Information is Our Business: Reaching Your Small Business Community

OLA Super Conference

January 29, 2009

Kathy Walls, Burlington Public Library
Beverley King, Halton Hills Public Library
Cynthia Perry, Oakville Public Library

Burlington Public Library

A World Within Our Doors
Halton Hills Public Library

Oakville Public Library

Information is Our Business: Reaching Your Small Business Community

Overview of Session

- History – Kathy Walls
- Partnerships – Beverley King
- Marketing: Reach the Small Business Community (Everywhere) – Cynthia Perry
- Lessons Learned
- Questions?

History of Halton Library Business Partnerships

Or, how we got it together…

2005 In the beginning…

An outcome of Burlington Public Library's Strategic Plan was to make the business community aware of resources. We:

- **visited** a Ministry of Ontario's Small Business Enterprise Center - the Halton Region Business Development Centre - HRBDC and other local, business centres to explore partnership opportunities
- wrote the **Small Business Program Proposal** for Burlington Public Library
- wrote the **Business Resource Collection Statement** to define the scope and development of a dedicated business collection - the BRC

2006 Relationships begin…

- Halton libraries' strategic plans identified the need to better serve the business community
- HHPL and OPL contacted/visited BPL about the BRC collection
- BPL and HRBDC signed first **Collaboration Agreement** for the "Business Basics Seminar Series" - the first of a number of business series between the Region and other Halton public libraries
- The Collaboration Agreement outlined responsibilities for:
  - ✓ Co-coordinators
  - ✓ Speakers
  - ✓ Marketing
  - ✓ Registration and Fees
  - ✓ Room Bookings
  - ✓ Evaluations

2007 Partnerships expand…

- BPL also partners with business individuals
- OPL and HHPL partner separately with the HRBDC
- Fall of 2007, 3 Halton libraries and HRBDC meet to co-ordinate partnership programs for 2008 year. This co-operation:
  - reduced duplication of programming in same geographic area
  - optimized use of human resources at HRBDC
  - better served the broader, Halton business community

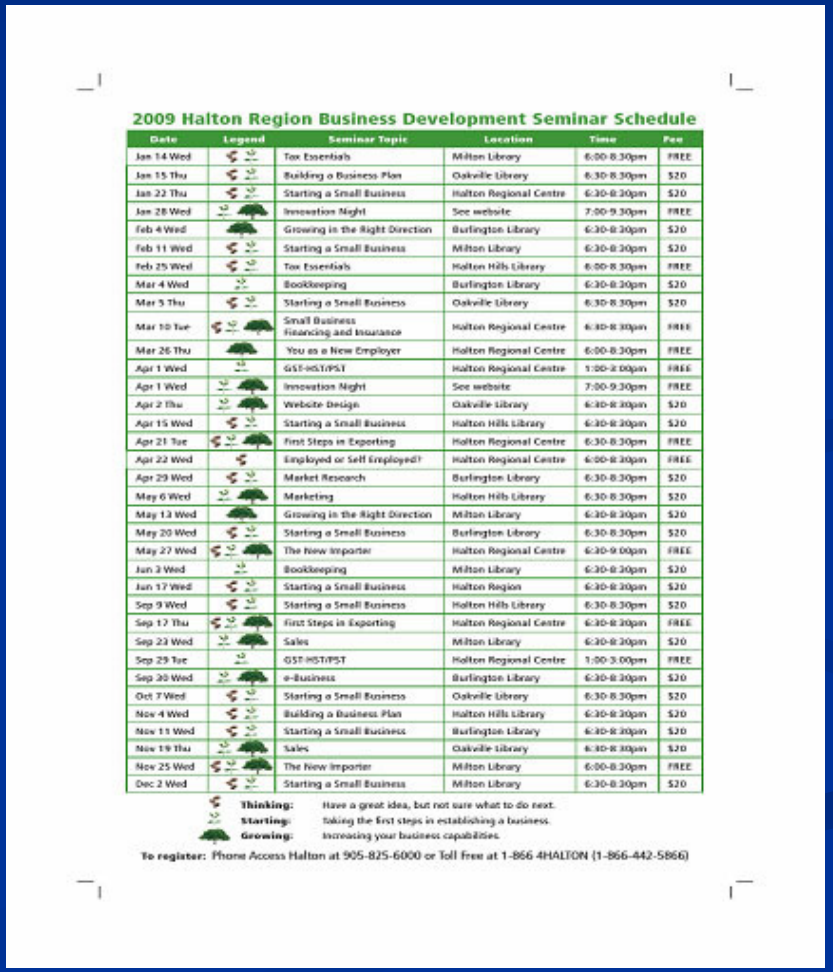
2008 Partnerships expand again…

BURLINGTON Public Library

A WORLD Within Our Doors
HALTON HILLS PUBLIC LIBRARY

Oakville Public Library

Milton Public Library



2009 Halton Region Business Development Seminar Schedule

Date	Legend	Seminar Topic	Location	Time	Fee
Jan 14 Wed		Tax Essentials	Milton Library	6:00-8:30pm	FREE
Jan 15 Thu		Building a Business Plan	Oakville Library	6:30-8:30pm	$20
Jan 22 Thu		Starting a Small Business	Halton Regional Centre	6:30-8:30pm	$20
Jan 28 Wed		Innovation Night	See website	7:00-9:30pm	FREE
Feb 4 Wed		Growing in the Right Direction	Burlington Library	6:30-8:30pm	$20
Feb 11 Wed		Starting a Small Business	Milton Library	6:30-8:30pm	$20
Feb 25 Wed		Tax Essentials	Halton Hills Library	6:00-8:30pm	FREE
Mar 4 Wed		Bookkeeping	Burlington Library	6:30-8:30pm	$20
Mar 5 Thu		Starting a Small Business	Oakville Library	6:30-8:30pm	$20
Mar 10 Tue		Small Business Financing and Insurance	Halton Regional Centre	6:30-8:30pm	FREE
Mar 26 Thu		You as a New Employer	Halton Regional Centre	6:00-8:30pm	FREE
Apr 1 Wed		GST-HST/PST	Halton Regional Centre	1:00-3:00pm	FREE
Apr 1 Wed		Innovation Night	See website	7:00-9:30pm	FREE
Apr 2 Thu		Website Design	Oakville Library	6:30-8:30pm	$20
Apr 15 Wed		Starting a Small Business	Halton Hills Library	6:30-8:30pm	$20
Apr 21 Tue		First Steps in Exporting	Halton Regional Centre	6:30-8:30pm	FREE
Apr 22 Wed		Employed or Self Employed?	Halton Regional Centre	6:00-8:30pm	FREE
Apr 29 Wed		Market Research	Burlington Library	6:30-8:30pm	$20
May 6 Wed		Marketing	Halton Hills Library	6:30-8:30pm	$20
May 13 Wed		Growing in the Right Direction	Milton Library	6:30-8:30pm	$20
May 20 Wed		Starting a Small Business	Burlington Library	6:30-8:30pm	$20
May 27 Wed		The New Importer	Halton Regional Centre	6:30-9:00pm	FREE
Jun 3 Wed		Bookkeeping	Milton Library	6:30-8:30pm	$20
Jun 17 Wed		Starting a Small Business	Halton Region	6:30-8:30pm	$20
Sep 9 Wed		Starting a Small Business	Halton Hills Library	6:30-8:30pm	$20
Sep 17 Thu		First Steps in Exporting	Halton Regional Centre	6:30-8:30pm	FREE
Sep 23 Wed		Sales	Milton Library	6:30-8:30pm	$20
Sep 29 Tue		GST-HST/PST	Halton Regional Centre	1:00-3:00pm	FREE
Sep 30 Wed		e-Business	Burlington Library	6:30-8:30pm	$20
Oct 7 Wed		Starting a Small Business	Oakville Library	6:30-8:30pm	$20
Nov 4 Wed		Building a Business Plan	Halton Hills Library	6:30-8:30pm	$20
Nov 11 Wed		Starting a Small Business	Burlington Library	6:30-8:30pm	$20
Nov 19 Thu		Sales	Oakville Library	6:30-8:30pm	$20
Nov 25 Wed		The New Importer	Milton Library	6:00-8:30pm	FREE
Dec 2 Wed		Starting a Small Business	Milton Library	6:30-8:30pm	$20

Thinking: Have a great idea, but not sure what to do next.
Starting: Taking the first steps in establishing a business.
Growing: Increasing your business capabilities.

To register: Phone Access Halton at 905-825-6000 or Toll Free at 1-866 4HALTON (1-866-442-5866)

2009 Going Forward…

- Visit (and learn from) those who have "boldly" gone before:
  - libraries with business collections
  - business bookstores, magazines, blogs, RSS feeds
  - business websites, public libraries business websites
- Communicate / liaise with those who already "know"
  - business librarians
  - business community
- Marketing, marketing, marketing…and *more* marketing
  - business events, web pages, brochure, databases, displays

Partnerships

Determine Community Needs

Obvious Supporters of Small Business

- Halton Region Business Development Centre
- Local Business Improvement Areas
- Local Chamber of Commerce
- Town's Economic Development Office
- The Centre for Skills Development and Training

Less Obvious Supporters of Small Business

- Town Department Heads
- Rotary Club
- YMCA Career Development & Learning Centre
- Canadian Federation of University Women
- Women's Business Groups
- Business Owners
- Newcomers Organizations e.g. Halton Multicultural Council

HHPL's Three Step Business Plan

1. Immediately with minimal costs
2. Over time, pending funding
3. New facility needed

1. Immediate with minimal costs

Collections:

- Halton Region Business Development Centre
- The Centre for Skills Development and Training

2. Over time, pending funding

Specialized Resources:

- Town's Departments
- Business Owners
- Programs

3. New Facility Needed

Meeting Space

HHPL's Business Plan

Gather support from key organizations

BURLINGTON Chamber of Commerce

Halton REGION

OAKVILLE CHAMBER of COMMERCE

ECONOMIC DEVELOPMENT Burlington Connecting to the world

HALTON HILLS Chamber of Commerce

TOWN OF HALTON HILLS Working Together Working for You!

The Centre Skills Development & Training

Productive Partnerships

Business Development Centre

- Consultant on Site Program
- Small Business Advisory Group

Productive Partnerships

The Centre for Skills Development and Training

- Resume Help Day
- Small Business Advisory Group

Productive Partnerships

Halton Hills Chamber of Commerce

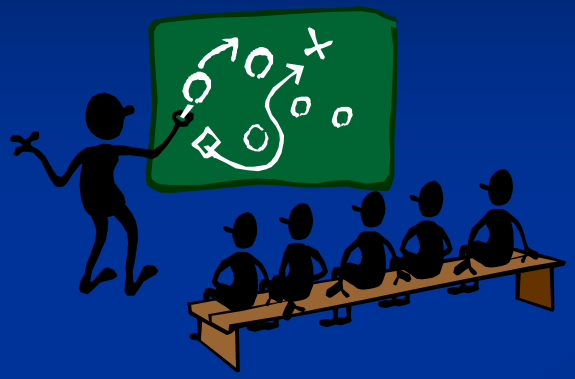
- Halton Hills Women in Business
- Business Owners
  - Wendy Hue, Partners in Progress
  - Shelly Silk, Shelly's Chocolate and Gifts
  - Karen Sencich, Havoc to Harmony

Build Partnerships for Sustainability

Reach the Small Business Community (Everywhere)

Future Directions…

Step 1: Make a Plan for the Future



GOALS:

1. Develop physical and virtual small business collections
2. Increase physical/virtual exposure to collections and staff
   - Reach more customers
3. Develop staff expertise in virtual / mobile tools – be innovative
4. Foster existing and create new mutually beneficial community partnerships
5. Advertise library resources at every opportunity
6. Satisfy community's desire for more adult programming

Reach the Small Business Community (Everywhere)

Step 2: Know Your Market

- ✓ Understand local demographics
- ✓ Existing small business owners with desire to expand
- ✓ Entrepreneurs just starting out
- ✓ People exploring business startup and feasibility
- ✓ People looking for "freedom" of home-based business
  - ➢ "mompreneurs", consultants, independent trades
- ✓ Career seekers and career changers
- ✓ Personal investors

Reach the Small Business Community (Everywhere)

Step 2: Know Your Market

Is your small business market in your local community? **YES**
Is your small business market in the global community? **YES**
Is your small business market mobile? **YES**

Market for products/services is global

=

↑ need for local community info + ↑ need for foreign market info

Should a goal of public libraries be to reach global customers?

Reach the Small Business Community (Everywhere)

Step 3: Understand Your Small Business Community's Needs

- Read!!!
  - Newspapers, biz journals, small business blogs and websites, tech reviews
- Learn about / use new technology
  - Review benefits to small business owners
- Participate in virtual small business groups
  - Facebook, Twitter, Flickr, etc.
- Network at community business group meetings
- Attend the small business seminars that your library hosts
- Talk to library customers

Reach the Small Business Community (Everywhere)

Step 4 (a): Provide and Market Locally-Available Resources

- Separate vs integrated business collection
- Displays with partner brochures and upcoming events
- Space to gather/meet
- Wifi
- Mutual referrals with business services partners
- Public library = small business corporate library?
- Business brochure without "library-speak" (in coffee shops?)
- Articles in local newspapers
- Don't let them walk away empty-handed!

Reach the Small Business Community (Everywhere)

Network! Attend and speak at:

- Brown Bag Networking Lunches
- Chamber of Commerce meetings
- BDC's Small Business Advisory Group
- Tours: Women's Centre New Start Program
- Technology groups e.g. BitNet
- Halton Region's meetings e.g. "Mind Your e-Business"
- Resume Help Days / Career Workshops

Reach the Small Business Community (Everywhere)

Oakville Public Library

Reach the Small Business Community (Everywhere)

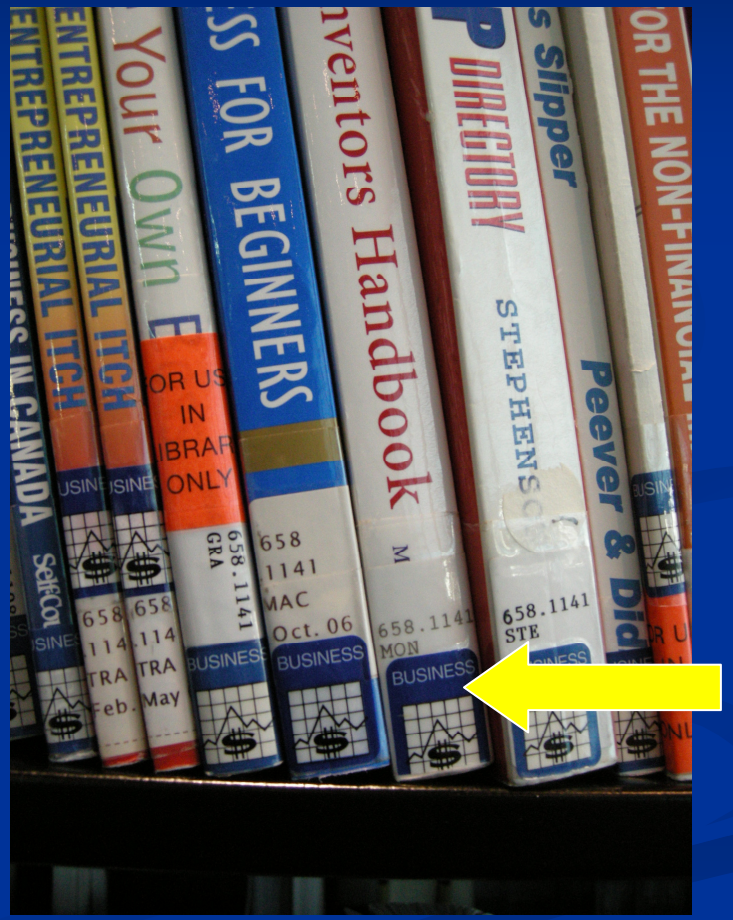
Oakville Public Library

Reach the Small Business Community (Everywhere)

Burlington Public Library

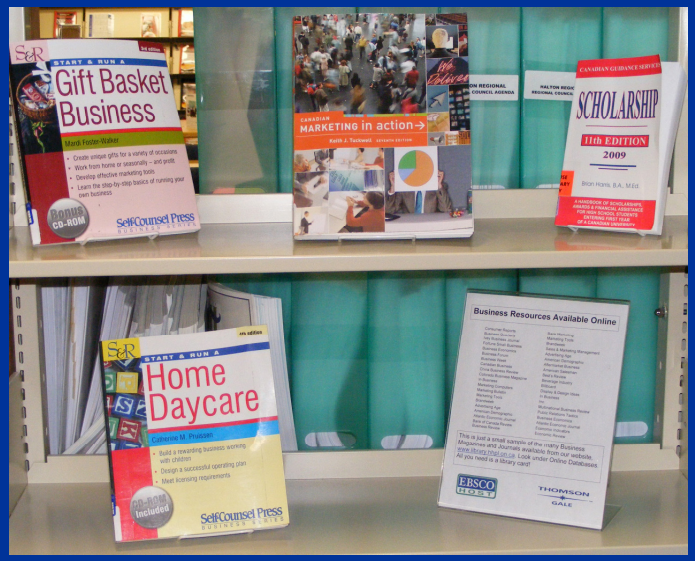
Reach the Small Business Community (Everywhere)

Burlington Public Library



Reach the Small Business Community (Everywhere)

Halton Hills Public Library



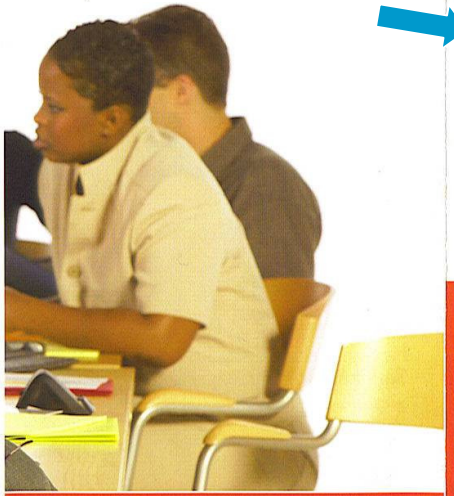
Reach the Small Business Community (Everywhere)

"Open for Business" brochure

Whether you want to start a new business, expand your existing business, make an investment or change careers, we have the services you need.

Our free, reliable and professional resources can help you with:

- Small business start-up and planning
- Finance, accounting and taxes
- Marketing and sales
- Company research
- Career development and job search



Website

Visit **www.opl.on.ca** for lists of recommended reading, downloadable audiobooks, useful websites, blogs on the latest small business and government topics, and upcoming business and career events.

Events

We offer numerous business and career events throughout the year. Visit our website or pick up a copy of our **@ your library™** guide for more information.

Other Services

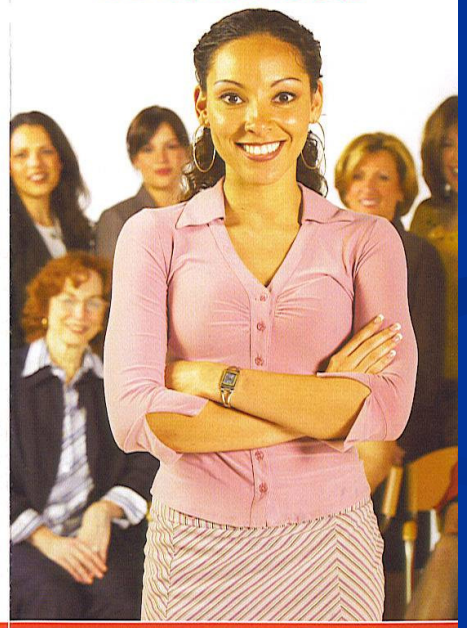
- Free use of computers with Internet access, MSOffice, instant messaging, printing, and jump drives for USBs
- Free wireless Internet access
- Meeting rooms available for rent

Oakville Public Library
Central Branch
120 Navy St., Oakville ON L6J 2Z4

Information Services:
905.815.2044 or
oplreference@oakville.ca.

www.opl.on.ca

Open for Business



Oakville Public Library
Where people and ideas meet.

Reach the Small Business Community (Everywhere)

"Open for Business" brochure

www.opl.on.ca

Oakville Public Library

Professional Information Assistance

Consult our staff in person at all branches, by phone, email or instant messaging. Information sessions geared towards your specific needs may be arranged with our Business Specialist.

Contact us at **905.815.2044** or **oplreference@oakville.ca.**

In-Library Resources

Find the latest in business, personal finance and career information. We have books, directories, magazines, newspapers, trade publications, CDs and DVDs, including local, GTA, national, U.S. and international publications.

Online Research

Available 24/7 from home or work via our website, our online databases give you free access to thousands of publications. Research a company, industry, country, career or topic or find eBooks, statistics, demographics and labour market information quickly and easily.

Search databases* such as:

- Business Source Premier
  (industry, country, company and market research)
- Canadian Business Online
  (directory of over 1.5 million Canadian companies)
- InfoTrac Small Business eCollection
  (magazines and journals for entrepreneurs)
- Career Cruising
  (career reference guide)
- Halton Community Services Database
  (professional, trade andbusiness associations, community groups, employment agencies)

* *Database availability subject to change*

Reach the Small Business Community (Everywhere)

Step 4 (b): Provide Virtual Resources and Market Virtually

- Create a virtual small business presence
  - ✓ Create dynamic business pages on library website
  - ✓ Expand your virtual small business collection
    - ➢ e.g. downloadable audiobooks + eBooks
  - ✓ Write a small business blog
- Run a seminar on Online Tools and Information for Small Business
- Advertise events online

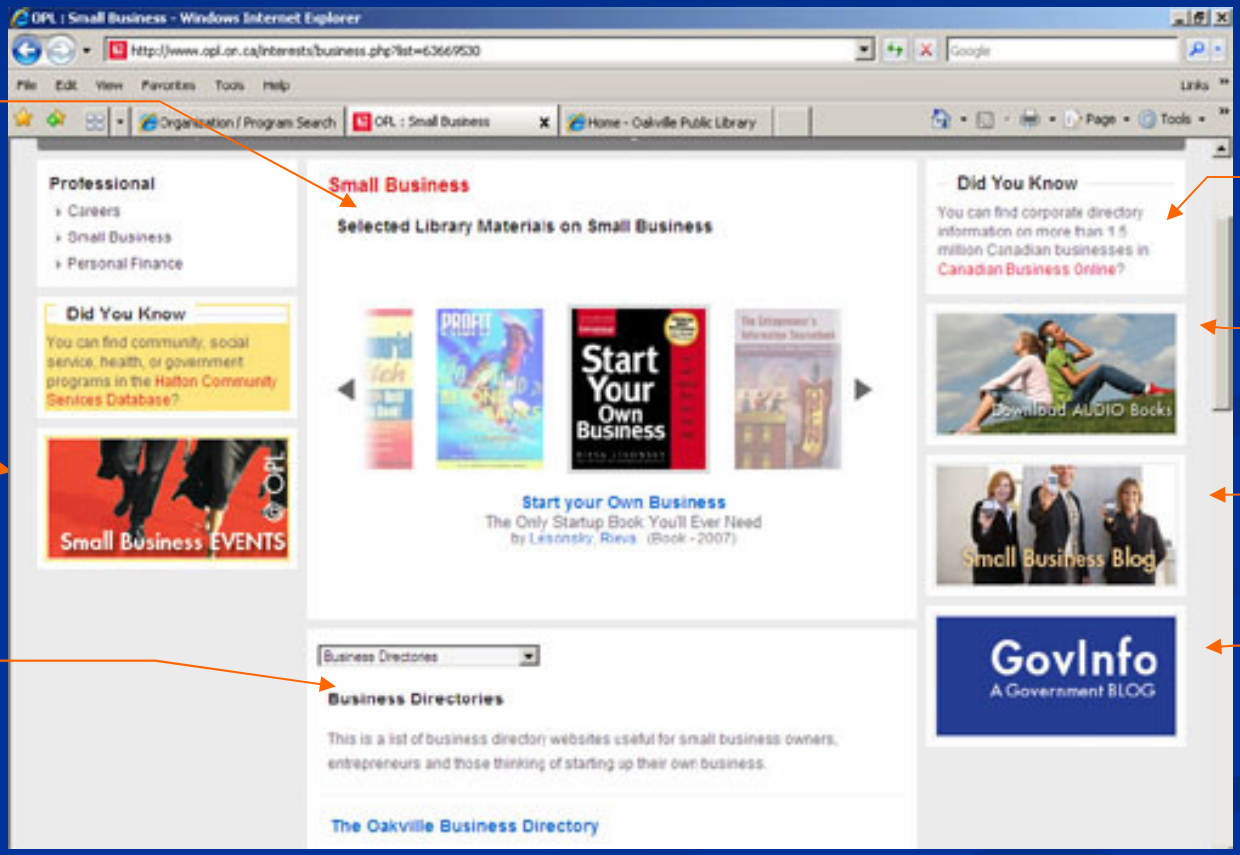
Reach the Small Business Community (Everywhere)

Showcase Collection

Community Services/ Programs

Events @ Your Library

Complementary Categorized Websites



Business Databases

Audiobooks/ eBooks

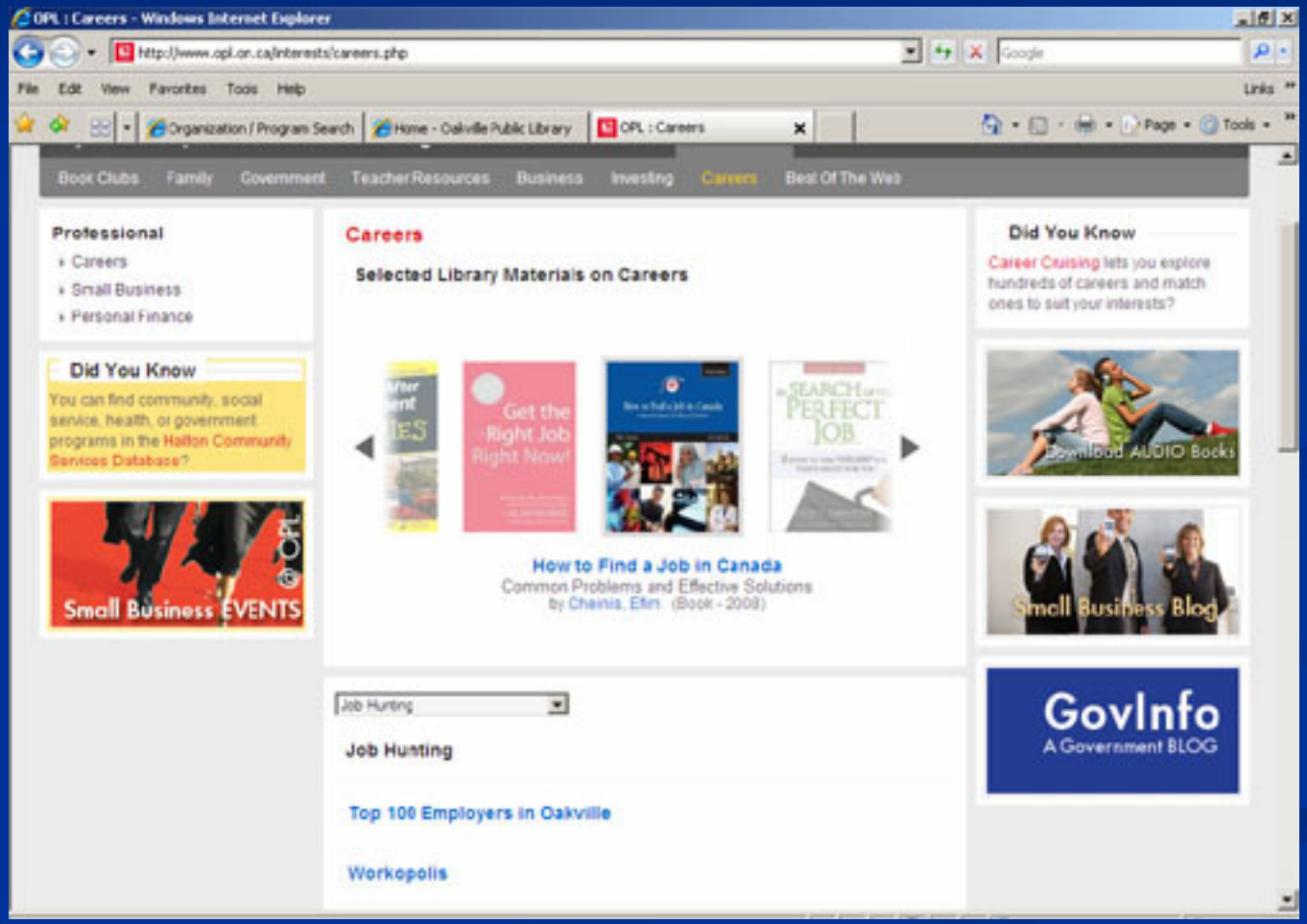
Business Blog

Government Blog

Reach the Small Business Community (Everywhere)

Careers:

subject-specific content



Reach the Small Business Community (Everywhere)

Audiobooks

eBooks

Extend Your Business Collection:

Downloadable Audiobooks / eBooks

(OverDrive, NetLibrary, etc.)

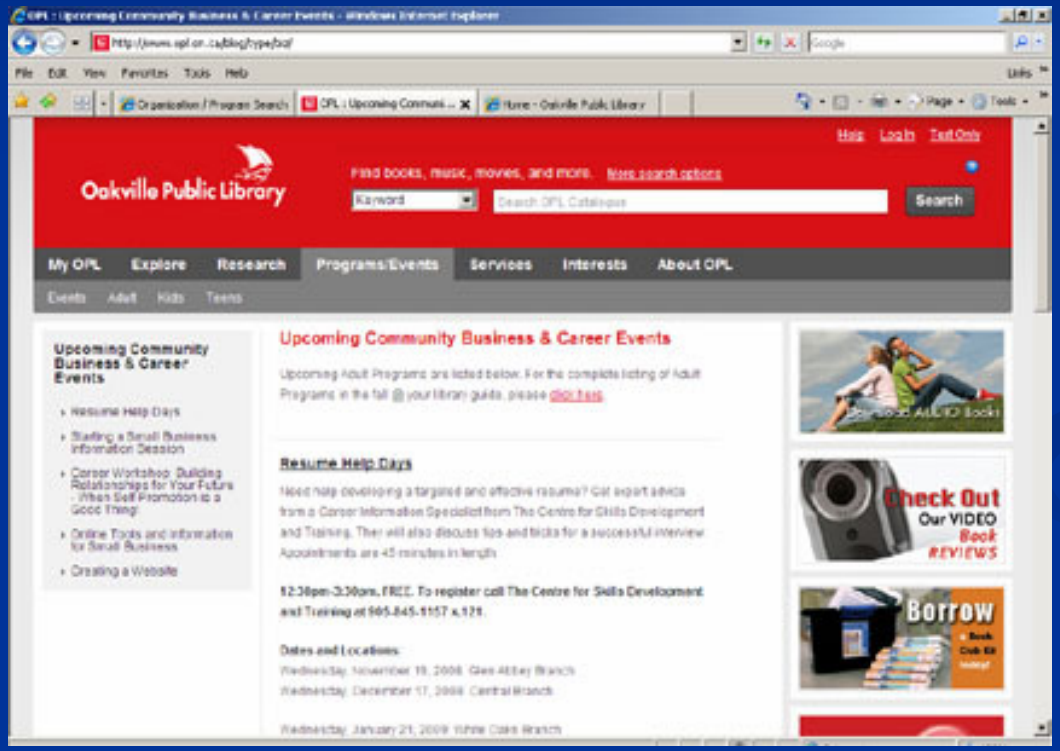
Reach the Small Business Community (Everywhere)

Exposure !!!

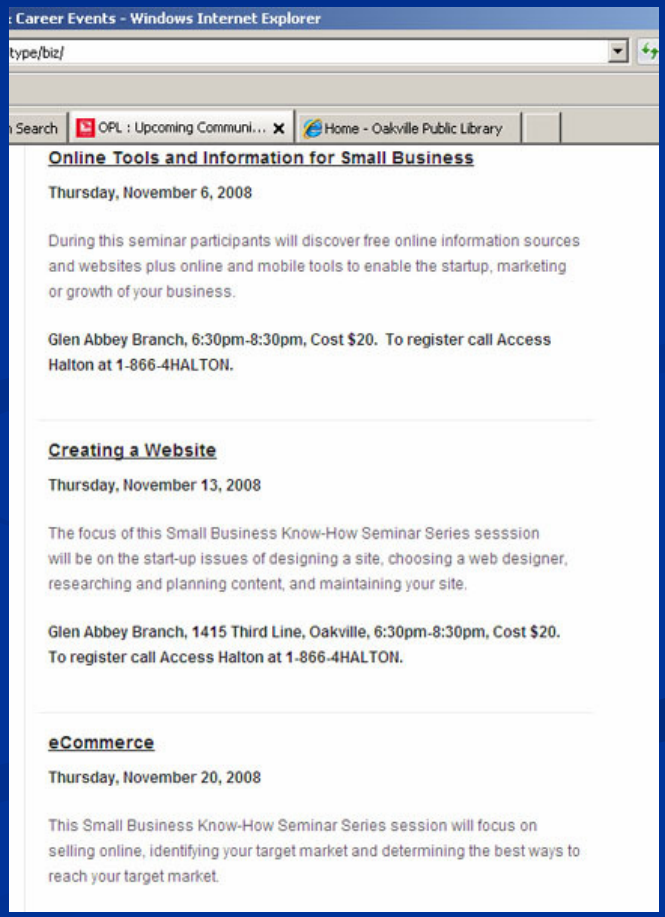
2200+ unique visitors, 3100+ page loads, visitors from 69 countries

* 11 months

Reach the Small Business Community (Everywhere)



Advertise Upcoming Events



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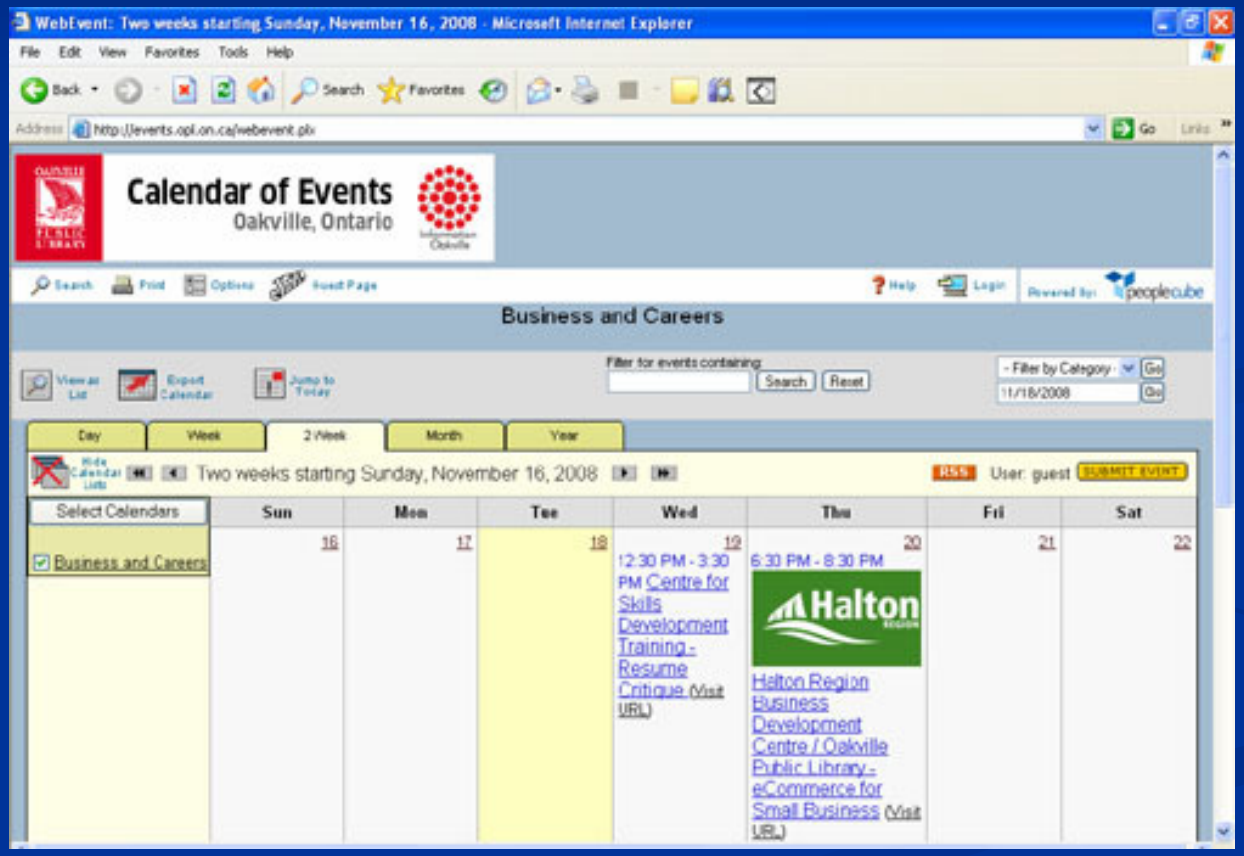

Separate Business & Careers Calendar within Community Calendar

Lessons Learned

Plan ahead!

- ✓ Maintain collaboration agreements
- ✓ Pre-screen speakers/presenters
- ✓ Offer successful seminar subjects relevant to community and economic realities
- ✓ Centralized registrations

Lessons Learned

- ✓ Timing is everything
- ✓ Measure success
- ✓ Communicate with your partners
- ✓ Be professional
- ✓ Offer courtesies
- ✓ Co-promote related library programs, services, resources
- ✓ Market beyond the walls of the library

Network! with librarians, partners, businesspeople

Don't be "the best kept secret"!

Information is Our Business: Reaching Your Small Business Community

2009 Small Business Resource Seminars

Seminar Descriptions:

Bookkeeping
Understand bookkeeping principles and practices, financial statements, taxation, expenses and software programs.

Building a Business Plan
Learn how to write a plan to guide your business and assist in financing.

e-Business
How to use Internet technology to do business. Learn what you need to know to buy and sell online.

Employed or Self Employed?
Which are you, and how does it affect your Employment Insurance (EI) benefits?

First Steps in Exporting
The Ministry of International Trade and Investment will share with you resources, programs and services available to potential exporters including export readiness, market research, export planning and practical issues.

Growing in the Right Direction – Expert Advice
Get the best advice from business experts. A lawyer, accountant and a marketing expert will assist with your challenges and questions.

GST/HST/PST
Canada Revenue Agency, and the Ontario Ministry of Revenue, provide a comparison on how these taxes work, tax credits and your responsibilities as a business owner.

Innovation Night
An Internet evening to explore, share and help advance today's ideas for tomorrow's business success.

Marketing
Convert those prospects into paying customers by learning about targeting, branding, market plans and promotion.

Market Research
Identify the why and how of conducting market research for your business success.

Sales
Reach the sales and add more closes! Learn to sell more.

Small Business Financing and Insurance
RBC Royal Bank will present an overview of financing and insurance needs for small business.

Starting A Small Business
A general overview of the things you will need to consider: resources to help you succeed, structure, registrations, regulations, taxation, taxes and financing options.

Tax Essentials
Canada Revenue Agency will provide you with small business tax issues, including claimable expenses, record-keeping requirements and issues involved in filing your income tax.

The New Importer
Canada Border Services Agency will deliver this seminar outlining the importing process, how duty is determined, government contacts and trade programs.

Website Design
Start up issues on designing a site, choosing a web designer, researching and planning content and maintaining your site.

You as a New Employer
The Ministry of Labour, Service Canada and Canada Revenue Agency will collectively provide an overview of the process, regulations and documentation requirements when hiring full or part time staff.

Seminar Registration:

Phone Access Halton at 905-825-6000 or toll free at 1-866-4HALTON (1-866-442-5866)

Seminar Registration Policy:

Please register in advance for all seminars, even if free, as seating is limited. "No shows" or paid seminars will still be charged.

Library Contact Information:

Burlington Central Library
2331 New Street, Burlington, ON L7R 1J4
Phone: 905-634-3611
Fax: 905-681-7177
www.bpl.on.ca

Halton Hills – Georgetown Branch
9 Church Street, Georgetown, ON L7G 2A1
Phone: 905-873-2681
Fax: 905-873-4118
www.bhpl.on.ca

Milton Public Library
45 Bruce Street, Milton, ON L9T 2L5
Phone: 905-875-2665
Fax: 905-875-4024
www.mpl.on.ca

Oakville – Central Branch
120 Navy Street, Oakville, ON L6J 2Z4
Phone: 905-815-2042
Fax: 905-815-2424
www.opl.on.ca

Halton

For more information, contact:
Halton Region
Dial 311 or 905-825-6000
Toll Free 1-866-4HALTON (1-866-442-5866)
TTY 905-827-4833
www.halton.ca

Ontario

RBC Royal Bank

2009 Halton Region Business Development Seminar Schedule

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Questions?

Thank You!