

Fairfield Public Library Means Business

The Fairfield Public Library offers services and resources to support businesses of any size. Ask a Librarian about...

Online Resources:

- Reference USA - an online directory of over 14 million U.S. businesses that can be sorted by geography, size, and type of business
- Business and Company Resource Center - Company profiles, industry rankings, products and brands, stock prices, investment reports, industry statistics
- Dunn's Million Dollar Database - Premier directory of all U.S. public and private companies with sales of at least \$1 million or at least 20 employees. Excellent source for biographies of company officers
- LegalTrac - Indexes law reviews, legal newspapers, bar association journals and international legal journals. Also contains law-related articles from business and general interest titles
- America's Newspapers - The electronic editions of valuable local, regional, and national U.S. newspapers – all in one easy-to-search database
- Online access to full-text articles from the New York Times, Hartford Courant, Washington Post, Boston Globe, LA Times, and more

Periodicals:

- Barron's
- Business Week
- Crain's New York Business
- Entrepreneur
- Fairfield County Business Journal
- Financial Times
- Forbes
- Fortune
- Inc
- Wall Street Journal

Books:

- *Annual Register of Grant Support*
- *Book of Business Lists - Fairfield and New Haven Counties*
- *D&B Regional Business Directories*
- *Encyclopedia of Associations*
- *The Foundation Directory*
- *Lexis Nexis Advertising Red Books*
- *Lexis Nexis Corporate Affiliations*
- *Harris Manufacturers Directory*
- *National Directory of Nonprofit Organizations*
- *Statistical Abstracts of the US*

Fairfield Public Library offers study rooms, free wireless internet access, a computer lab with Microsoft Office software, color and B/W printing (fee applies), copiers and a scan station that scans and saves documents to USB or email.

www.fairfieldpubliclibrary.org

Main Library: 1080 Old Post Road, Fairfield, CT 06824

Front Desk: 256-3155 • Reference: 256-3160 • Children's: 256-3161

Fairfield Woods Branch: 1147 Fairfield Woods Rd., Fairfield, CT 06825

Front Desk: 255-7307 • Reference: 255-7308 • Children's: 255-7327

Winner of the 2010
Connecticut Award for
Excellence in Public Library Service



Fairfield
PUBLIC LIBRARY



Small Business Strategies

A Special Series

For Current and Prospective Entrepreneurs

We especially thank the professionals
who have given so generously of their time and
expertise to make this series possible!

Small Business Strategies:

A Special Series at the Fairfield Public Library

These programs are free and open to the public. Registration required: online at www.fairfieldpubliclibrary.org or call 203-256-3160.

All programs are at 7 pm in the Rotary Room at the Main Library.

Small Business Basics

Thinking about working for yourself? Starting your own business requires overcoming a series of hurdles as you develop your dream into reality. Learn about the legal, marketing, and financial issues that should be considered during the business development process.

Tuesday, October 5, 7 pm

Presenter: William McLeod, a business expert from the Greater Bridgeport Chapter of SCORE

Succeed with Online Marketing for Your Small Business

When done correctly, today's online opportunities can put your business above the competition. In this series we will be discussing online marketing strategies to position your business for profitable growth.

Wednesday, October 27, 7 pm

Presenters: Amy DeLardi, founder and Creative Director of Infinite Web Designs, LLC (IWD) and **Ed Kuryluk**, owner and founder of Right Mind Marketing

Effective Website Design and Search Engine Optimization (SEO)

Are you getting maximum return from your website? The overall look of your website is the customer's first impression of your business. Learn about the key factors that affect your website's functionality and search engine ranking.

Monday, November 1, 7 pm

Presenters: Amy DeLardi, founder and Creative Director of Infinite Web Designs, LLC (IWD) and **Ed Kuryluk**, owner and founder of Right Mind Marketing

Social Media - Fad or Here to Stay?

The explosive popularity of social media (Twitter, Facebook, LinkedIn, YouTube and others) can lead to big opportunities for your business. However, it's not a one-size fits all approach. Join us as we demystify the multitude of options.

Monday, November 15, 7 pm

Presenters: Amy DeLardi, founder and Creative Director of Infinite Web Designs, LLC (IWD) and **Ed Kuryluk**, owner and founder of Right Mind Marketing

Start and Grow Your Small Business in Fairfield

The Office of Community & Economic Development in Fairfield is a valuable resource for anyone looking to start or expand a small business. Learn about sources of capital, local business development groups, commercial space, and micro-enterprise funding assistance that is available to create and sustain local small businesses.

Tuesday, November 30, 7 pm

Presenter: Mark S. Barnhart, Director of The Office of Community and Economic Development in Fairfield

Critical Success Factors for Successful Entrepreneurs - Do You Have What it Takes to Become a Bill Gates?

What does it take to successfully start and grow your own business? Successful global entrepreneurs such as Bill Gates, Ozires Silva and Joy Mangano will be discussed, as well as critical topics including: strategic plans, key personality traits of entrepreneurs, pre-launch planning, impediments to success, unique selling propositions, and more.

Tuesday, December 14, 7 pm

Presenter: Dr. Gad J. Selig, Associate Dean, Graduate Studies and Research Division, University of Bridgeport