

Business Matters

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Seminole County Public Library System

July 2008

Free Online Training Classes Now Available

With the cost of business startup and the price of gas... not to mention a shortage of time, why not consider an online class?

Take an online business class designed for small business owners using a home or office computer. The Small Business Administration now makes a variety of classes available for learning the ropes of a new small business.

Offered through a Virtual Campus, there are a broad variety of business courses that target the specific information needs of entrepreneurs and new small business

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Business Databases

Premium Information through the Library's Reference Resources



What kind of business information are you looking for? Do you Google or search the 'Net? Most of the time you find what you need, but sometimes, it's just not enough.

What do you do when you need more? For additional solid & in-depth market information, try researching a Library Business Database .

Use Library Business Databases to:

- **Generate sales leads**
- **Analyze competitors**
- **Obtain lists of companies by zip code, city or Yellow Page heading**
- **Research the pros & cons of LLC v. "S" Corporation**
- **Uncover industry trends**
- **Get lists of potential customers**
- **Find trade associations**

Business databases or reference resources are electronic versions of massive volumes of print.

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owners.

New business startups can learn to beef up their business with tips from classes such as *E-Mail Marketing* or *Conducting a Market Analysis*. Entrepreneurs will discover new sources of revenue with strategies learned from *Introduction to Government Contracting*.

Broad Curriculum Topics include:

- Starting A Business
- Business Planning
- Marketing and Advertising
- Government Contracting
- E-commerce
- Federal Tax Training
- International Trade
- Financing and Accounting
- Business Management
- Small Business Retirement

The classes are free and may be taken at any time, and at any pace comfortable to the participant.

Click here to find a class:

www.sba.gov/services/training/onlinecourses

Most of what the Library formerly bought for the shelf is now being purchased in electronic format.

What are the advantages of business databases?

- Convenient access from home or office
- Quick and easy search function
- Solid, in-depth and authoritative sources
- Premium, quality information at no cost to our customers

To explore our many business databases, go to www.seminolecountyfl.gov/library/business and click into *Business Databases*.



Premium Info Available Free Online

NewsBank* is a content rich database of free full-text articles from newspapers worldwide, including 500+ U.S. newspapers and 25 in Florida. Research the **Orlando Sentinel** back to 1985. Paid advertisements excluded.

Browse **The New York Times** in an exact digital reproduction of the printed edition. Electronic image editions also available for the **New York Times Magazine**, **USA Today**, and **USA Today Sports Weekly**.

Go to www.seminolecountyfl.gov/library/business Click into *Business Databases*.

Small Business Seminars Fall Series 2008

Coming to North Branch, West Branch and Central Branch

August 28 - October 7

Start Your Business

Plan Your Business

A joint venture with the Small Business Development Center at Seminole Community College.



**U.S. Small Businesses
FUN FACT!**

Did you know...
That small businesses supplied 22.8% of the total value
of federal prime contracts in FY2006?
www.sba.gov/advo

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Calendar of Events

[*Register Online](#)

July 29 **Tuesday 6:30-8:30 pm**
[Business Startup 101*](#)

August 5 **Tuesday 6:30-8:30 pm**
[Business Plans 101*](#)

August 28 **Thursday 6:00-7:30 pm**
[Start Your Business](#)

September 9 **Tuesday 6:00-7:30 pm**
[Start Your Business](#)

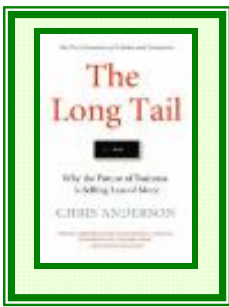
September 11 **Tuesday 6:00-7:30 pm**
[Plan Your Business](#)

September 16 **Tuesday 6:00-7:30 pm**
[Plan Your Business](#)

September 25 **Thursday 6:30-7:45 pm**
[Book an Expert Business Bookclub](#)

October 2 **Thursday 6:00-7:30 pm**
[Start Your Business](#)

October 7 **Tuesday 6:00-7:30 pm**
[Plan Your Business](#)



**Come discuss marketing strategies
at the next meeting,
September 25th
Book an Expert Business Bookclub**

Networking 6:30 pm, Discussion 6:45-7:45 pm
Central Branch Library, Conference Room#2

Topic: Niche Marketing
Featured book: [The Long Tail: Why the Future of Business is Selling Less of More](#) by Chris Anderson

*Refreshments will be served.
A Joint Venture of the Library & the SBDC at SCC.*

Seminole County Public Library System
Monday – Thursday, 9:00 am - 8:00 pm
Saturday, 9:00 am - 5:00 pm
Sunday, 1:00 - 5:00 pm

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