



BUSINESS LINK

QUARTERLY NEWSLETTER



FALL 2006

“Big companies are small companies that succeeded”
– Robert Townsend

FOCUS ON

NETWORKING

Contributed by Margaret King MS, NCC, NCCC
Certified Career Counselor

We have all heard the expression, “*It is not what you know, but who you know.*” Though that in part may be true, consider also— “who knows you.”

The fact of the matter is that in order to grow a business, manage a career and grow in professional and personal endeavors we need talent and skill but equally important is having a network of contacts.

Networking has been defined in the book “*Power Networking*” by Donna Fisher and Sandy Vilas as “making links from people we know to people they know in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.”

To be successful at networking is to recognize the true spirit of networking. Many people feel that

networking means getting something from people. However, effective networking is about building reciprocal relationships that generate mutual value and benefit. It is amazing how this shift in attitude of “give and thee shall receive” will allow you to be more comfortable with approaching people and making contacts.

Keep in mind these “10 Commandments of Communicating and Connecting” put forth by author Susan RoAne and watch your business and career flourish:

- I. Thou shalt treat people with respect, courtesy, integrity, truth and honor.
- II. Thou shalt follow up and follow through- Do what you say you’ll do and report back in a timely way.
- III. Thou shalt pay attention to others- Listen with ears, eyes, head and heart.
- IV. Thou shalt nurture your network- Touch base with your contacts through calls, e-mails, cards, etc. even when you need nothing from them.

- V. Thou shalt treat people as people- Treat them not as contacts made for professional purposes, but as individuals with personal lives as well.
- VI. Thou shalt “good mouth” people- Praise people and pass on the praise of others.
- VII. Thou shalt acknowledge all sustenance with pen and paper- Thank those who have gifted you with time, ideas, food, support, ideas, leads, laughter, etc.
- VIII. Thou shalt perform good deeds- Reciprocate those deeds done on your behalf.
- IX. Thou shalt be an example of these principles.
- X. Thou shalt have fun and be of good humor.

BUSINESS LINK ON THE WEB

Visit Business Link on the Half Hollow Hills’ library home page. Locate websites of interest or find local business organizations interested in helping the small business owner or entrepreneur. Access one of the library’s many databases— The Wall Street Journal, Plunkett, Reference USA, Thomas Register, or the Business & Company Resource Center to name just a few. Interested in finding programs and seminars sponsored by local organizations? Check out Business Link’s Programs in the Community. Bibliographies covering a broad range of topics, from business etiquette, to patents, to selecting the right small business for you, to taking care of the family business— are all here.

Visit Business Link at <http://hhhl.suffolk.lib.ny.us/BusinessLink>

“WHAT’S NEW IN BUSINESS REFERENCE”

Plunkett’s Almanac of Middle Market Companies (2005)

A directory of 469 private and publicly-held U.S. corporations with revenues between \$100 million and \$300 million. Focuses primarily on the following fast growing industry sectors— health products/ services, biotech, energy, financial services, computer hardware/software, and electronics. Company profile data includes: address, company contacts, financials, divisions, corporate affiliates, and an extensive description of products/services.

Bus Ref 338.7 Plu

Plunkett’s Food Industry Almanac (2006)

A directory of 400 of the largest companies in all segments of the food industry. Company profile data includes: address, company contacts, financials, divisions, corporate affiliates, and an extensive description of products/services. Also included are statistics on the food, beverage, and restaurant industries, and an in-depth analysis of the major trends and technologies affecting these industries.

Bus Ref 338.7 Plu

“In a Nutshell”

A compact, ready reference series written by experts in each field. The library now owns:

- BR 346.73066 OES Mergers and Acquisitions
- BR 346.73066 HAA Corporate Finance
- BR 346.73038 OWE Products Liability
- BR 346.73068 HYN Agency, Partnership,
and the LLC
- BR 346.7306 HAM Law of Corporations
- BR 346.73065 SHA Business Associations
- BR 346.73066 BUR Federal Income Taxation of
Partners & Partnerships
- BR 343.7305 BUR Corporate Taxation
- BR 343.09 PIE Regulated Industries
- BR 343.087 FOL International Business
Transactions
- BR 343.0721 GEL Antitrust Law and Economics

BR = Business Reference

Global Trade & Business Show Directory

A comprehensive listing of international trade shows endorsed by the U.S. Department of Commerce. Arranged by country, each entry provides a description of the show, dates and contacts.

Bus Ref 382.5 GEO

Specialty Retail Report’s Retail Resource Guide (2006)

This directory is compiled specifically for retailers who operate carts, kiosks, and temporary in-line stores. More than 5,000 companies are listed with a description of products and services. Over 2,000 venues –mall and shopping centers– in the U.S. and Canada are described. In addition over 3,000 manufacturers and wholesalers who sell to specialty retailers are listed.

Bus Ref 338.7 Ret

What to Consider Before Buying a Franchise. New York State Office of the Attorney General.

A booklet detailing consumer tips and frequently asked questions about franchising. A must read before you take the plunge.

NEW MAGAZINE

Specialty Retail Report: The Magazine for Retail Entrepreneurs

A quarterly publication focusing on the latest trends and opportunities in this \$10 billion dollar industry. Feature articles include choosing the right product, hiring and managing employees, finding suppliers, site selection, marketing and more. Each issue profiles a successful entrepreneur who has successfully started a cart or kiosk business.

Let Us Know!

Have any Questions or Concerns?
Ideas for programs and events you would like to
see at the library?

Email us at bizlink@suffolk.lib.ny.us

DID YOU KNOW...?

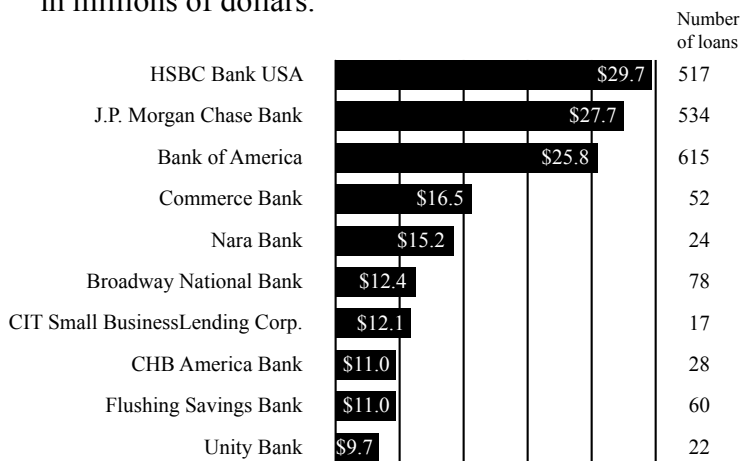
SMALL BUSINESS FACTS & FIGURES

Entrepreneurs Are Getting Grayer and Are Increasingly Foreign-born

For the past ten years, adults ages 55-64 have been the age group most likely to start a new business, according to a recent survey by the Ewing Marion Kauffman Foundation. Immigrants continue to have a greater rate of entrepreneurship than native-born Americans, while the construction industry continues to prove fertile ground for new business startups. For a complete look at the Kauffman Index of Entrepreneurial Activity National Report, 1996-2005, go to www.kauffman.org.

Top New York Lenders to Small Businesses

Top lenders for the six months ended March 31, 2006, in millions of dollars.



Source: U.S. Small Business Administration

The New York district includes New York City and Dutchess, Nassau, Orange, Putnam, Rockland, Suffolk, Sullivan, Ulster and Westchester counties.

Business Owners Are High Income Earners

Business-owning households in the 1990's were more likely than wage earners to be in households classified as high income earners, according to a study released in June by the U.S. Small Business Administration. Business ownership has traditionally been the route to prosperity for Americans and the 1990's were no different. In 2001 small business-owning households were more than twice as likely as non-owning households (57.1 percent to 25.5 percent) to be high income. For a complete look at How Did Small Business-Owning Households Fare During the Longest U.S. Economic Expansion, go to www.sba.gov/advo.

UPCOMING

EVENTS & PROGRAMS

October 11

Business Link Breakfast Meeting

8-9:30 am

Whether you are just starting your business venture or have an established company, come join us for an informal, networking meeting where you can share your thoughts and experiences with fellow entrepreneurs. Discover the valuable resources available at the library and in your community. Librarians will demonstrate the library's powerful online market research and sales-mining database, Reference USA. Our guest speaker Barbara Whiting, from the United States Small Business Administration, will discuss their services and programs that provide small businesses with the advantage necessary to effectively compete in today's marketplace. All entrepreneurs are welcome to this free session. No registration is required. For information call (631) 421-4530 and ask for reference.

October 19

Emergency Preparedness for Small Business

7-9 pm

Disasters strike at any time or place. Don't leave your business survival to chance; have a strategy for action. A speaker from the Suffolk County Office of Emergency Management will explain how to create an emergency plan. All are welcome, no registration is necessary, for this free workshop. For information call (631) 421-4530 and ask for reference.

November 16

5 Keys to a Successful Web Site

7-9 pm

What are the essentials of a business web page? What should you consider when planning your web page? Presented by Luis Equiluz, CEO/Director of Business Solutions.

NEW TO THE COLLECTION

Anton, Michelle

Weekend Entrepreneur: 101 Great Ways to Earn

Extra Cash

658.11 Ant

Birol, Andy

The 5 Catalysts of 7 Figure Growth

658.4012 Bir

Bond, Roland L.

Retail in Detail

658.87 Bon

Carbone, G.G.

How to Make a Fortune with Other People's Junk:

An Insider's Secrets to Finding and Reselling

Hidden Treasures at Garage Sales, Auctions, Estate

Sales, Flea Markets, Yard Sales, Antiques Shows,

and ebay

658.87 Car

Kennedy, Dan S.

No B.S. Guide to Wealth Attraction for

Entrepreneurs: The Ultimate No Holds Barred, Kick

Butt, Take No Prisoners Guide to Really Getting Rich

658.421 Ken

Konrath, Jill

Selling to Big Companies

658.81 Kon

Port, Michael

Book Yourself Solid: The Fastest, Easiest,

and Most Reliable System for Getting More Clients Than

You Can Handle Even If You Hate Marketing and Selling

658.8 Por

Stephenson, James

202 Services You Can Sell for Big Profits

658.11 Ste

Stim, Richard

Profit from Your Idea: How to Make Smart

Licensing Decisions

608.773 Sti

Sugars, Bradley J.

The Business Coach

658.407 Sug

Sugars, Bradley J.

Instant Referrals

658.8 Sug

WEBSITES OF INTEREST

National Business Incubation Association

<http://www.nbia.org>

NBIA offers basic information on business incubations. If you are considering an incubator, or want to learn how they work, this site can help. A "Links to Member Incubators" section helps you locate incubators in your area.

Bigstep

<http://www.bigstep.com>

Bigstep designs, hosts, manages, and supports web sites for thousands of small and home-based businesses. This is a quick and easy place to get your web site built and hosted. No bells and whistles here, just a basic and functional site.

Marketing Power

<http://marketingpower.com>

Sponsored by the American Marketing Association, you will find hundreds of articles on advertising, market research, consumer marketing, internet marketing, and more. Dues paying members have access to more content.

Half Hollow Hills Community Library

Dix Hills Building
55 Vanderbilt Parkway
Dix Hills, NY 11746
(631) 421-4530

Melville Building
510 Sweet Hollow Road
Melville, NY 11747
(631) 421-4535

<http://hhhl.suffolk.lib.ny.us>

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