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The All-New Business Stages for Entrepreneurs

The James J. Hill Reference Library launches a high performance online resource for future-focused small businesses (www.jjhill.org/stages)

St. Paul (September 23, 2010) – The James J. Hill Reference Library has announced the launch of a brand-new, free online resource designed for entrepreneurs and business owners. **Business Stages for Entrepreneurs**, an easy-to-use site, helps users access the information they need to take the next step in their own business decision-making—from planning a new venture to business succession.

“We know that today’s entrepreneur has challenges that are very different from yesterday’s entrepreneur,” said Anne Rasmussen, COO/CFO of the James J. Hill Reference Library. “Our interconnected, highly competitive world complicates and accelerates the need for accurate business decision-making.”

“Business Stages for Entrepreneurs has been designed to respond to busy business people who need targeted resources for any stage of their business in a short amount of time,” Rasmussen emphasized. “One of the great advantages is that entrepreneurs can quickly uncover relevant material that might not otherwise have been available to them or easy to find.”

By introducing Business Stages for Entrepreneurs, Rasmussen added, “we are maintaining our nearly 90-year course of providing users with access to and assistance in finding the practical business information they need to succeed.”

The pragmatic approach of the free Business Stages initiative results from decades of responding to inquiries from entrepreneurs and business owners, frustrated with their own difficult or fruitless research. “Our librarians are masters-degreed Business Information Specialists,” said Nikki Marchand, Director of Library Services. “Our librarians keep enriching Business Stages with new online resources to help owners be productive and successful with their businesses.”

In spite of the convenience of online access, Marchand said, business owners are still encouraged to reserve a computer on www.jjhill.org to visit the James J. Hill Library in downtown Saint Paul and a Business Information Specialist will guide them through their research. There, they will have direct access to research databases as well as printed materials. Alternatively, clients can contact Business Information Specialists by phone at 651.265.5500 or email info@jjhill.org to receive assistance in their research. She stressed that all questions and phone calls are free and confidential.

“We’ve taken a very careful look at information demands—including the pace and the global reach of the future-ready resources business owners require to make decisions today,” Marchand added. “We’re continually updating our offerings to better serve our core entrepreneurial community in the Twin Cities.” Rasmussen also noted that as of October 2010, the Hill Library will no longer offer HillSearch, an online membership with access to premium databases. “The Library is currently examining how it can best align its reserve funds to further its original purpose and benefit our community,” explained Rasmussen. “Users, however, can still access business databases at our Library and receive assistance in conducting research.”

Discover **Business Stages For Entrepreneurs** at www.jjhill.org/stages.

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The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill. More information at www.jjhill.org.