



CHESTER  
COUNTY

LIBRARY & DISTRICT CENTER

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# Business News

450 Exton Square Parkway, Exton, PA 19341

Summer 2010

## New Business Outreach Librarian

**Melissa Straka** has recently joined the Chester County Library as the new Business Outreach Librarian. Melissa provides business reference and outreach services to the local business community, library customers and aspiring entrepreneurs. Prior to joining the Chester County Library team, she worked as a Law Librarian at a law firm in Princeton, NJ and Chester City Philadelphia, where she primarily focused on business related research matters. She received her library degree from Clarion University of Pennsylvania. Melissa can be reached at **610.280.2624** or e-mail, [mstraka@ccls.org](mailto:mstraka@ccls.org).

## Where to Start a New Small Business

Start at the library! The Chester County Library has the resources you need to begin researching your business ideas and to help you put those ideas into action. Business databases like **ReferenceUSA** and **ABI/Inform** contain detailed information on companies and industries, such as historical financial data, company profiles, competitive analysis, and industry trends and forecasts.

*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).

**Local Market Audience Analyst (LMAA)**, another database, consists of information on demographics within large regions, states and countries. Also, our print resources are plentiful and offer excellent coverage on business planning, marketing and general business ownership.

## New Books

### *Job Searching & Interview Preparation*

**Use Your Head to Get Your Foot in the Door: Job Search Secrets No One Else Will Tell You**, Harvey Mackay (650.14 M).

*Harvey Mackay is a business guru with an abundance of knowledge to share. In this book, he conveys how to best equip oneself to be effective and versatile in today's job market. It's common for someone to hold numerous jobs or transition through a few careers before the age of 50. At age 77, Mackay shares how to stay on top of an ever-changing job market without being defeated by it.*

**Unlock the Hidden Job Market: 6 Steps to a Successful Job Search When times are Tough**, Duncan Mathison (650.14 M).

*Have you ever been curious as to how someone landed such a unique and great job? A recent statistic*

*suggests that over 70% of jobs are not advertised through main stream job resources. This book discusses how to maneuver through a difficult job market by creatively utilizing existing job resources and by enhancing your professional performance in the process.*

**The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day**, Susan Britton Whitcomb (650.14 W).

*Twitter isn't just for breaking news events. Twitter is a rising star in the professional networking arena and is being used by people who are ready to put on boxing gloves and show the job market what they have to offer. Read this book to learn how to enhance your professional identity, discover industry trends and prepare for an interview.*

**Winning Job Interviews**, Dr. Paul Powers (650. 144 P).

*This book gets right down to business with its direct advice on how to win job interviews. Learn the best strategies and techniques for interviewing like a pro! Do not wait until the last minute to check it out!*

**Nail It: 10 Secrets for Winning the Job Interview**, Pat Williams (650.144 W).

*A sports game and a job interview share the same goal – deliver the best performance and beat the competition. Pat Williams, an NBA champion, shares*

how to market yourself to get the professional attention you need and the job you want.

## Career Guidance

**Master Your Workday Now!: Proven Strategies to Control Chaos, Create Outcomes & Connect Your Work to Who You Really Are**, Michael Linenberger (650.11 L).

*Doing more with less is now a commonly used phrase in today's workplace. Being efficient at work doesn't have to be hard, though. Linenberger reveals strategies and tips to get the most out of your workday and to feel more satisfied with the results.*

**New Job, New You: A Guide to Reinventing Yourself in a Bright New Career**, Alexandra Levit (650.14 L).

*Rich with savvy details, this title contains the information needed to smoothly execute a change of careers and survive the transition in the process. Personal stories, questionnaires and real advice are also shared in this book, giving the reader a better understanding of the work it takes to make a professional dream come true.*

## 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 [business@ccls.org](mailto:business@ccls.org).

**Tuesday, September 14**

**6:00-7:30 PM • Board Room**

**Careers in Business Ownership: Bringing Out Your Inner Entrepreneur**

Are you transitioning between careers and want to learn more about becoming your own boss? Dan Citrenbaum, Business

Ownership Consultant for FranNet, will speak about business ownership and the steps involved to achieving it in this economy. Learn about:

- identifying different methods of business ownership.
- advantages and disadvantages of each method.
- safe businesses to start in the current economic climate.
- determining if franchising is right for you.

**Monday, September 20**

**7:00-8:30 PM • Board Room**

**Weathering Stormy Investment Seas: Financial Strategies That May Help You Ride Out the Storm**

Are you weary about investing in today's current economic market? Come to this information session to learn about the best financial strategies to act upon, the financial forecast for the foreseeable future and to meet others who are in the same situation as you. Presented by Brian Brugger, First Investors.

Don't miss great learning opportunities! Please check the Library's website for more information on upcoming business events being held in October and November.

## 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 • Board Room**

**Wednesday, September 8**

**6:00-8:30 PM • Struble Room**

**Wednesday, October 13**

**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 **\$60** materials fee for these classes. Contact KUSBDC for payment information.

**Series starting September 9:**

*This series will be held at the Henrietta Hankin Branch Library*

**All 6:00-8:30 PM**

**Thursday, September 9 • Annex Room**  
*Business Plan I*

**Thursday, September 16 • Meeting Room**  
*Business Plan II*

**Thursday, September 30 • Meeting Room**  
*Business Plan III*

**Thursday, October 7 • Annex Room**  
*Business Plan IV*

**Series starting October 21:**

*This series will be held at the Chester County Library*

**All 6:00-8:30 PM • Struble Room**

**Thursday, October 21**

*Business Plan I*

**Thursday, October 28**

*Business Plan II*

**Thursday, November 11**

*Business Plan III*

**Thursday, November 18**

*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