

## 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](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*

*January–March 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 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.

#### Prosperous Marketing Mindset Seminar

A nationally-recognized women's career coach will discuss five core marketing steps to generate more passion and profits doing work you love. Women entrepreneurs, consultants, practitioners and writers will gain renewed energy and optimism - and a clear roadmap- for creating more success and profits while achieving fulfillment and joy. This event is open to all - men and job seekers are encouraged to attend.

**Wednesday, January 26, 7 pm**

**Presenter: Kathy Caprino**, M.A., is the author of *Breakdown, Breakthrough, and the Founder and President of Ellia Communications, Inc.* - a career coaching and marketing consulting firm dedicated to helping women achieve breakthrough to the next level of success and fulfillment in their businesses and creative ventures. Caprino is a former corporate marketing executive, trained psychotherapist, seasoned coach, and writer and speaker on women's issues. A popular blogger on women's career topics and trends, she has appeared in more than 100 leading newspapers and magazines and on national radio and television.

#### Using LinkedIn to Grow Your Business

In this faced-paced world of connectivity and communication, social media has become an essential tool for professionals, marketers, and business owners, but the challenge is to effectively build online relationships that will ultimately lead to new business. It is essential to tie your online voice and personal brand to your company objectives and marketing message in order to reach your target audience. Learn how to use LinkedIn the right way, to produce referrals, leads, and sales for your business.

**Monday, February 7, 7 pm**

**Presenter: Carol McManus** has been in the business world for over three decades, with experience in sales, management, field operations, training, and senior executive positions with the world's largest real estate provider. In 2007, she left the corporate world to pursue her dream of entrepreneurship. She formed her own company, *Ywait4success*, which supports real estate and service industry businesses in growing revenue and developing their talent.

#### The Legal Issues of Social Networking

Social networking has opened a grand new frontier for inexpensive but effective ways of marketing services, reaching potential customers and supporting an existing client base. But along with the promise, sites like LinkedIn, Facebook, Twitter, MySpace and others also raise a host of old and

new legal issues, including pitfalls and liabilities that can span the legal spectrum. Topics to be discussed include: a round-up of legal issues you should consider before and during any social networking, such as copyright and trademarks infringement, conditions in social network site terms of use, third party content issues, potential employment policy issues, defamation and other tort traps, and more.

**Tuesday, February 15, 7 pm**

**Presenter: Richard L. Santalessa**, Esq.- Senior Counsel, Information Law Group. He is admitted to the Bar in NY, CT and DC, and counsels clients in technology-based issues, including the areas of electronic commerce, internet privacy, data breaches and data security, software licensing, intellectual property, website development and services issues, and more.

#### Creating a Business Plan

If you are starting or expanding your business, a strong business plan is a must. Gain insights into the business planning process including necessary components, resources to assist you in creating your plan, business start-up issues, and the risks and pitfalls involved in starting and running your business. Learn why both strong quantitative and qualitative analyses are so critical, and take away a timetable with action steps to move your plan forward to completion.

**Monday, February 28, 7 pm**

**Presenter: a business expert** from the Greater Bridgeport Chapter of SCORE™, Counselors to America's Small Business. SCORE is a nationwide organization offering free and confidential business counseling to almost 20,000 new small businesses each year, with popular resources including professional mentors, online and on-ground business workshops, and business e-newsletters.

#### The Power of Email Marketing

In today's world, marketing is about building relationships and sharing value with people online. Through easily accessible and cost-effective tools, you can turn your for-profit or not-for-profit business into a powerful and trusted resource. Reach the people who matter most to your business with professional email communications that not only look great, but also provide valuable metrics for targeted marketing and communication. Learn the basics of email marketing, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. Let the power of email marketing grow your business to new heights!

**Wednesday, March 16, 7 pm**

**Presenter: Corissa St. Laurent** is the Regional Development Director for Constant Contact in New England. A relationship marketing expert with more than 10 years' experience creating powerful new media marketing and brand campaigns, she uses her public relations, business development, management, and leadership skills to help small businesses and non-profit organizations maximize the power of email marketing, social media marketing, online surveying, and event marketing.