

# E-books come to Galion, Crestline libraries Are you ready for Entrepreneurship?

**By Sarah Einselen  
Inquirer Reporter**

The Galion and Crestline public libraries launched e-book lending systems during the last week and a half, in a move that Galion library director Vicki Eckenrod said was designed to keep up with the times. The libraries joined the Ohio eBook Project, a consortium managed by the State Library of Ohio that provides access to several thousand titles purchased through the project and through the companion SEO Library Consortium.

"Any time we change format it's kind of scary because nobody knows how it works," Eckenrod said in an interview Wednesday. "Once we're into it, all that fear goes away."

The Bucyrus Public Library joined the Ohio eBook Project in July and has gotten good feedback from patrons who use it, according to Brenda Crider, Bucyrus library community relations coordinator.

The ebooks available through the Ohio eBook Project are compatible with the major e-readers currently on the market. The Galion library purchased a Kindle, a Nook and a Sony Reader for library staff to learn and demonstrate, but no devices will be available for patrons to borrow—only the digital books will be checked out.

"I think we need to keep up with the modern computerized stuff," said Galion library board president Fred Smith. "We have so many people that are interested in it the library board felt very strongly about getting it started."

Eckenrod agreed. "Last year a lot of people got ebook readers for Christmas," she said, "and we saw a huge increase in requests for ebooks."

Crestline library director Cheryl Swihart said a straw poll among library patrons showed strong interest in an ebook lending program. "We had people that were asking," she said, "and we need to offer what the people request."

Ebooks checked out through the Galion library will stay on your e-reader for two weeks, at which time "it goes 'poof' and you don't have to worry about fines," Eckenrod said. The loan period at Crestline is the same. A patron cannot renew an ebook at the end of the loan period, but may check the title out again.



This file photograph taken Sept. 28 shows the Kindle Fire at a news conference in New York. The Ohio eBook Project was updated at the end of September to be able to lend ebooks compatible with Amazon Kindle e-readers. The Galion and Crestline libraries joined the project over the past week and a half. (AP Photo/Mark Lennihan, File)

The ebook library contains fiction and nonfiction books, audiobooks, music and videos. Most of the music and all the videos aren't compatible with Macintosh products, as icons beneath each item indicate. Many audiobooks, however, are available in both PC and Macintosh-compatible file formats.

Eckenrod will teach a class at the Galion library on Dec. 8 explaining how to download the ebooks to an e-reader. If you sign up for the class, you should already be familiar with how to use your e-reader.

Each member library commits 2 percent of its materials budget to ebook purchases as a requirement to join the consortium, Eckenrod said. The library also pays a \$1.50 fee for each ebook it contributes to the consortium that isn't already in the database. Patrons can check out ebooks without charge, as is the case with other library materials.

How often an ebook may be borrowed depends on publisher restrictions, said Eckenrod. Some publishers limit the downloads to a set number—one is 26. Other publishers limit downloads to one, two or three devices at a time, meaning that only that number of patrons can borrow a book simultaneously. Additional, public-domain ebooks in the project are "always available" by clicking on the link with that text, located in the left-hand column on the Ohio eBook Project website.

To access the Ohio eBook Project, go to [ohdbks.lib.overdrive.com](http://ohdbks.lib.overdrive.com), click "sign in," select your library from the drop-down menu and enter your library card number. You will also need to download the free OverDrive software. Instructions are available on the Project website.

## Events at The Renaissance Theatre

The Second City: Dysfunctional Holiday Revue, Friday, Dec. 2 at 8 p.m.,

To order tickets call the box office at 419-522-2726. Ah the Holidays.

A time of joy, giving and trying to remember your second cousin's kids' names.

As the season of warmth, mild annoyance, forced conversation, ugly sweaters, awkward moments and fruitcake grows near, let Chicago's famed Second City - who practically invented sketch comedy - make light of even the most torturous holiday get-togethers with seasonal satire as only they can in their Dysfunctional Holiday Revue!

Rated PG Text City to 75538 for a chance to win two tickets to The Second City: Dysfunctional Holiday Revue! Hurray, contest ends tomorrow (Dec. 1st) at 4pm!

Presented by Major Metals Company.



## E-Books at the Crestline Library

The Crestline Public Library is pleased to announce the arrival of EBooks, audiobooks! Patrons will now be able to download a variety of subjects, fiction and nonfiction, to their computer, mobile device, iPod or eBook reader. All you need is an Internet connection and a library card. It's as easy as 1.) Browse 2.) Check out and 3.) Download. EBooks are available 24/7 from the Crestline Public Library website and have automatic return so there are no late fees! Visit <http://crestlinepubliclibrary.org>

**By John A. Lizotte  
Inquirer Correspondent**

In business, just as in life, there are no guarantees. There are many risks associated with starting a small business, but you can improve your chances of success with good planning, preparation, and insight. These three items are crucial to your success. Before you jump headfirst into your own business, consider the following questions to see if self-employment is a good fit for you.

Are you a self-starter? It will be entirely up to you to find clients, develop projects and services, organize your time, and follow through on details. It's also up to you to set up your administrative process. What kind of stationery will you use? How will you track inventory or sales? How will you manage five projects with different deadlines?

Do you get along well with many different personalities and people? Business owners need to develop working relationships with a variety of people including customers, vendors, staff, bankers, and professionals such as lawyers, accountants, or consultants. Can you deal with a demanding client, an unreliable vendor, or a cranky receptionist if your business requires it?

How good are you at making decisions? Small business owners are required to make decisions constantly, often quickly, independently, and under pressure.

Do you have the physical and emotional stamina to run a business? Business ownership can be exciting, but it's also a lot of work. Can you face six or seven 12-hour workdays every week? One of the most frequently mentioned reasons people consider self-employment is having a flexible schedule. That can happen after you've got the business established, but in the beginning, your start-up can take all of your available time, and it still won't seem like it's enough.

How well do you plan and organize? Research indicates that poor planning is responsible for most business failures. Good organization of financials, inventory, schedules, and production can help you avoid many problems down the road. Can you get an accountant or a legal advisor to help guide you right from the start?

Is your drive strong enough? Running a business can wear you down emotionally, too. Some business owners burn out quickly from having to carry all the responsibility for the success of their business on their own shoulders. Strong motiva-



tion will help you survive slowdowns and periods of burnout. Support from your spouse, family, or friends can help keep you motivated.

How will the business affect your family? The first few years of business startup can be incredibly hard on family life, especially if it's a home-based business. It's important for family members to know what to expect and for you to be able to trust that they will support you during this time. There also may be financial difficulties until the business becomes profitable, which could take months or years. You may have to adjust to a lower standard of living or put family assets at risk in the short-term.

## Why do Small Businesses Fail?

Success in business is never guaranteed, no matter how excited you are about it. It's easy to convince yourself that your idea is going to turn you into the next Microsoft or Google. That's great, and it's important, but even more important is your planning, foresight and organization.

Starting a small business is always risky, and the chance of success is slim. According to the U.S. Small Business Administration, roughly 50% of small businesses fail within the first five years. As unpleasant as this fact is, you need to keep it in mind when planning your business.

Keep your costs and investments as low as possible. Don't risk money you can't afford to lose. We've all heard the stories of overnight millionaires making their fortunes in real estate or the internet. What you don't hear is the stories about all the failed dreams and lost money. Remember the Vegas Rule: Never put any money on the table that you can't afford to lose.

In his book *Small Business Management* (West Publishing Company February

1983), Michael Ames gives the following reasons for small business failure: lack of experience, insufficient capital (money), poor location, poor inventory management, over-investment in fixed assets, poor credit arrangements, personal use of business funds, and unexpected growth.

You also have to be aware of established or even new competition. What about low sales? If you can't convince your customers to buy your products...well, that's a problem.

This information isn't meant to scare you, but to prepare you for the rocky path ahead. Underestimating the difficulty of starting a business is one of the biggest obstacles entrepreneurs face. However, you can increase your chance for success if you are patient, willing to work hard, and take all the necessary steps.

## On the Upside

It's true that there are many reasons not to start your own business. But for the right person, the advantages of business ownership far outweigh the risks.

You will be your own boss. You will decide how to run the business, what customers to serve, etc. Hard work and long hours directly benefit you, rather than increasing profits for someone else. Earning and growth potential are far greater. A new venture is as exciting as it is risky. Running a business provides endless challenges and opportunities for growth.

Starting a new business is risky, especially in today's economy. However, with proper planning it can be a wildly enjoyable and profitable ride. Do your homework. Take advantage of all the resources out there, like the Small Business Administration ([www.sba.gov](http://www.sba.gov)) and S C O R E ([www.score.org](http://www.score.org)).

Be creative in your thinking. Follow the rules and do what you have to do, but don't be afraid to tweak accepted wisdom and do things your way. Think out-of-the-box. Be passionate. Be different. Find a way to stand out from the crowd.

## Morrow Red Cross CPR training Dec. 6

The American Red Cross, Morrow County Chapter will hold an Adult CPR course in the meeting room at 37 West Center Street on Tuesday, Dec. 6, from 6 p.m. to 10 p.m.

The course covers the topics of what to do in an emergency, how to deal with emergency services in the community and how to sustain a person's life until the ambulance arrives. Skills such as CPR, first aid for choking and rescue breathing (mouth to mouth resuscitation) are covered. Registration ends on Friday, Dec. 2. For more information call the county Red Cross office at 419-946-2811.

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