

Entrepreneur's Reference

Morris County Library

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www.melib.info/startup.html

Reference Desk (973) 285-6969

mocolib1@gti.net

Opportunities start here:

www.business.gov/

www.state.nj.us/njbusiness/

The U.S. Business Advisor and New Jersey's Business page are excellent places to begin your research. If you prefer books, we recommend:

The Small Business Sourcebook

This two volume set provides comprehensive information on the sources, services and contacts for approximately 300+ different businesses. For each type of business, it lists start-up books, trade journals, organizations and research centers, and more.

Consulting

Consulting businesses offer unique opportunities for people in a variety of career fields. There are several books available for people who want to explore this option:

Killer Consulting Resumes (WetFeet)

Working for Yourself (Fishman)

Home-based businesses

Working at home presents several interesting opportunities for sales, personal services, wedding planners, photographers, employment counseling, real estate, and financial planning. More details here: *200 Best Home Businesses (Jones)*

Franchises

Bond's Franchise Guide

Entrepreneur magazine (January issues)
[annual Franchise 500]

Hot 100 opportunities

www.entrepreneur.com

Entrepreneur, Inc. and Venture magazines feature articles on this topic on a regular basis. Entrepreneur's June issue listing the "Hot 100: America's Fastest Growing New Businesses" is especially popular.

Nonprofits

If you would like to start a nonprofit corporation or family foundation you may find the following books useful:

How to Form a Nonprofit Corporation (Mancuso)

Jossey-Bass Handbook of Nonprofit Leadership & Management (Herman)

Nonprofit Handbook: Management (Connors)

Nonprofit Organization Management: Forms,

Checklists and Guidelines (Whaley)

Government contracting

www.sba.gov/GC/

www.state.nj.us/treasury/purchase/busreg.htm

Small Business Administration and State of New Jersey provide step-by-step instructions. Also:

Win Government Contracts for Your Small Business (DiGiacomo).

Trademarks & patents

www.uspto.gov

Everything you need to know about obtaining U.S. Patent or Trademark protection, including applications and forms, is available on the Web.

Small business startup on the Internet:

www.mclib.info/ref/startup.htm

New Jersey startups

www.state.nj.us/njbusiness/

State registrations

www.state.nj.us/njbusiness/starting/registering

Company names, state forms, trade names/service marks & tax requirements

County business registrations

www.morriscountyclerk.com

If you are starting a sole proprietorship or general partnership and intend to operate under a trade name or name that includes "And Company" or "& Co." you are required to register with the County Clerk's office in the county or counties in which you intend to conduct or transact business.

All Morris County company registrations must be done in person at the Clerk's Office during regular business hours (M-F 8:30-4:00). Registration forms are online. The list of existing names is not yet on the Internet. You will be required to conduct a company name search to determine whether or not the business name you have selected is usable. County employees are available to explain the procedures and answer your questions.

If your company's name is accepted, the County Clerk will provide you with the necessary forms. These forms must be notarized (notary services are provided for an extra fee by the Clerk's Office). The fee for filing a new company registration is \$52.00 plus notary fees and is payable in cash, personal checks, or money orders. If you have any questions regarding these procedures, contact: The County Clerk's Office, Administrative Building, Records Room, Court Street, Morristown, N.J. 07960 (973) 285-6130.

County Incorporations?

Certificates of Incorporation are issued by the Morris County Clerk for religious organizations, insurance companies and banks ONLY. All other incorporations are handled by the NJ Secretary of State. Fee: 25.00

New Jersey business registration package

www.state.nj.us/treasury/revenue/forms/2000.pdf

All business are required to register with the Division of Revenue, Business Services Office (formerly Commercial Recording) for tax/employer purposes. State registration can be done online, in person, or through the mail. Forms may be downloaded from the Internet. Have questions? Call (609) 292-9292.

Company names: selection & registration

New Jersey Business Gateway Service

www.state.nj.us/njbgs/

Business name availability search and online registration services.

Reference USA & Dun's Million Dollar databases

Access thousands of companies nationwide. Search by Yellow Page heading or SIC/NAICS. names in our county, state or throughout the entire U.S. Good for generating ideas and identifying extant company names. Dun's is accessible in the library; Reference USA is accessible from home from home (requires a library card): www.mclib.info/remote.html

Licenses & permits

Licenses required for your new company (if any) depend upon the nature of your business. Operational certificates and permits may be necessary to ensure compliance with federal, state, and local regulations.

New Jersey

www.state.nj.us/njbusiness/licenses/

Professional licenses are required for people engaged in certain career fields. The quickest way to determine if you need any kind of license is to call the NJ Office of Business Advocacy. (800) 533-0186

Federal obligations

Depending upon your business, federal and local permits may also be required. Many of these are issued with regards to international trade, environmental issues, health, and safety regulations.

Other states' permits

If you are doing business in other states you need to check with that state to ensure you comply with their regulations as well. Reference librarians can help you identify the regulating agency and provide contacts.

Local permits

Before you set up shop, contact the town clerk for current information regarding zoning ordinances (home office), health permits (beauty salon, catering), and other municipal ordinances (noise!) which may affect your new business.

Legal entities

www.state.nj.us/njbusiness/starting/basics/

Form a Partnership (Warner & Clifford)

Form Your Own Limited Liability Company (Mancuso)

How to Form a Nonprofit Corporation (Mancuso)

Legal Guide for Starting and Running a Small Business (Steingold)

Limited Liability Company Handbook (Sargent)

Partnership Book (Clifford & Warner)

Your Limited Liability Company: An Operating Manual (Mancuso)

Business forms & contracts

Reference Services offers you a number of books containing examples of various business forms and legal agreements. Some of them are general "plain language" forms, others are New Jersey specific. Many of these forms are also available on one of our computers. All questions regarding the usability or validity of any legal document must be directed toward your professional legal advisor.

Consultant & Independent Contractor Agreements (Fishman)

Corporation Forms (Hyman)

Corporate Records Handbook: Meetings, Minutes, & Resolutions (Mancuso)

McGraw-Hill Complete Book of Purchasing Forms and Agreements (Roberson)

Legal Guide for Starting & Running a Small Business (Steingold)

New Jersey Forms: Legal and Business

New Jersey Practice: Legal and Business Forms

[Note: some forms are available on a computer, ask the reference librarians for assistance.]

Business plans

www.carnegielibrary.org/subject/business/bplansindex.html

Before you can ask for money, you need to develop your business plan. A good plan addresses these standard elements: business description, products & services, sales and marketing, operating requirements, financial management, and concluding narrative. Lenders are particularly interested in projected start-up costs, expected profit, and projected income and cash flow.

Business Plans Handbook [sample plans from real companies]

Entrepreneur's Guide to Preparing a Winning Business Plan and Raising Venture Capital (Schilit)

Financing & incentives

Despite the rumors, there is no "free money" for starting your own business. There ARE several government programs offering low-cost loans, tax breaks, and other incentives. Will you qualify? That depends upon who you are, what you plan to do, and where you plan to do it.

Financing basics/Small Business Administration

www.sba.gov/smallbusinessplanner/start/financestartup/

Potential lenders, loans & incentives...estimating start-up costs, breakeven analysis, credit, etc.

SBICs & MESBICs

www.sba.gov/aboutsba/sbaprograms/inv/

Small Business Investment Companies (SBIC) and Minority Employment Small Business Investment Companies (MESBICs) are privately owned and managed investment firms that use their own capital, plus funds borrowed at favorable rates with an U.S. Small Business

Administration (SBA) guarantee, to make venture capital investments in small businesses. They are licensed and regulated by the SBA. Program details, regulations and participating institutions are on the Internet.

Banks

www.mclib.info/remote.html

You can locate banks by town or county with the Reference USA database. This is available in all public libraries in Morris County and can be accessed from home with a library card from these libraries.

Government loans & incentives

Both federal and state governments have financial assistance programs for small business enterprises. Most of the federal loan programs are run by the U.S Small Business Administration (SBA).

FEDERAL (all agencies) <http://www.cfda.gov>

To get information on all of the federal programs currently available to you, check the *Catalog of Federal Domestic Assistance*. This directory provides detailed information on each program's objectives, eligibility requirements, loan amounts and application process.

NEW JERSEY www.njeda.com

www.state.nj.us/njbusiness/financing/

Most of New Jersey's business loan programs are administered by the Economic Development Authority (609) 292-1800. Basic information on these programs is located in the New Jersey Administrative Code Title 12A, Chapter 12. If you have any question about specific programs, or would like to get loan applications, librarians can provide you with contact information for the appropriate agency. Have questions? Call the state: (866) 534-7789.

Private equity (venture capital)

Pratt's Guide to Private Equity Sources and the *Corporate Finance Sourcebook* list complete contact information, project preferences, available money and company eligibility requirements. Interested in local firms? Contact the Venture Association of New Jersey www.vanj.com (973-631-5680). The Reference USA database lists 60+ venture capital firms in our state.

Finance & accounting

Accounting Standards Current Text (FASB)

Entrepreneurial Finance: Finance for Small Business (Adelman & Marks)

Finance and Accounting Guide for Not-for-Profit Organizations (Gross, McCarthy & Shelmon)

Financial Studies of the Small Business

GAAP Guide (levels A-D)

Handbook of Accounting and Auditing (Minter)

Handbook of Budgeting (Lalli)

Handbook of Modern Finance (Logue)

Tax matters

Tax information for small business/Internal Revenue Service

www.irs.ustreas.gov/businesses/

Business tax publications/NJ Division of Taxation

www.state.nj.us/treasury/taxation/ (Select "publications")

Buying & selling a business

Handbooks

Complete Guide to Buying a Business (Steingold)

Complete Guide to Selling a Business (Steingold)

and Sale of Small Business (Felton)

Valuation

Business Valuation Bluebook (Simmons)

How to Analyze Businesses, Financial Statements...(Siegel)

How to value and Sell Your Business (Helsop)

Techniques of Financial Analysis (Helfert)

Valuing a Business: The Analysis and Appraisal...(Pratt)

Industry norms and ratios

Almanac of Business and Industrial Financial Ratios (Troy)

Annual Statement Studies (Robert Morris Associates)

Financial Studies of the Small Business (Financial Research)

For sale?

www.businessesforsale.com & www.bizbuysell.com

There is NO comprehensive list, or central clearinghouse for matching small business sellers and buyers in this area. Most local papers have a "Business Opportunities" section in their Sunday classified listings. Local trade associations and chambers of commerce sometimes offer buy/sell clearinghouses. You can also find businesses for sale on the Web.

Business brokers

These full service firms handle all aspects of a business sale, from locating the target company to processing the closing paperwork. If you wish to locate business brokerage firms, use the *Directory of M & A Intermediaries* or *The Corporate Finance Sourcebook*. 150+ New Jersey business brokerage firms can be identified with the Reference USA database.



Employees

Complete current sets of federal and New Jersey state laws and regulations are available at the Morris County Library. Federal laws are printed in the U.S. Code Annotated. The regulations (such as OSHA and Dept. of Commerce Exporting rules) are contained in the Code of Federal Regulations. Our state's laws can be found in New Jersey Statutes Annotated; regulations are reported in New Jersey Administrative Code. Each set has its own subject index. Reference librarians cannot offer legal advice or interpretations.

New Jersey Dept. of Labor **Employer information**

www.nj.gov/njbusiness/workforce/

Employment law

BLR's Quick Guide to Employment Law (BLR)

Employee Benefits Handbook (Mamorsky)

Employment Law for New Jersey Businesses (Alito)

Employer's Legal Handbook (Steingold)

Guide to Employment Law and Regulation

Hiring Independent Contractors: The Employer's Legal Guide (Fishman)

New Jersey Employment Law (Alito)

Human resources

BLR's Job Descriptions Encyclopedia

Complete Reference Checking Handbook (Andler)

Create Your Own Employee Handbook (Guenin & Del Po)

Group Trainer's Handbook (Leigh)

HR Series: Policies and Practices (Thomson/West)

Hiring Independent Contractors: The Employer's Legal Guide



Recruitment

New Jersey's Job Bank/NJ Dept. of Labor

lwd.dol.state.nj.us/employer_svcs_index.html

Workforce Investment Board/Morristown mswwib.gti.net

Professional Services Group/NJ Dept. of Labor/Dover (973) 361-1034 www.doverpsg.com

Office space

NJ Business Resource Center www.mrofficespace.com

Filter space by type (office, retail, wholesale, industrial, warehouse, flex, storage), county, size and rent.

Black's Guide: Office Market www.blacksguide.com

Covers northern/central New Jersey and the greater Philadelphia areas. Offices are grouped by county, then alphabetically by town. Data on location, building age, size, rent and leasing agent are provided. Online version (free, requires registration) lets you identify office, industrial, flex and land by location, size and rent.

Local counseling services

These organizations offer free classes and one-on-one counseling services to entrepreneurs engaged in all phases of growth and development. Please contact them directly to register for classes or schedule your appointment.

Service Corps of Retired Executives

(SCORE)/U.S. SBA www.score24.org
NOTE: there is NO SBA office in Morris County. The closest office is in Newark: Two Gateway Center, 15th Floor, Newark, NJ 07102 (973) 645-2434 www.sba.gov/nj/

Morris County SCORE counseling locations:
Morris County Library/Whippany (973) 442-6400 (NOTE: this number connects with the Picatinny Arsenal Innovation Center; the library does not register SCORE clients)
3rd Wed: 6:00pm-8:00pm

Morris County Chamber of Commerce/Morristown (973) 539-3882
Mon: 9:00am-Noon

County College of Morris/Randolph (973) 328-5187
Thu: 9:00am-Noon

Fairleigh Dickinson University/Madison (973) 443-8801
Wed: 9:00am-Noon

Picatinny Arsenal Innovation Center/Dover (973) 442-6400
Fri: 9:00am-Noon

New Jersey Small Business Development

CenterNJ SBDC (state HQ)
www.njsbdc.com/
Rutgers Business School, 49 Bleeker Street, Newark NJ (973) 353-5950/Skylands SBDC (serving Morris County)
Centenary College/Hackettstown (908) 852-1400 X2136

Additional counseling service

Center for Veterans Enterprise (VA)
(866) 584-2344
www.vetbiz.gov/

Entrepreneurial Training Institute
(609) 292-9279
www.njeda.com

Morris County Chamber of Commerce/Morristown
(973) 539-3882
www.morrischamber.org/

NJ Assn of Women Business Owners
(609) 581-2220
www.njawbo.org

NJ Business and Industry Association/Trenton
(609) 393-7707
www.njbia.org/

New Jersey Business Resource Center/NJ Dept. Commerce
www.state.nj.us/labor/BRCs.html

Defense Procurement and Technical Assistance Center/NJIT (federal contracting)
(973) 596-3105
www.njit.edu/dptac/

NJ State Chamber of Commerce/Trenton
(609) 989-7888
www.njchamber.com/

Small Business Answer Desk/U.S. SBA
(800) 827-5722
www.business.gov

Small Business Self Employment Service/Job Accommodation Network (disabled entrepreneurs)
(800) 526-7234
www.jan.wvu.edu

Small Disadvantaged Business (SBA) (minority entrepreneurs)
(292) 619-1850
www.sba.gov/sdb/

International trade
Trade Information Center/US Dept. Commerce (800) 872-8723
www.sba.gov/oit/

International Trade Division/NJ Dept. Commerce (609) 777-0885
www.state.nj.us/njbusiness/international/

alsoforbiz@MCL

Free high-speed internet access (also wireless & Ethernet ports)

Group study rooms

Business databases

Reference services (phone & E-mail)

Small business startup & management books

Demographic tools

Sample business plans

Market research data

Industry directories

Legal & business forms

Microsoft Office

Notary service

Reference Services

MORRIS COUNTY LIBRARY

30 East Hanover Ave., Whippany, NJ 07981

(973) 285-6969 mocolib1@gti.net

<http://www.mclib.info>

August 2009

**Morris County
Board of Chosen Freeholders**

