

## 2011 ILF Presentation

### **Serving the Business Community in a 2.0 World**

Presenter: Carolyn Strickland, Lake County Public Library

Power Point Presentation: <http://lcplservices.blogspot.com>

Handouts at Presentation: Tuesday, November 15, 2011 8:00 am

**Serving the Business Community in a 2.0 World** Power Point  
Sample **Business Lines** Newsletter  
Business Bookmarks

#### Outline:

What Does the Lake County Public Library Offer its Business Community?

1. A Highly Trained Reference Staff
2. Computers & Business Databases
3. Books, Journals & Newsletters
4. Booklists & Bookmarks
5. Partnerships with local SBDC and SCORE Business Groups
6. Indiana State Data Center (ISDC) Affiliate

How Does the Lake County Public Library Market its Resources to the Business Community?

1. Chamber & Rotary Memberships
2. Library Tours and database demonstrations
3. Provides speakers for groups & classes
4. Business Expos
5. Business After Hours programs
6. LCPL Business Newsletter
7. Business Lines Blog (<http://businesslines.blogspot.com>)

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