

MAY 2008 PROGRAM SCHEDULE - All Sessions Are FREE!

Marketing Vs. Advertising Your Entrepreneurial Business

Presented By Kendall Dolly
Director of Marketing
Black Hawk College

Thursday, May 8th, 2008
6 pm ~ 7 pm
Kewanee Public Library District
102 S. Tremont
Kewanee, Illinois

- Planning and implementing a marketing strategy
- Using advertising in the marketing mix

R.S.V.P. For all programs by
calling KPLD Information
Services Desk at 309-856-8475
Or emailing:
bradburyj@kewaneeilibrary.org

Growing an Entrepreneurial Business

Presented by Don Henry
Director, Northwest Region
Entrepreneurship Center

Tuesday, May 20th, 2008
4:30 pm ~ 5:30 pm
Kewanee Public Library District
102 S. Tremont
Kewanee, Illinois

- The entrepreneurial mindset
- What role does creativity play in survival and success of a company
- What resources can be pulled into play to assist with problems or opportunities
- What kinds of business concepts have the potential for "rapid and continuous growth"



"In the new economy, information, education, and motivation are everything."

President William Jefferson Clinton

Business DVD Collection Available From Black Hawk College East

- ◆ Basic Clerical Skills
- ◆ Crossing the Line: Sexual Harassment and How to Confront It
- ◆ Daily Cafe Operations
- ◆ Dealing with Difficult Customers
- ◆ E-commerce in Business
- ◆ Ethics and Social Responsibility in Business
- ◆ First Impressions: Etiquette and Work Habits for New Employees
- ◆ Focus Groups: Targeting the Market
- ◆ Introduction to Web Site Design
- ◆ Key Functions in Business: a Case Study
- ◆ Quick Tips to Learning: Customer Service Skills Video Series
- ◆ On the Money: The ABCs of Accounting
- ◆ Restaurant Economics: Understanding the Business of Restaurants

Additional Titles Available

The project's web site is now active!
@ <http://www.kewaneeilibrary.org/business.htm>

COLLABORATING LIBRARIES

Stark County

Bradford Public Library
Ira C Reed Public Library
Toulon Public Library
Wyoming Public Library

Bureau County

Mason Memorial Library
Neponset Public Library
Sheffield Public Library
Princeton Public Library

Henry County

Annawan-Alba Public Library
Atkinson Public Library
Black Hawk College East
Cambridge Public Library
Galva Public Library
Geneseo Public Library
Clover Public Library
Kewanee Public Library

COLLABORATING COMMUNITY PARTNERS

Kewanee Economic Development Corporation
Kewanee Chamber of Commerce
Stark County Economic Development
Princeton City Manager/Economic Development

Questions, comments, or suggestions?

Contact Jane Bradbury, MLIS
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KEWANEE PUBLIC
LIBRARY DISTRICT
& BLACK HAWK
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CARE OF
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A series of
educational programs and
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the business communities
of Stark, Henry, and
Bureau counties

Kewanee Public Library
102 S. Tremont
Kewanee, Illinois 61443
www.kewaneeilibrary.org

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