



2015 Annual Conference

**Getting Down to Business in NJ:
Government Resources and the
Bottom Line**

**Friday, October 30, 2015
Rider University**

Co-sponsor

LibraryLinkNJ—The New Jersey Library Cooperative

Getting Down to Business in New Jersey: Government Resources and the Bottom Line

The Documents Association of New Jersey promotes the use of and access to government publications in libraries in the NJ area.

Our objectives are:

- To provide a forum for discussion of problems and concerns, and for the exchange of ideas by librarians working with government information.
- To provide a force for initiating and supporting programs that promote access to, use, and bibliographic control of documents.
- To increase communication among documents personnel and other library personnel.
- To contribute to the continuing education and training of librarians working with government information.

DANJ participates in various activities.

- State, Federal, and International Documents Interest Groups hold meetings several times each year to discuss current issues and initiate projects in their areas of interest.
- DANJ publishes a newsletter three to four times a year.
- The association holds an annual conference.
- It also sponsors educational programs.

All are welcome to attend the bi-monthly meetings. For times and locations see:

www.danj.org

Program

- 8:45—9:30 Registration and Breakfast
- 9:30—9:45 Conference Welcome
- 9:45—10:30 *Making “The Idea Factory”: Writing and Researching the History of Bell Labs*
JON GERTNER
- 10:30—10:45 Break
- 10:45—11:30 *Using Government Information to Predict a Start-up’s Potential*
RONALD COOK AND DIANE CAMPBELL
- 11:30—11:45 *DANJ Awards*
- 11:45—NOON *NJ State Publications Digital Library*
DEBORAH MERCER
- NOON—1:15 Lunch
- 1:15—2:00 *Census Business Builder: Small Business Edition*
ANDREW W. HAIT
- 2:00-2:45 *Climb Every Mountain, Search High and Low*
KA-NENG AU.
- 2:45-3:00 Annual Membership Meeting, Election Results

Conference Speakers

JON GERTNER, KEYNOTE

Author and Editor

Jon Gertner is the author of *The Idea Factory: Bell Labs and the Great Age of American Innovation*. He is an editor and writer whose stories on business, science, and technology have appeared in a host of national magazines and have been widely anthologized. Between 2004 and 2011 he worked as a writer for the New York Times Magazine; he is currently editor-at-large for Fast Company magazine, where he writes and edits feature stories about innovation and technology. *The Idea Factory* was published by Penguin Press in 2013 and was a New York Times Bestseller. He is currently writing a science-oriented book about Greenland and climate change. A graduate of Cornell, Jon grew up in Berkeley Heights, NJ.



RONALD COOK, Ph.D

Professor, Rider University

Dr. Cook earned a Ph.D. in Business from Syracuse University. As a director of Rider University's Small Business Institute®, he has supervised more than 200 consulting projects, through which he and his students have assisted small businesses and not-for-profit organizations in New Jersey. Many of these projects have won national awards for their value to both the clients and to the students. Dr. Cook has published more than 30 scholarly articles, which have appeared in the Journal of Small Business Strategy, Journal of Small Business Management, Journal of Developmental Entrepreneurship, Journal of Business & Finance Librarianship, Small Business Institute® Journal, Decision Sciences Journal of Innovative Education, as well as the Journal of Small Business and Enterprise Development. He is co-recipient of the 2011 Emerald Research Grant.

DIANE CAMPBELL

Associate Professor-Librarian, Rider University

Ms. Campbell is Business Librarian, and Co-Coordinator of the Research Instruction Program at Rider University. She holds a Master of Library and Information Science from Rutgers University School of Communication, Information and Library Studies and a Master of Business Administration from Rider University. She is the author of numerous scholarly articles and the co-recipient of the 2011 Emerald Research Grant.



ANDREW W. HAIT,

U.S. Census Bureau

Mr. Hait is an Economist and serves as the Data Product and Data User Liaison in the Economy-Wide Statistics Division at the U.S. Census Bureau. With over 28 years of service at the Bureau, Andy advises on Economic data products and conducts data user training for the Economic Census and the Census Bureau's other economic survey programs. He also coordinates the development of economic data tools, including the new *Census Business Builder*. Andy is also the lead geographic specialist in the Economic Programs directorate. Mr. Hait holds a bachelor's degree in Economics from Syracuse University and has a Masters Certificate in Project Management from George Washington University.



KA-NENG AU

Librarian and Head of Technical Services, Rutgers University

Ka-Neng Au is Business Librarian and Head of Technical Services at the John Cotton Dana Library of Rutgers University Libraries. Au has been a conference speaker in the US and abroad and the author of several journal articles and book chapters on information technology and business information resources. He was an adjunct instructor at the Rutgers Business School for six years, and conducts market research workshops for the NJ Small Business Development Center several times a year. His work with the NJ SBDC garnered him the Dun & Bradstreet Award for Outstanding Service to Minority Business Communities from the Reference and User Services Association, a division of the American Library Association.

DANJ Awards

BEST GOVERNMENT DOCUMENTS PAPER

Stimulus Package: The American Recovery and Reinvestment Act of 2009

By Manuel Jusino

http://www.danj.org/2015_paper_Jusino.pdf



BEST NJ DOCUMENT

Public Hearing Unit

NJ Office of Legislative Services

<http://www.njleg.state.nj.us/legislativepub/ols.asp>



BEST NJ WEBSITE

New Jersey Council on Developmental Disabilities

<https://www.njcdd.org/>



Check out past winners at

<http://www.danj.org/awards.html>



Notes



DANJ Officers

CAITLYN COOK, President

SUSAN BUCKS, Vice President

WEN-HUA REN, Treasurer

MA LEI HSIEH, Member At Large

REBECCA KUNKEL, Newsletter Editor

SUSAN B. WHITE, International Documents Interest Group Chair

LAURA SAURS, Federal Documents Interest Group Chair

DEBORAH MERCER, New Jersey Documents Interest Group Chair

MARY FETZER, Auditing Committee Chair



A special thanks to

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