

## 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),

[www.fairfieldpubliclibrary.org](http://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  
April - June 2011

*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: Apr-Jun 2011:

### A Special Series at the Fairfield Public Library

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

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

Doors open at 6:30 pm. for networking with other small business owners.

#### QuickBooks Overview for Small Businesses

Small business owners often don't have the time to master software programs that are critical to their operations. This demonstration will include a basic overview of QuickBooks, including: setting up accounts, adding vendors, creating invoices, identifying terms and services, paying bills and understanding and using reports.

**Tuesday, April 26, 7pm**

**Presenter: Susan McAteer** EA, Founder, is a certified QuickBooks Pro Advisor and Enrolled Agent with a BS in Accounting and an MBA in Finance. Susan serves as a board member of the Connecticut Society of Enrolled Agents, financial manager for the Pequot Library, and provides clients with bookkeeping, tax preparation and QuickBooks services.

#### Conversations That Matter: Building Accountability & Commitment

Although we know it's important, many of us still hesitate to hold others accountable for their actions. It may seem faster and less of a hassle to let something go or simply wait and see what happens. When we fail to hold others accountable we reap the consequences-some obvious like a lack of productivity and some not as obvious like a lack of confidence in you as a leader....can help those of us in a managerial or leadership role create an environment that enables others to operate at a higher level of responsibility.

**Wednesday, May 4, 7pm**

**Presenter: Rick Lepsinger**, President of OnPoint Consulting and author of *Closing the Execution Gap: How Great Leaders and Their Companies Get Results*. Rick has a twenty-year track record of success as a human resource consultant and executive. Copies of the book will be available for signing and purchase.

#### Careers in Franchising and Business Ownership

Are you a corporate professional who is reassessing his or her life and career, looking for something better? In this informational seminar, the owner of FranNet, CT will share his years of franchise business ownership experience. Topics will include: why consider business ownership now; how to identify franchise business choices that best fit your skill set, needs, and goals; growth trends and choices in franchise ownership that offer stability and success in weak and strong economies; safely and affordably transitioning from employment into business ownership; costly mistakes to avoid; advantages of buying a franchise vs. other businesses; and what franchises cost and how to finance the purchase.

**Tuesday, May 24, 7pm**

**Presenter: Luc Deslauriers** is the franchise owner and operator of FranNet CT/RI, providing no-cost guidance, information and support to individuals who are interested in purchasing a franchise business. He received the 2009 FranNet "Commitment to Excellence Award", and has over 30 years of sales, sales training and marketing experience.

#### Loans - How and Where Do I Find One? A Conversation with a Representative of the SBA and a Local Financial Officer

The U.S. Small Business Administration (SBA) has lending partners throughout the state who are actively lending to Connecticut's small businesses. SBA's Deputy District Director will discuss SBA's three primary loan programs ranging in size from \$5,000 to \$5,000,000, who they are for and how to get started. A local financial officer, Mike Rembish, will present five different types of financing for small to medium size businesses and describe how each type of financing works. Additional topics will include: building up credit history, the benefits of borrowing versus giving up equity, and the supporting documents needed to get a loan from an institutional lender.

**Wednesday, June 1, 7pm**

**Presenters: Greta Johansson**, Deputy District Director, Small Business Administration; **Mike Rembish**, Vice President, Park Avenue Capital, LLC - a nationally recognized financial company serving clients financing needs.

#### Networking That Works

There is no better, faster, cheaper way to introduce yourself and your product or service than through networking. The good news is that opportunities abound to do just that. The bad news is that most people don't understand what effective networking is all about. If you are hesitant about attending networking events because you: a.) aren't sure what goes on there, b.) aren't comfortable in a room full of strangers or c.) have attended a few without any results, this presentation is a must. Learn and practice solid tools for networking that works, including the key components of the 60 second "elevator" speech, how to "work the room", maximize the experience, and follow up afterward.

**Monday, June 13, 7pm**

**Presenter: Debbie Fay** is the founder of bespoken presentation solutions, LLC, delivering public speaking coaching, training, and presentation development to individuals and businesses. She is an award winning trainer and teacher with a lifetime involvement in theater.



Fairfield Public Library is proud to announce a new partnership with the Greater Bridgeport Chapter of SCORE, Counselors to America's Small Business. For more information, contact Judy Sparzo at [jsparzo@fpplct.org](mailto:jsparzo@fpplct.org) or [info@scorect.org](mailto:info@scorect.org)