

## Public Libraries Briefcase

Disclaimer\*

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*Public Libraries Briefcase* is a quarterly column written by members of the BRASS Business Reference in Public Libraries Committee.

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## Successful Business Programs in Public Libraries

Business librarians in public libraries were asked to share their ideas for successful business programs. The ideas covered a variety of topics and were funded with the existing programming budget available through their library, except for the extensive outreach program developed by the San Diego Public Library through an LSTA grant. Library staff and volunteer speakers usually served as presenters, with occasional honorariums provided. Publicity for the events was achieved through library newsletters, newspaper articles, local cable TV and radio announcements, in-house displays and flyers, networking through local business organizations, direct mailings, and postings on the library website. Here is a summary of the ideas submitted.

### Small Business Start-Up and Growth

**Themes:** Start-up How To, Marketing, E-Commerce, Financing, Home-Based Businesses, Intellectual Property, Writing a Business Plan

**Speakers:** City Economic Development Office, Small Business Administration, Small Business Development

faculty from a local university, local patent lawyers association, Home-Based Business Association, web site designers, business librarian

### Economics

**Themes:** Local/State/National Economy

**Speakers:** economists from major banks, universities, consulting firms, state and local offices, workforce analysts

### Personal Investment

**Themes:** Financial and Estate Planning, Investment Research (print, subscription databases and Internet sites), Using Value Line and Morningstar.

**Speakers:** stock brokers and investment firms, National Association of Investors Corporation (NAIC), radio/TV financial talk show hosts, business librarian

### Jobs and Careers

**Themes:**

**Speakers:** employment agencies, executive recruiters, Human Resources personnel, Unemployment Office, reference librarians

Library Business Resources

**Themes:** Business Databases/Resources and Internet Sites, Partner with SBDC and SCORE to Give Tours/Orientations, Hosting a Chamber of Commerce Event (Breakfast/After Hours), Exhibitor at a Business Expo

**Speakers:** business librarian, online databa