

Small Business Strategies: Social Media - Fad or Here to Stay?

The explosive popularity of social media (Twitter, Facebook, LinkedIn, YouTube and others) can lead to big opportunities for your business. However, it's not a one-size fits all approach. Join us as we demystify the multitude of options.

Monday, November 15, 7 pm

Presenters: Amy DeLardi and Ed Kuryluk

Managing the Stress of Unemployment

Family holidays can be stressful in the best of times, but when you are unemployed or worried about your future this is an especially difficult time of year. Learn about the services and programs of a private non-profit community counseling center dedicated to promoting the mental and emotional well-being of adults and families in Fairfield and surrounding communities.

Monday, November 22, 7 pm

Presenter: Dorothy Timmerman, Executive Director of Fairfield Counseling Services

Small Business Strategies: Start and Grow Your Small Business in Fairfield

The Office of Community & Economic Development in Fairfield is a valuable resource for anyone looking to start or expand a small business. Learn about sources of capital, local business development groups, commercial space, and micro-enterprise funding assistance that is available to create and sustain local small businesses.

Tuesday, November 30, 7 pm

Presenter: Mark S. Barnhart, Director of The Office of Community and Economic Development in Fairfield

Over 40 and Under the Radar

How do you overcome "overqualified"? You make your experience work for you as a mature job seeker. The founder of a website designed specifically for jobseekers over 40 will discuss finding unadvertised jobs, creating a resume that generates interviews, and how to turn a job search into a productive process that can lead to a better career.

Wednesday, December 8, 7 pm

Presenter: Steven Greenberg, founder of www.jobs4point0.com and host of CBS Radio's "Your Next Job"

Small Business Strategies: Critical Success Factors for Successful Entrepreneurs - Do You Have What it Takes to Become a Bill Gates?

What does it take to successfully start and grow your own business? Successful global entrepreneurs such as Bill Gates, Ozires Silva and Joy Mangano will be discussed, as well as critical topics including: strategic plans, key personality traits of entrepreneurs, pre-launch planning, impediments to success, unique selling propositions, and more.

Tuesday, December 14, 7 pm.

Presenter: Dr. Gad J. Selig, Associate Dean, Graduate Studies and Research Division, University of Bridgeport

www.fairfieldpubliclibrary.org

Main Library: 1080 Old Post Road, Fairfield, CT 06824

Front Desk: 256-3155 • Reference: 256-3160 • Children's: 256-3161

Fairfield Woods Branch: 1147 Fairfield Woods Rd., Fairfield, CT 06825

Front Desk: 255-7307 • Reference: 255-7308 • Children's: 255-7327

NEW!
Small Business
Track
see inside



Fairfield
PUBLIC LIBRARY

Jobs 2010: Back to Work

September - December
A Special Series

These programs are free and open to the public. Registration required:
online at www.fairfieldpubliclibrary.org or call 203-256-3160.

All programs are at 7 pm in the Rotary Room at the Main Library.

Doors open at 6:30 for informal networking.

The Library also sponsors 2 weekly job networking groups
in the Annie B. Jennings Room at the Main Library:

- Wednesdays at 7 pm
- Fridays at 9:30 am

AND an online group on www.LinkedIn.com

(Join LinkedIn and then search groups for the
"Fairfield Public Library Networking Group")

We especially thank the professionals
who have given so generously of their time and
expertise to make this series possible!

Winner of the 2010
Connecticut Award for
Excellence in Public Library Service



Jobs 2010: Back to Work A Special Series at the Fairfield Public Library

Time Management: Mission Critical

Are you spending hours on-line with minimal results? Do you find yourself tweaking and re-tweaking your resume, cover letters and email? How effectively are you prioritizing and setting goals? Learn how to stop wasting time on passive or less relevant tasks and activities and focus on doing the things that will lead you to a new job or career.

Monday, September 13, 7 pm

Presenter: Julie Jansen is a speaker, coach, consultant and trainer. Copies of her book, "I Don't Know What I Want, But I Know It's Not This", will be available for signing and purchase.

Cover Letters are Key

Writing a compelling, attention-getting cover letter is a valuable skill that, when done correctly, can serve to create interest, make your application and resume stand out, and lead to an interview! The elements of effective cover letters will be reviewed and attendees who bring a job posting or job description with a draft cover letter in response will be constructively critiqued.

Wednesday, September 22, 7 pm

Presenter: Ann Wright, an experienced human resources professional, has been assisting individuals with transition coaching for over 20 years.

Be a Phone Interview Pro

You've perfected your resume and made it past the HR department, but are you ready for the phone interview? Many employers are using phone interviews as the first screening tool in the hiring process. Learn how to prepare and present yourself for maximum impact and get "screened IN" for a face-to-face interview.

Tuesday, September 28, 7 pm

Presenter: Paul Bailo, author and founder/CEO of Phone Interview Pro. Copies of his book, "The Official Phone Interview Handbook", will be available for signing and purchase.

Small Business Strategies: Small Business Basics

Thinking about working for yourself? Starting your own business requires overcoming a series of hurdles as you develop your dream into reality. Learn about the legal, marketing, and financial issues that should be considered during the business development process.

Tuesday, October 5, 7 pm

Presenter: William McLeod, a business expert from the Greater Bridgeport Chapter of SCORE™, Counselors to America's Small Business

What Makes a Successful Candidate?

A great number of people are applying for positions...but only ONE person will get the job. There are steps you can take to ensure that person is YOU. Learn from one of the area's top recruiters how the best candidates make it from initial application to getting HIRED, and how to reposition yourself for success. This interactive session offers proven tips that work and will utilize volunteers from the audience.

Wednesday, October 13, 7 pm

Presenter: Melissa Morris Petrafasa, Staffing Manager-Creative Division at McIntyre Group

Turn NetWorking into NetPlaying, and a Professional Headshot

Networking doesn't have to be WORK - when done right, it can be a fun, useful, and profitable give and take for both you and those you network with. This workshop will show you how netWorking can become netPlaying, helping you to enhance the relationships most important to you and land your next opportunity.

Tuesday, October 19, 7 pm

Presenter: Lynne Marino, financial consultant and consummate networker. Professional headshots will be offered by **Regina Madwed**, owner of Capitol PhotoInteractive, from 6:30-9 pm, for the very reduced price of \$25 plus tax. Reservations are required for headshots, as space is limited.

Tax Strategies for Job Seekers: Dealing with Deductions and the IRS

Good news - looking for work may be tax deductible! Learn about six valuable tax benefits often missed by job seekers. Also, did you know that you have a voice at the IRS if they question an item on your return? A tax advisor will explain the IRS audit process and discuss a free, independent and CONFIDENTIAL organization within the IRS, the Taxpayer Advocate Service (TAS), and their role in assisting taxpayers to resolve tax problems arising from financial hardship.

Thursday, October 21, 7 pm

Presenter: Susan McAteer, an independent tax advisor and former member of the TAS

Small Business Strategies: Succeed with Online Marketing for Your Small Business

When done correctly, today's online opportunities can put your business above the competition. In this presentation we will be discussing online marketing strategies to position your business for profitable growth.

Wednesday, October 27, 7 pm

Presenters: Amy DeLardi, founder and Creative Director of Infinite Web Designs, LLC (IWD), and **Ed Kuryluk**, owner and founder of Right Mind Marketing

Small Business Strategies: Effective Website Design and Search Engine Optimization (SEO)

Are you getting maximum return from your website? The overall look of your website is the customer's first impression of your business. Learn about the key factors that affect your website's functionality and search engine ranking.

Monday, November 1, 7 pm

Presenters: Amy DeLardi and Ed Kuryluk

There's More to a Successful Interview than You Think

This interactive session will have two dimensions -interview instruction and interview practice. Gain important insights and learn specific techniques you can use before, during, and after an interview to improve your results. Then practice and prepare for typical (and tough) questions with brief, one-on-one mock interviews. Please bring a current resume.

Wednesday, November 10, 7 pm

Presenter: Cathy Alfandre, MBA, MILR, CCMC, is a career fulfillment coach and certified Master Resume Writer (MRW) with 15 years of professional experience in the private and public sectors.