



Small Business and the Public Library: Strategies for a Successful Partnership (ALA Editions)

By Luise Weiss, Sophia Serlis McPhillips, Elizabeth Malafi

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Aligning with recent news stories on difficult economic times, the authors target libraries endeavoring to assist users entering or already involved in the small business community. *Small Business and the Public Library* will help you reach out to this group of patrons with

- Innovative programming ideas
- Easy to translate suggestions into day-to-day operations
- Suggestions to helping clients become business literate on the web, on paper, and out in the world of work

Whether patrons need resources to start their own business, search for a new job, or locate demographic statistics to help them market their existing product, this resource will help you answer questions and meet their needs.

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Editorial Review

Review

sing the real-world examples and sound advice outlined in this book as a foundation for creating a library's business center can enhance and guarantee any business library's relevancy well into the future. --Public Libraries

About the Author

As the former head of Adult Reference and the Miller Business Resource Center at Middle Country Public Library in Centereach, New York, **Luise Weiss** was a driving force behind the development of the Business Center and its programs and services. A member of the Adjunct Faculty of the Palmer School of Library and Information Science, she has taught Advanced Reference courses in Humanities and Social Sciences and Electronic Reference. A graduate of Cornell University, she has an MLS from the Palmer School of Library and Information Science at Long Island University and a B.S. from SUNY Stony Brook. Although retired, she works part-time at the Miller Business Reference Desk and continues to teach at Palmer. She has served as chair of the ALA's BRASS Business Reference Sources committee and has been a member of the BRASS Business in Public Libraries committee.

Sophia Serlis-McPhillips is the coordinator of Adult Reference and the Miller Business Resource Center at the Middle Country Public Library, forming strategic partnerships with the business community, developing a comprehensive business collection of print and electronic resources, and devising a service plan for the optimum delivery of business reference services. Since 2000, she has been a liaison to the Hauppauge Industrial Association and is an active member of the Greater Middle Country Chamber of Commerce. She earned a Master's Degree in Library and Information Science and holds a certificate in Public Library Administration from the Palmer School of Library Science at C.W. Post, where she is an adjunct professor. Currently, she is a committee member for the Middle Country Coalition for Smart Growth and on the advisory board of Literacy Suffolk Inc. She is on the NOVEL (New York Online Virtual Electronic Library) steering committee and has served on the ALA's BRASS Business in Public Libraries committee.

Elizabeth Malafi is the coordinator of Adult Programming and the Miller Business Resource Center at the Middle Country Public Library. As a member of several local business associations, Elizabeth forms relationships with local small businesses, entrepreneurs, and community leaders that enable her to increase awareness of the resources and services offered by the Miller Center. Elizabeth graduated with a B.A. from Hofstra University and received a Master's Degree from the Palmer School of Library Science at C.W. Post. She has also taught Library Science courses at the Palmer School. She also serves on ALA's BRASS Business Reference Sources committee and contributes to the Outstanding Business Reference Sources column of *Reference and User Services Quarterly*. In 2008 she won the BRASS Dun & Bradstreet Public Librarian Support Award.

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