



Small Business Support

Presentation to the Toronto Public Library Board
October 21, 2013





How do I start
& register a
small
business?



Where can I
find sample
business
plans?



How can I find
out who my
competitors
are?



How do I do
market
research?



How can I get
financial
support?



Where can I
find suppliers?



Expert staff assistance



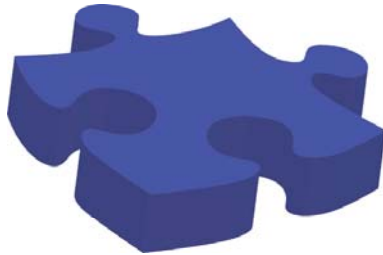
Specialized resources



Spaces to meet and work



Programs and seminars



Expert Staff Assistance.

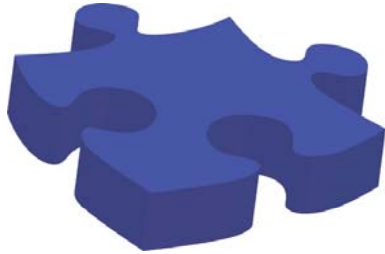
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Expert Staff Assistance

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Books, Video, Research & More

Programs, Classes & Exhibits

Hours & Locations

Using the Library

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Meeting with a librarian can help you with research, library information, career information, homework help and more. Make a free 30-60 minute appointment with a librarian at one of the branches listed below by completing the following web form or call Answerline at 416-393-7131.

Email us to make an appointment

Name Required

Library Card Number

Please briefly describe your topic/question (eBooks, job search, research, etc.). Required

Best time to contact you

Preferred meeting location Required

Agincourt Where are these libraries?

This service is also available at other branches not listed here upon request.

☒ Contact me via email

Email address Required

☐ Contact me via telephone (local numbers only)



Expert Staff Assistance

Blogs by Business Librarians

Small Business Mentoring: What You Could Be Missing

October 11, 2013 | Christina | Comments (0)



Do you want to become or improve your skills as a business mentor?

Linda Morana, mentor in residence at **Canadian Youth Business Foundation**, explains the best mentoring practices, role of a mentor and how small business can benefit from a mentor.

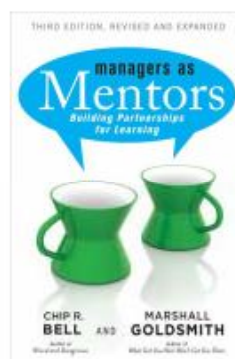
Date: Wednesday, October 16, 2013

Time: 6:30 pm - 8:00 pm

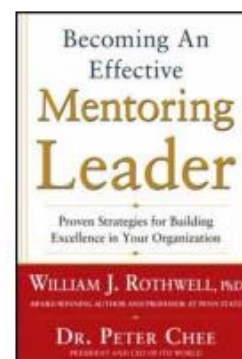
Place: **Toronto Reference Library**, Elizabeth Beeton Auditorium

Free. All are welcome. Wheelchair accessible.

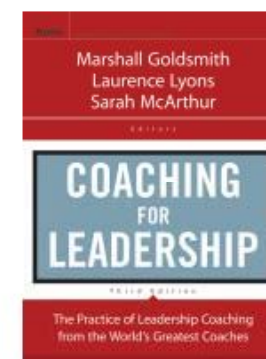
Also, check out the following titles at the Toronto Public Library:



Managers as Mentors



Becoming an Effective Mentoring Leader



Coaching for Leadership



Expert Staff Assistance



Supporting your Small Business

October 2013

Database of the Month



Scott's Business Directories Online. If you want to locate a list of competitors, find a list of suppliers or find a group of companies to market your product or service to, try Scott's Business Directories Online. This database contains company information on almost 200,000 businesses located in Canada. Information includes basic contact information and may include web site and email address as well as size of company, annual sales and year established. Find Scott's Business Directories Online through the Toronto Public Library's [A-Z List of All Databases](#). Sign in with your Toronto Public Library card.

Did You Know?



Toronto Public Library has an **Entrepreneur in Residence** for the second year in a row. This year our entrepreneur is Jean Chow who comes to the library with programs and one-on-one consultations with entrepreneurs. If you would like to book a consultation regarding your proposed business idea or plan, the submission deadline is Wednesday October 16th. More information on the [application process](#) is on our website. Join us for the [official kick off](#) of her stay at the Toronto Reference Library Atrium on Wednesday, October 2nd, 6:30-8:00 pm. A [drop in session](#) is planned as well at the Toronto Reference Library Elizabeth Beeton Auditorium on Wednesday, October 9th, 6:30-8:00 pm. All are welcome.

The Digital Design Studio is in line to get a makeover! In the new proposed space would be access to some of the most creative tools available with a major emphasis on new technology, collaboration, learning and making spaces. In addition to the new updated studio, there will also be a brand new "digital innovation hub" at the Fort York Library, opening sometime in early 2014. [Read more about it here.](#)

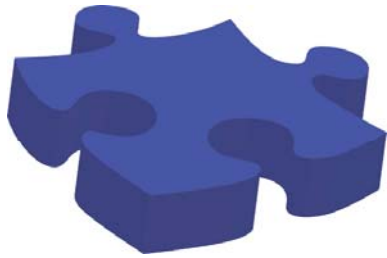
Small Business Programs

Inspiration

[Success Story of Mr. Harry Rosen](#) Harry Rosen, founder of the Harry Rosen menswear stores, reveals the secrets of his successful business model, various obstacles that small business owners will face when establishing and running a business and his experience as a mentor to small business owners. Tuesday, October 8th, 6:30-8:00 pm. Toronto Reference Library Atrium, 789 Yonge St.



[Striking a Deal on CBC's Dragons' Den](#) Claudia Harvey, Co-Founder of Dig It Apparel Inc. successfully struck a deal with Kevin O'Leary on CBC's Dragons' Den. Hear about the inception of Dig It, how it led to pitching on the Den and the formula used to successfully strike a deal. Learn how creating a partnership with a notorious Dragon affected the course of business. Armed with 20+ years of corporate experience from sales to operations, Claudia will provide direct answers to what it takes to start a business from the ground up, is creating a business the right move for you and how every opportunity including a Dragons' Den visit can be used to further your business. Wednesday, October 30th, 7:00-8:00 pm, Brentwood Library Program Room, 36 Brentwood Rd. N. Register at Information Desk or call 416-394-5247.



Expert Staff Assistance



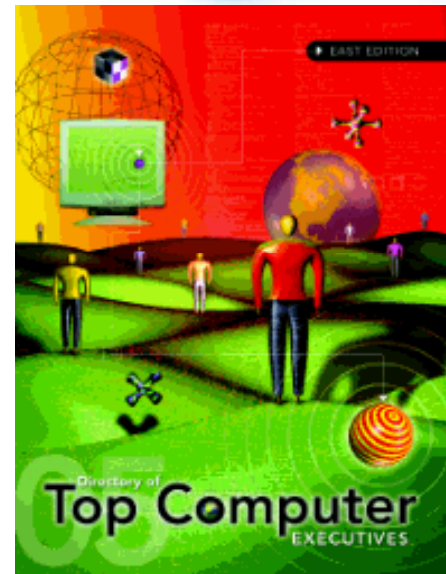
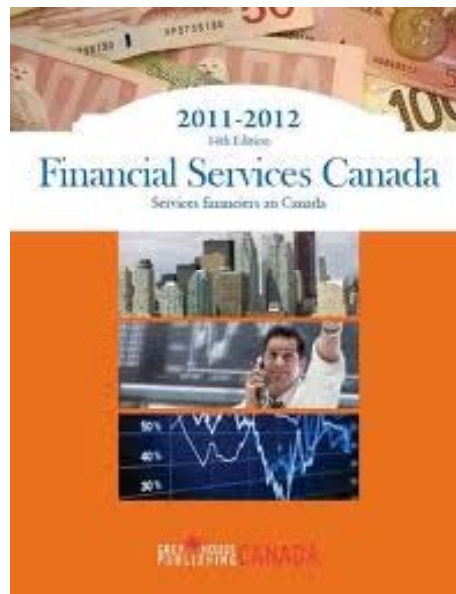
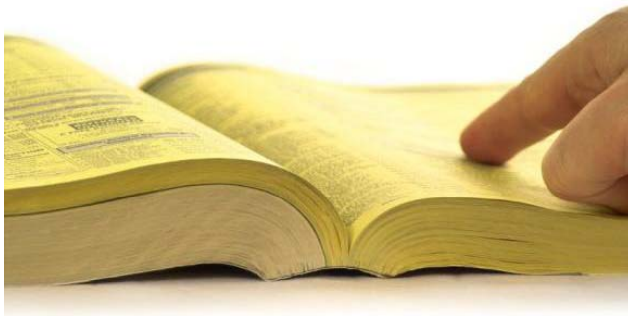


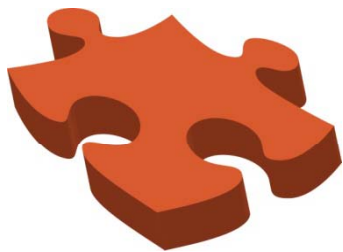
Specialized Resources



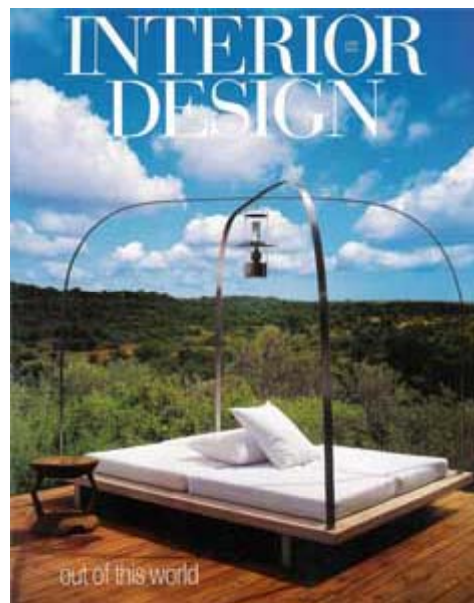


Specialized Resources – Business Directories





Specialized Resources – Trade Journals



In times of challenge, creativity to the rescue

Consumers, economy
need fearless ideas
from ad industry

By TIM LANE

THINKING THERE IS NO SUCH THING as "always been true" about the advertising business that it is "generally not today," if it is that business is not about marketing. They are just the natural evolution of our culture. The success of our business is developing ideas that create value propositions.

The future is notional, the future is potential and is notional. It is why what we, as people for the future, are in, is more important than now. Give the same economic and social environment globally.

There is no more product value and the No. 1 Service that adds value and prosperity, particularly during a recession. It is the

the creativity that brings people together and then each economic spinoff. It's what happens when we lose our sense of control. It grows where there is responsibility, such as the television set here now experienced in the Enron-Arthur Andersen debacle.

Ever can dominate a business that depends on creativity and on having an idiosyncratic culture, like the advertising business. It is largely determined by the quality and incommensurability of our creative talents.

BOLD/FEARLESS
Our employees in most art than science. Science
can't tell us why. Not even possible. Stop and
contemplate. Some always gone hand in hand. It's

"We invent ideas that
to change behavior
why clients seek our
clients run scared, the
and innovation more

only many actors suffer losses, like those suffered by Jackson Pollock and Vincent van Gogh. The argument and reasons that set one actor's loss in present can generally affect the economy in its entirety and spread to any business. The solution, these actors realized, was to be paralyzed by fate. Maybe that's what it means to be truly luckless.

...that make it possible
and beliefs. This is
"help.... When
they need creativity
e than ever"

The advertising agency industry has never been more successful than it is right now. And it has never been more needed. With the ramifications of global communication and the increased need for global communication, the industry is being called upon to do more than ever before. In this advertisement, we are not just advertising a service, we are advertising a commitment to the industry and to the world. We are advertising a commitment to the industry and to the world. We are advertising a commitment to the industry and to the world.





Specialized Resources - Databases

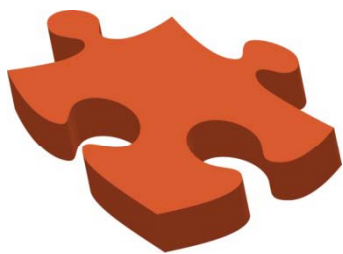
Company Information

Canadian Content



Global Content





Specialized Resources - Directories

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LATEST INDUSTRY PROFILES

Global Health Care Supplies
11 July 2011

Global Automobiles
08 July 2011

Global Auto Components
08 July 2011

Global Home Improvement Retail
08 July 2011

Global Automobiles & Components
08 July 2011

[BROWSE ALL INDUSTRIES INFORMATION](#)

LATEST COMPANY PROFILES

Info Edge (India) Limited
05 July 2011

Viel & Cie SA
05 July 2011

A.G.Barr p.l.c.
05 July 2011

Adamas Incorporation PLC
05 July 2011

China Sunergy Co., Ltd.
05 July 2011

[BROWSE ALL COMPANIES INFORMATION](#)

LEADING COUNTRIES

Brazil

China

France

Germany

India

Italy

Japan

Spain

United Kingdom

United States

[BROWSE ALL COUNTRIES INFORMATION](#)

TOOLS AND DATABASES

Assess M&A activity
Track M&A activity with our financial deals database.

Understand country dynamics
Search economic and demographic indicators for over 200 countries.

Value consumer markets
Market data and forecasts on values, volumes, growth & company shares.

LATEST NEWS

Time Warner Cable appoints senior vice president of TWC sports
Published 12 July 2011

Provident New York Bancorp appoints president and CEO
Published 12 July 2011

Sanofi reports positive results from Phase III multiple sclerosis trial
Published 12 July 2011

BJ's Wholesale Club June comparable club sales increase
Published 12 July 2011

Arizona State University selects Blackboard to provide support services
Published 12 July 2011

[more news...](#)

CITE STATISTICS

CONTENT TYPE	ACTIVE	UPDATES
Company Profiles	Active 31,524	New this week 666
Industry Profiles	Active 4,159	New this week 45
Country Profiles	Active 110	
Financial Deals	Active 210,795	New this week 900
Industry Lists	Active 65	
News and Comment	Active 322,786	New this week 1,086
Stock Exchange Lists	Active 24	
SWOT Report	Active 2,688	New this week 3



Specialized Resources - Directories

Firefox

Search Designer

www.scottsinfo.com.ezproxy.torontopubliclibrary.ca/scottsgoldnew/SearchDesigner.aspx

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SCOTT'S DIRECTORIES NATIONAL BUSINESS PROFILER VERSION

Welcome back, Toronto Public Library LOG OUT Contact Help

Search Manager View Manager Output Manager User Preferences

SEARCH BY:

GEOGRAPHIC

- City
- Postal Code
- Census Division
- Telephone
- Province
- Metro Area
- Street Name
- Geocoded By

DEMOGRAPHIC

- Company
- Square Footage
- Number of Employees
- Estimated Sales
- Executive
- Year Established

PRODUCTS

- Product
- NAICS
- Business Type
- Brand Name
- ISO Registration
- Export Country

INDICATORS

- E-mail Indicator
- Fax Indicator
- Web Indicator
- Export Indicator
- Head Office Indicator
- Stock Indicator
- User Notes

Total Companies: 151

New Search Save Search Pick Current Page Print

SEARCH RESULTS: SEARCH CRITERIA USED:

1 item in the Pick List

Page 1 of 9

Company	City
<input type="checkbox"/> Actra Fraternal Benefit Soc.	Toronto, ON
<input type="checkbox"/> Adler International Learning	Toronto, ON
<input type="checkbox"/> All Star Toronto Limousines	Toronto, ON
<input type="checkbox"/> Blosser & Associates	Toronto, ON
<input type="checkbox"/> Cdn Media Directors' Council	Toronto, ON
<input type="checkbox"/> Crown Realty Partner/Prop Mgmt	Toronto, ON
<input type="checkbox"/> Flight Centre	Toronto, ON
<input type="checkbox"/> Interbrand Canada	Toronto, ON
<input type="checkbox"/> Kaplan Freeman	Toronto, ON
<input type="checkbox"/> Manulife Business Info Centre	Toronto, ON
<input type="checkbox"/> Market Vision Real Estate Corp	Toronto, ON
<input type="checkbox"/> Pharmacy Examining Bd Canada	Toronto, ON
<input type="checkbox"/> RMG Connect Ltd.	Toronto, ON
<input type="checkbox"/> Salon Magazine	Toronto, ON
<input type="checkbox"/> Times Change Women's	Toronto, ON
<input type="checkbox"/> Twentieth Century Fox/Incendo	Toronto, ON
<input type="checkbox"/> Vector Aerospace Corporation	Toronto, ON
<input type="checkbox"/> Vinifera Wine Services Inc.	Toronto, ON

MAKE AN IMPACT WITH EMAIL MARKETING

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11:25 AM 10/7/2013



Specialized Resources – Service Ontario



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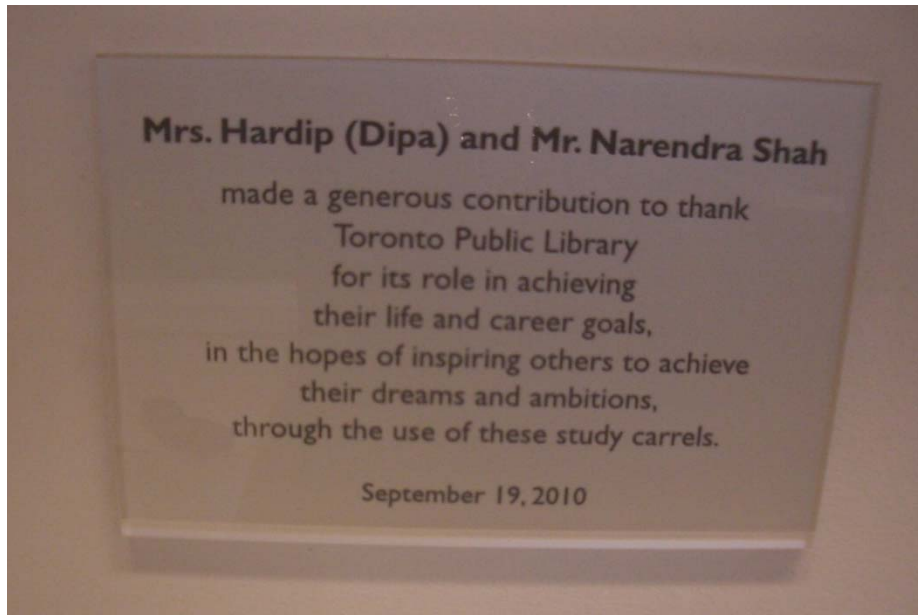


Spaces to Meet and Work





Spaces to Meet and Work



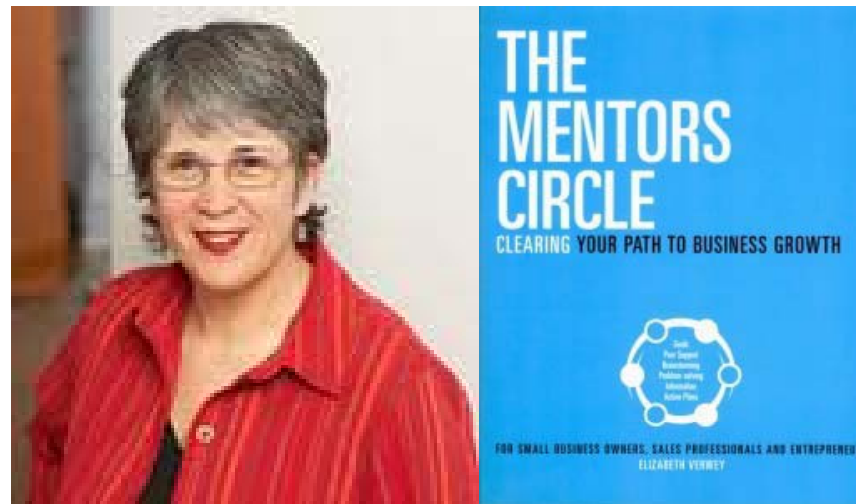


Spaces to Meet and Work.

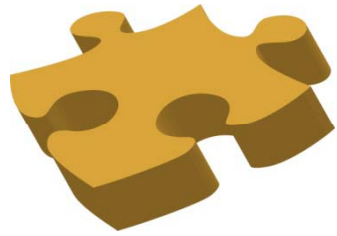




Spaces to Meet and Work – Mentor's Circle



The Mentor's Circle: Clearing Your Path to Business Growth



Programs

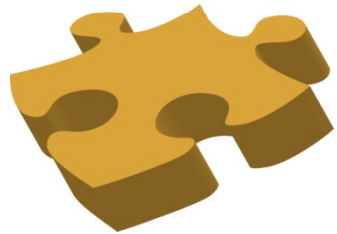
- Small Business Month



How to Build a Brand for the 21st Century



Social Media Made Simple



Programs

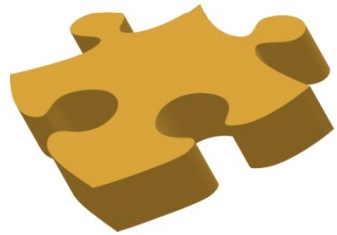
- Small Business Month
- Business Inc.





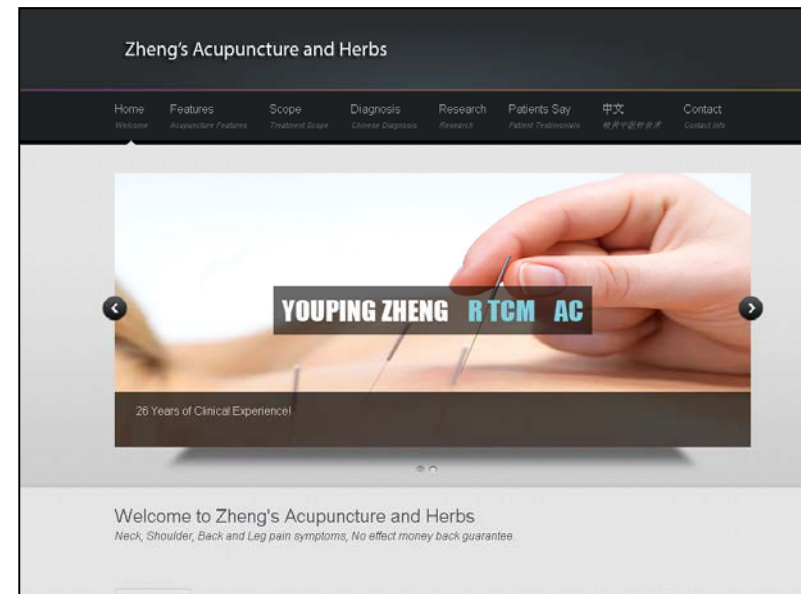
Programs

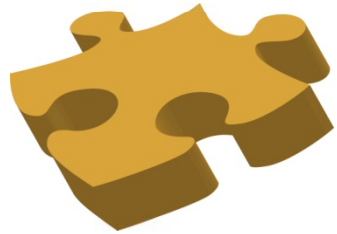
- **Small Business Month**
- **Business Inc.**
- **Digital Design Studio**



Programs

- Digital Design Studio





Programs

- Entrepreneur in Residence





Build your Small Business at the Library

