

a system for managing mistakes at any type of business.

**Winning the NFL Way: Leadership Lessons from Football's Top Head Coaches**, Bob LaMonte with Robert L. Shook, 2004 (658.4092 L).

LaMonte, CEO of Professional Sports Representation, discusses the leadership techniques of five NFL coaches including the Philadelphia Eagles' head coach Andy Reid.

## Money

**Reallionaire: Nine Steps to Becoming Rich from the Inside Out**, Farrah Gray with Fran Harris, 2004 (332.024 G).

Gray relates his business successes that led him to become a millionaire at age 14.

**Spend Well, Live Rich: How to Get What You Want with the Money You Have**, Michelle Singletary, 2004 (332.024 S).

Singletary, financial consultant for the *Washington Post*, presents a financial planning guide based on the rules of money she learned from her grandmother. She introduces seven "money mantras" for financial security and discusses how to save, spend and invest your money.

## KUSBDC Classes

**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

Due to Library renovations, there will be no business events from May 1 through June 23. Locations for the KUSBDC classes in May and June have been changed. Please call the KUSBDC for new locations (877-472-7232).

The Chester County Library Business program schedule will be back in September 2005. Check back for programs on market research, researching companies, job searching, web searching and databases.

Web site [www.kutztownsbdc.org](http://www.kutztownsbdc.org). There is a one-time \$10.00 materials fee for this class. Contact KUSBDC for payment information.  
**Wednesday, May 18**  
**Wednesday, June 8**  
**6:00-8:30 PM • Location TBA**

**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](http://www.kutztownsbdc.org). There is a one-time \$50 materials fee for these classes. Contact KUSBDC for payment information.

**Business Plan I ~ Business Plan for Success**  
**Thursday, May 19**  
**3:30-6:00 PM • Location TBA**  
**Thursday, June 23**  
**3:30-6:00 PM • Struble Room**

**Business Plan II ~ Marketing Your Company and Communicating Your Message**  
**Thursday, May 26**  
**3:30-6:00 PM • Location TBA**  
**Thursday, June 30**  
**3:30-6:00 PM • Struble Room**

**Business Plan III ~ Financial Projections**  
**Thursday, June 2**  
**3:30-6:00 PM • Location TBA**  
**Thursday, July 7**  
**3:30-6:00 PM • Struble Room**

**Business Plan IV ~ Plan Progress Review**  
**Thursday, June 9**  
**3:30-6:00 PM • Location TBA**  
**Thursday, July 14**  
**3:30-6:00 PM • Board Room**

### 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)



# Chester County Library Business News

450 Exton Square Parkway, Exton, PA 19341

May-June 2005 • Vol. 9 • No. 3

## Happy First Birthday CCL Business INC!

Find it at <http://business.ccls.org>. Use **CCL Business INC** to find resources related to small business, investments and company information. Find direct access to business databases, business-related web sites, helpful how-to articles on searching for business information, Business @ Your Library: *Business News* (the Library's bimonthly business newsletter), Business Events, Business Books and Ask a Business Research Question.

New on **CCL Business INC: Which Business Database Should I Use for Researching a Company?** You can find this handy chart on the Business Databases or How Do I pages.

## Morningstar

Introducing *Morningstar Library Edition*, a database of investment information. Use this database to research stocks and mutual funds and to analyze portfolios. *Morningstar Library Edition* is accessible in all Chester County Library System libraries for in-library use only. To access the database, go to [business.ccls.org](http://business.ccls.org) and click on **Business Databases**. Choose **Investment Databases** and click on **Morningstar Library Edition**.

This database has three search options: **Screeners**, **Reports** and the **Portfolio X-Ray**.

Use the  **Screener**  tool to search for over 18,000 stocks and funds that meet specific criteria, using **Morningstar Screens** or create your own. To access this tool, click on **Screeners** on the main *Morningstar Library Edition* page. Choose between stocks or funds. Next, choose criteria to build a custom screen or click on **Morningstar Screens** to pick an existing screen. Keep adding criteria to your screen until you are satisfied with the search. Click the button near the bottom right of the screen to see the results of the screen.

If you are looking up a particular stock or mutual fund, use the **Reports** option. Enter the name of the company or mutual fund or search by ticker symbol. If the company or fund is in the database, a quote page will display. Look to the left side of the page for other options including Analyst Report (if available), Morningstar Rating, Data Interpreter, Valuation Ratios, Financial Statements, Key Ratios and SEC Filings.

Use the **Portfolio X-Ray** to see how your portfolio shapes up. Enter the ticker symbols of your stock and funds and the allocation of each in your portfolio (there is an equal allocation option). Click the **View your Portfolio X-Ray**

button to see the results. The X-Ray overview will display. There are additional views including diagnostics, stock intersection, asset class and stock stats. Portfolio X-Rays may not be saved but can be printed.

*Morningstar Library Edition* also includes a **Help & Education Center**. This resource includes training seminars on using *Morningstar Library Edition*, the investing classroom and a glossary of investment terms used by the database.

Be sure to take a look at this wonderful investing resource the next time you visit a Chester County Library System library.

## Hidden Gems

This is the first in an occasional series highlighting lesser-known features of our business databases. In this issue, we look at two special **Business & Company Resource Center (BCRC)**

*continued on page 2*

*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>.

Reference Department  
610-280-2620/21

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

CCL Business INC  
[business.ccls.org](http://business.ccls.org)

continued from page 1

searches using the **Advanced Search** function.

### Associations

Use **BCRC** to track down trade and professional associations. From the main screen, **click Advanced Search**. Choose Associations from the Content Area drop down box. Enter a keyword and **click Search**. Association entries include description and contact information. To see this in action, try a search for food.

### Rankings and Market Share

Find company rankings and market share using **BCRC**. From the main screen, **click Advanced Search**. Choose Rankings from the Content Area drop down box. Enter a keyword in the first search box. Be sure the second search box shows Keyword. **Click Search**. Any relevant rankings will display. If Market Share information is available, it will appear in a green tab under the main Rankings tab. To see this in action, try a search for candy.

## Internet Corner

### SPOTLIGHT ON CCL BUSINESS INC BUSINESS WEB LINKS: ONLINE JOB HUNTING

Business Web Links is the first component of **CCL Business INC (business.ccls.org)**. 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 **Online Job Hunting** 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 **Online Job Hunting** category is divided into two subcategories:

### Career Resources and Job Searching Sites.

**Career Resources** contains sites to aid in job hunting. It includes good general job searching sites like the Riley Guide and Job Hunt.org. There are web sites with information on career change and self-assessment. You will also find job profiles and salary surveys. Finally, there are resources to aid in writing resumes and cover letters as well as preparing for interviews.

**Job Searching Sites** includes national and local job searching sites such as Monster and PA Careerlink. There are also resources for finding federal, state and Chester County jobs. In addition, there are links to articles on how to use the Internet in a job search, choosing a job search site and protecting your privacy during a job search.

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](mailto: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](mailto:jpersick@ccls.org), call **610-280-2624**, or stop by the Reference Department and share your ideas personally.

## New Books

### Entrepreneurship

**Sell Your Business: The Step-by-Step Legal Guide**, Fred S. Steingold, 2004 (346.065 S).

*Attorney Steingold presents a guide to selling a business. The book is divided into five parts: overview of the process (deciding to sell, key steps*

*in selling a business, key legal issues, tax considerations, pricing a business, and working with lawyers, accountants and brokers), getting ready to sell (preparing a business for sale, finding a buyer, structuring a sale, drafting a letter of intent), preparing a sales agreement (legal documents, naming the parties, sale price and terms of payment, liabilities and signatures), preparing the promissory note and other sales documents, and closing the deal. The book also includes sample purchase agreements and sample legal forms.*

### Start It, Sell It and Make a Mint: 20 Wealth-Creating Secrets for Business Owners

Joe Duran, 2004 (650.1 D).  
*Duran, CEO of Alchemy Capital, owned a successful small business that he sold to GE Financial in 2001. He wrote this book to share some of the strategies he used to develop his small business. The secrets are arranged in 12 areas including leadership, company culture, operations, sales and marketing, financials, selling a business and negotiation.*

### What Business Should I Start?

Rhonda Abrams, 2004 (658.041 A).  
*Abrams, author of **The Successful Business Plan: Secrets and Strategies** (658.4012 A), identifies seven steps to help entrepreneurs decide what business to start. She includes a section reviewing 23 popular business types.*

### Go It Alone: The Secret to Building a Successful Business on Your Own

Bruce Judson, 2004 (658.1141 J).  
*Judson, author of **Netmarketing** (658.8 J), provides a guide to starting a "go-it-alone" business. "Go-it-alone" businesses meet three criteria: minimal start-up investment, small*

*group of employees and unlimited revenue potential.*

### General

**Strategic Business Letters and E-Mail**, Sheryl Lindsell-Roberts, 2004 (651.75 L).

*Business writing expert Lindsell-Roberts provides a guide to writing business letters and e-mail. She introduces a six-step process to writing letters and includes hundreds of sample letters.*

### Inventions

**Take Your Invention to Market**, Dale Davis, 2005 (658.575 D).

*Inventor Davis provides a practical guide to inventions. Topics covered include: evaluating the idea, protecting the idea, research, prototypes and product design, marketing, financing and licensing.*

**Juice: The Creative Fuel that Drives Today's World-Class Inventors**, Evan I. Schwartz, 2004 (658.575 S).

*Schwartz, author of **The Last Lone Inventor** (621.388 S), investigates the process of invention. He profiles current and past inventors to determine a strategic thinking process that can bring out the inventiveness of anyone.*

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.

### Jobs & Careers

**The Big Sister's Guide to the World of Work: The Inside Rules Every Working Girl Must Know**, Marcelle Langan DiFalco & Jocelyn Greenky Herz, 2005 (650.1 D).

*DiFalco and Herz present a survival guide for women working in corporate America.*

**Who are "They" Anyway?: A Tale of Achieving Success at Work Through Personal Accountability**, BJ Gallagher & Steve Ventura, 2004 (650.1 H).

*This book begins with a parable about a worker in a company looking for the mysterious entity "they" that gets blamed for all decisions. Next, the authors introduce a plan to become more personally responsible in the workplace.*

**Career Guide for the High-Tech Professional: Where the Jobs are Now and How to Land Them**, David Perry, 2004 (650.14 P).

*Professional headhunter Perry provides a job-hunting guide aimed at high-tech workers. Topics covered include: resumes, job search strategies, interviews and recruiters.*

**1000 Best Job Hunting Secrets**, Diane Stafford & Moritza Day, 2004 (650.14 S).

*The majority of these 1000 job-seeking tips deal with resume writing. There are also tips on cover letters, headhunters, interviews and resigning.*

**Expert Resumes for Career Changers**, Wendy S. Enelow & Louise Kursmark, 2005 (650.142 E).

*Prolific resume authors Enelow and Kursmark (**Expert Resume** series) turn their attention to career changers.*

*They identify nine strategies for an effective resume and provide 101 sample resumes for career changers arranged by position sought.*

### Management

**Why Can't We Get Anything Done Around Here?: The Smart Manager's Guide to Executing the Work that Delivers Results**, Robert E. Lefton & Jerome T. Loeb, 2004 (658 L).

*This book introduces a task management model developed to help managers assign work efficiently and correctly leading to maximum productivity.*

**The Power of We: Succeeding Through Partnerships**, Jonathan M. Tisch with Karl Weber, 2004 (658.042 T).

*Tisch, Chairman and CEO of Loews Hotels, writes about the importance of partnerships for business success. He illustrates his points with stories about his experiences with Loews.*

**The 7 Hidden Reasons Employees Leave: How to Recognize the Subtle Signs and Act Before It's Too Late**, Leigh Branham, 2005 (658.314 B).

*Employee engagement authority Branham identifies seven reasons employees leave jobs and provides practices to help businesses keep their workers.*

**Will Your Next Mistake be Fatal?: Avoiding the Chain of Mistakes that Can Destroy**, Robert E. Mittelstaedt, 2005 (658.405 M).

*Mittelstaedt, Dean of the W.P. Carvey School of Business, Arizona State University, looks at notable business failures and scandals and identifies common traits behind each one. He then offers insights and*