

For Immediate Release
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RASD publishes "Small Business, Big Challenge"

"Small Business, Big Challenge," is the latest in a series of Occasional Papers published by the Reference and Adult Services Division (RASD), a division of the American Library Association (ALA).

The publication, RASD Occasional Paper Series #15, is designed to offer guidance and contacts to business reference providers. The 83-page booklet includes "A Practical Guide to Developing the Business Plan," "The Creative Use of Small Reference Sources," "Non-Library Information Sources," "Marketing the Library to Small Business," a business vocabulary, a detailed outline of a business plan, an annotated bibliography and contact names and addresses.

It was compiled from the proceedings of the Business and Reference Services (BRASS) program held during the 1991 ALA Annual Conference in Atlanta. Presenters in that program included Patricia Peacock, Matt Hannigan, Deborah A. Sommer and Nancy Sherwin. The 1991 BRASS Program Committee was chaired by Theodora T. Haynes.

"Small Business, Big Challenge," Occasional Paper #15 (ISBN 0-8389-7635-2) is \$14 for RASD members and \$16 for nonmembers and is available from: American Library Association, Customer Service, 50 E. Huron St., Chicago, IL 60611. Telephone: 800-545-2433, press 7.

