesday, September 21**

**6:00-8:30 pm • Struble Room**

**Wednesday, October 19**

**6:00-8:30 pm • Struble Room**

**Wednesday, November 16**

**6:00-8:30 pm • Struble Room**

**Wednesday, December 14**

### Four Part Business Planning Workshop Series

Attendees must register with KUSBDC before attending Business Plan I. The classes must be taken in order. A certificate will be awarded at completion of all four Business Planning classes. To register, call **KUSBDC 610.683.4725** or visit their website [www.kutztownsbdc.org](http://www.kutztownsbdc.org). There is a one-time **\$80** materials fee for these classes. Contact KUSBDC for payment information.

**Series starting November 17:**  
**6:00-8:30 pm • Struble Room**

**Thursday, November 17**

*Business Plan I*

**Thursday, December 1**

*Business Plan II*

**Thursday, December 8**

*Business Plan III*

**Thursday, December 15**

*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