



CHESTER  
COUNTY

LIBRARY & DISTRICT CENTER

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# Business News

450 Exton Square Parkway, Exton, PA 19341

Winter 2011

## Business Collection: Here to Help You

Another year has vanished before our eyes. As we do in other areas of our lives, now is a great time to think about some of your professional resolutions. But don't forget about the library when you are honing in on some changes you want to make in the new year. The library has an excellent collection of resources that can help you take those first steps to achieving your goals, whether you want to pay down your debt or start looking for a new and exciting job that suits your personality. Start at the library! If you are interested in learning more about our business resources or have a question in mind, but don't know who to ask, come visit the Business Librarian at the Chester County Library to get started.

## 2011 Economic Outlook

The last few years have taught us that change happens, whether we are prepared for it or not, and that the economy cannot be predicted with great certainty. In the **Wall Street Journal** article, *The 2011 Economic Outlook – and What it Means to You*, Alan Murray surveys the financial industry's position on key factors from economic growth to taxes and interest rates in the new year. As we welcome 2011, keep these suggestions in mind from Murray's financial standpoint:

- Low interest rates are great to take advantage of for personal and business debt.
- Low interest rates are also in the favor of individuals in the position of purchasing big ticket items such as homes and vehicles.

- Prepare for the unexpected – we may not be able to control the economy, but we can take steps to prepare ourselves for the unknown.

## Savings and Debt: Building a Healthy Structure

This workshop, hosted by the Chester County Library, was very well received. The enthusiastic group of attendees walked away more knowledgeable about how savings and debt work. Although we all know about this topic from our day-to-day experiences, the presenter identified a number of debt cycles and a strategy for saving as well. If you wanted to attend, but were not able to, please stop in to talk to the Business Librarian or call **610.280.2624** for an annotated copy of the handouts identifying the debt cycle and saving strategies. There's no better time to stabilize debts and save money than the present. Stay tuned for another holiday-themed debt and savings business presentation in early November 2011.

## Looking for a Job? Start Here!

Pennsylvania's **Center for Workforce Information and Analysis** is an excellent place to start searching for employment. Visit their website, [www.paworkstats.state.pa.us](http://www.paworkstats.state.pa.us). Under **Services for Individuals**, you can start your job search, assess your career interests and personality, find current data on occupational wages and also learn how

to become your own boss. This is an invaluable resource with a wealth of information and tools to help job seekers.

If you want see a guided tour of the website above and learn about additional job searching websites, come to the next **Online Job Searching** class on **Wednesday, March 16, 2:00 PM** at the Chester County Library. Register using our events calendar at [www.ccls.org](http://www.ccls.org).

## Professional Job Advice at No Cost

**TheLadders.com** is a well-known job website that advertises professional positions with compensations over \$100K. This website offers a valuable feature, even if you're not looking for a professional position, which can help any job seeker. This feature is their **News & Advice** section in the top right-hand corner of their website, [www.theladders.com](http://www.theladders.com). This section contains articles on hot topics, resumes, personal branding, networking, job searching and salaries. All of the information offered can be applied at any level of job searching as the sources are professional job coaches and experts. Don't miss this free opportunity to learn what experts know!

### ASK THE BUSINESS LIBRARIAN!

If you have a question regarding job searching, personal finance, starting your own business, or finding laws and regulations call our Business Librarian, **610.280.2624** or email, [business@ccls.org](mailto:business@ccls.org).

## Business Librarian at Hankin Branch Library

On **Wednesday, March 9, April 13** and **May 11** from **1:00-5:00 PM**, the Chester County Library's Business Librarian, **Melissa Straka**, will have regular 'office hours' at the Hankin Branch Library. Make an appointment to learn more about the business resources available through the Library, both in print and online. Find information on job searching, small business start-ups and operations, and personal finance. Call **Melissa** at **610.280.2624** to set up an appointment or stop by to chat if she isn't with a customer.

## Successful Small Business Day

The Chester County Library held its first Small Business Day in December. The Library welcomed more than 30 small businesses to the event, where they showcased their services and products to the public and networked with other small business owners. A lively atmosphere with enthusiastic business owners made this event a success. We look forward to holding another Small Business day in 2011 and are working on the arrangements, so please stay tuned!

*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).

## New Books

**Social Marketing to the Business Customer**, Paul Gillin (658.872 G).

*Utilizing social media outlets to market business has finally emerged. The most common social marketing is business to consumer, but Gillin deconstructs the process of social marketing for B2B. This book is intelligent, insightful and offers practical advice that can be immediately implemented.*

**I Found a Job!: Career Advice from Job Hunters Who Landed on Their Feet**, Marcia Ponds (650.14 P).

*Finding a great job is proving to be more and more difficult. Tools such as job searching classes, books on composing cover letters and resumes, and the plethora of online job websites can be useful and overwhelming. This book shares actual experiences of successful job seekers!*

**Cracking the Hidden Job Market: How to Find Opportunity in Any Economy**, Donald Asher (650.14 A).

*The hidden job market is a hot topic. Most of us sort of know what it means, but the majority of people aren't effectively utilizing the resources that can get them access to the hidden job market. Asher cleverly explains how to find jobs that are never posted, get complete strangers to help you find a job, get an interview using specific strategies and how to find jobs in any economy.*

**The Hard Times Guide to Retirement Security**, Mark Miller (332.024 M).

*America's baby boomers are experiencing shocking realities as a result of the recent economic meltdown and subsequent recession. If you're a baby boomer, read what Miller has to say about planning for retirement in the worst of economic times.*

**The Overnight Resume: The Fastest Way to Your Next Job**, Donald Asher (650.4142 A).

*Donald Asher emerges again with advice on how to craft a focused resume that will get you results. Many people find composing a resume to be frustrating and time-consuming. Asher helps eliminate the frustration and questions that fluster so many and guides the reader using a step-by-step approach.*

## 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 email [mstraka@ccls.org](mailto:mstraka@ccls.org).

**Monday, March 21**

**6:30-7:30 pm • Struble Room**  
**Retirement with Tax Savings**

First Investors will present how to save money on taxes when retiring.

**Tuesday, April 19**

**7:00-8:00 pm • Struble Room**  
**Estate Planning: What It is and How to Start**

Learn what estate planning is and how to start planning today.

**Monday, May 16**

**6:30-7:30 pm • Struble Room**  
**Paying for College**

The cost of attending college is constantly increasing. Learn how to pay for college through an investment-based approach.

## 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 **\$25** 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, March 23, 2011**

**6:00-8:30 pm • Struble Room**  
**Wednesday, April 13, 2011**

**6:00-8:30 pm • Struble Room**  
**Wednesday, May 25, 2011**

### 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 April 21, 2011:**

**6:00-8:30 pm • Struble Room**  
**Thursday, April 21**

*Business Plan I*

**Thursday, April 28**

*Business Plan II*

**Thursday, May 5**

*Business Plan III*

**Thursday, May 12**

*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