Come, Join Us as We Celebrate 25 Years as a Research Center
BizMiner Joins the McLeod Business Library Database Lineup
Databases Receive Updates Over the Summer
Printing in the McLeod Business Library
Remote Access to Business Library Databases
Guidelines for Placing Materials on Reserve

Come, Join Us as We Celebrate 25 Years as a Research Center

The McLeod Business Library is celebrating its 25th anniversary during Homecoming on October 21st and 22nd.

Festivities are planned for both days:

On Friday, October 21st a reception will be held in the William J. Fields Courtyard of the Mason School of Business (Alan B. Miller Hall) from 5:30-7:00 P.M. to both kick off the Homecoming week and celebrate the Library’s anniversary.

On Saturday the 22nd an open house, including brunch on the second floor of the Brinkley Commons Atrium outside the library and prize drawings, will be held in the Library (Alan B. Miller Hall, Room 2034) from 10:00 A.M. to 12:00 P.M. Tours will be given during the open house.

Guest speakers during the Saturday open house will be Larry Pulley, Dean, Mason School of Business; John Jamison, Dean Emeritus of the School of Business; and Bee McLeod, for whom the Library is named.

Please plan on joining us in celebrating our first quarter century!

The McLeod Business Library had its conceptual beginnings in October 1985 when the School of Business Administration in the College of William and Mary appointed a business librarian to develop a business resource center for its students and faculty. The business librarian was Ms. Charlotte Davis Brown, who has been the only Director the Library has known.

After a flurry of activity developing the collection, identifying and configuring spaces for the center, and acquiring furnishings and fixtures the Library opened its doors as the Professional
Resource Center (PRC) in February 1986. It was located on the first floor of Tyler Hall on James Blair Drive.

From this humble beginning the Library steadily grew in both the collection and electronic resources available to the students and faculty for their business research.

The School of Business became the Mason School of Business in November 2005.

Following a long period of steady growth and development the Professional Resource Center was renamed the Business Library in August 2007. This was at the suggestion of then Associate Dean, Jonathan W. Palmer. This change was in anticipation of the move into the new Alan B. Miller Hall, which had broken ground in March 2007. It was thought that with the move into the new building the entire Mason School of Business would be taking on a new appearance and organization and the change in the Library’s name would reflect the forward-thinking planning that was ongoing during the countdown to the big move.

The move into the new building was accomplished in July 2009 and the building and staff were ready for the Fall 2009 term.

Shortly after the move the Business Library became the McLeod Business Library, named after Elizabeth “Bee” McLeod, who is a member of the class of 1983 of the College of William and Mary and acquired her MBA from the W&M School of Business in 1991.

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**BizMiner Joins the McLeod Business Library Database Lineup**

The McLeod Business Library has added the online database, BizMiner, to its collection of electronic research tools.

BizMiner produces industry statistical reports, offering industry financial analysis benchmarks for more than 5,000 lines of business and industry market trends on thousands more. Market analysis reports are available at the national and local levels, down to the zip code level.

These financial and industry market trend reports are used by business valuation professionals, accountants, and business owners. These professionals use the reports to establish fair prices for business sales, litigation, and mergers; establish business goals and benchmarks; and create business plans for loan applications or find new business markets and opportunities.

College business students use these reports to make the most of entrepreneurship, accounting, finance and marketing programs.

**Accessing BizMiner**

This program is available to all McLeod Business Library patrons. Patrons may access it by using one of the computer workstations in the Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business faculty, staff, and graduate students also may access the database by using your personal Business School accounts through the Remote Desktop Connection program.

If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

**Using BizMiner**
The BizMiner database opens with a simple Industry Search feature and a section where you may browse for reports.

**Search**

To perform a search type your search term into the **Industry Search** data field and click on the **Go** button. This will start the search.

The search results are displayed on a new page listing all the reports that match your term. Each item on the list will have a **Show Industry Reports** button.

Clicking on this button will display the industry page. This page allows you to select the type of report (i.e., Industry Financial Profiles, Micro Firm Profit & Loss Profiles, US Market Research Reports, Local Market Research Reports (down to the zip code level), and more). You have the option to select a variety of parameters for many of these reports. Click on the **Access Now** button when ready.

This will open a page with the reports listed. Each report will have buttons for each format in which the report is available. The formats include **PDF**, **HTML**, and **CSV** (comma-separated values – can be opened using Excel). Clicking on one of these buttons will open the report in the selected format in a new window.

Each report will give extensive information about the selected industry. This includes (depending on the report): income expense statements, balance sheets, and a variety of financial ratios.

**Browse**

You may browse for industry reports by using the “drill down” section on the BizMiner Home page.

Click on the industry in which you are interested. This will open an industry page. The top of the page will have an entry for the industry. The entry will include a **Show Industry Reports** button. Clicking on this button will perform the same function as described above in the Search section of this article.

The lower section of the industry page will have more selections to drill down into specific sublevels of the industry. You may continue to drill down until you get a page listing the reports for that level of the industry. Each listing will include a **Show Industry Reports** button. Again, clicking on this button will perform the same function as described in the Search section of this article.

**User Guides**

A user guide for this database is under development. User guides for the other databases available through the Business Library are available to help you find the information for which you are looking. User guides are located in the Business Library and Peninsula Center and also electronically on the Business Library web site databases page ([http://mason.wm.edu/about/library/databases/](http://mason.wm.edu/about/library/databases/)). When finished the user guide for BizMiner will be available in the same locations.

[Back to top.]
During the Summer break six of the databases offered through the McLeod Business Library received major revisions. The page displays were changed and some of the databases have a completely different “feel” to them.

The databases that were updated are: Checkpoint, Factiva, First Research, Mintel Oxygen, ProQuest ABI/INFORM global, and ThomsonOne.com Investment Banking.

Checkpoint

Checkpoint is a database that provides a resource of full tax libraries and tax news. It includes complete libraries of federal, state, local, and international tax research materials. Also included are daily updates of rulings, WG&L treaties, and tax analysis. It is one of the most complete web-based tax research databases available. The database covers the entire spectrum of tax information including complete tax law, expert analysis, treatises, tax-related news, tax cases and rulings, and more.

While most of its displays were changed (new colors and some other refinements), Checkpoint still operates in the same basic fashion as it always has. The Accounting, Audit and Corporate Finance section has been removed.

Factiva

Factiva remains the same functionally but has received a makeover of its color schemes and a few other features. The News Pages tab has current issues, with full text articles, of the Wall Street Journal, New York Times, Washington Post and other leading newspapers and magazines.

The database includes global content with the Dow Jones and Reuters Newswires as well as the Wall Street Journal. Factiva offers multiple language interfaces and multilingual content covering nearly 8,000 sources.

First Research

First Research is a leading industry intelligence database. This program provides industry profiles with information synthesized from hundreds of sources. Each industry profile is updated quarterly.

First Research remains basically the same but the Browse feature that used to be at the bottom of the opening page is now accessed by clicking on the Browse Industry Profiles link on the opening page.

Mintel Oxygen

Mintel Oxygen is a series of research reports covering the U.S. and European marketplace. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles. Complex demographic issues are divided into concise sections explaining consumer behavior and demonstrating the structure of the market.

Mintel Oxygen has also received a new color scheme and other refinements but again, the basic operation of the database remains similar to what the original database did.

ProQuest ABI/INFORM Global

ProQuest online information service provides access to thousands of current periodicals and newspapers that you can search or browse. ProQuest’s articles are copyright-cleared which means that you may copy, e-mail, or print them. ABI/INFORM is a database covering business,
management, economics and a wide range of related fields. It provides abstracts of material from 1971 onwards and full text (various formats) from 1986. Not all journals are available in full text. ABI/INFORM Global now offers the full text of more than 900 premium business journals.

The ProQuest ABI/INFORM Global database received a complete makeover with very little of the original system being carried forward to the new platform. You still have the basic search with the option to using the advanced search page. The feature of searching for a publication has been retained. You may search for a publication by title then browse through the issues of that publication or search within that publication.

ThomsonOne.com Investment Banking

ThomsonOne.com Investment Banking (previously Thomson One Banker) has received the most complete revision. The basic navigation system using a menu column on the left side of the screen is the same but almost everything else has been changed. It is well worth the time to visit this database and take a look at what it has to offer.

ThomsonONE.com Investment Banking is an analytics tool that combines source data, flexible universal searching, and instant charting to give you the data and tools for in-depth research. The database provides up-to-the-minute data that is fully accessible. This tool is a key link to important intelligence on corporate, industry, and market financials. It includes historical research and statistics as well as forecasts. ThomsonONE.com Investment Banking gives you access to company and market intelligence from the leading industry authorities.

These programs are available to all McLeod Business Library patrons. Patrons may access it by using one of the computer workstations in the Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business faculty, staff, and graduate students also may access the database by using your personal Business School accounts through the Remote Desktop Connection program.

For information on locating and setting up the Remote Desktop Connection please refer to the article, Remote Access to the McLeod Business Library Databases, in this newsletter.

[Back to top.]

**Printing in the McLeod business Library**

Everyone using the electronic resources in the McLeod Business Library has access to the two printers located in the Library Research Room (Rm. 2034A).

All patrons must pay for their printing (printing is five cents a page). For most that will be automatic but be aware of the following procedures:

Members of the Mason School of Business or the College of William and Mary Community:

After sending a job to the printer a popup screen will appear.

The patron must enter their account name (i.e., School of Business: FirstName.LastName or Campus: Name) and password into the data fields. This will charge their School of Business or campus accounts.

For patrons without a current campus or Mason School of Business identification:
After sending a job to the printer a popup screen will appear. The patron must have a staff member enter the name and password into the data fields. The patron must then pay for the printing at the information desk (the cover sheet must be brought to the desk along with the payment).

Remote Access to Business Library Databases

The following procedures may be used to connect to the Phoenix server and access the Business Library databases from any location. You must have a Mason School of Business account (faculty, staff, graduate students) in order to access the databases using these procedures.

Note: You must have Remote Desktop Connection installed on your computer in order to connect to the Phoenix server. Computers with the Windows XP, Vista, and Windows 7 operating systems already have this program installed as part of the Windows program.

Note: You may check to see if you have this program by clicking on the Start button. Click on Run to open the Run window. Type mstsc into the Open data field and click on the OK button. This will open the Remote Desktop Connection window.

Note: MAC users. See the second part of this article for information about a Remote Desktop Connection program for Mac.

Remote Desktop Connection Set Up

To set up Remote Desktop Connection so that there is an icon on your desktop for easy connection, follow these steps:

1. Click on the Start button.
2. Click on Run.
3. Type mstsc into the Open data field and click on the OK button.
4. This opens the Remote Desktop Connection window.
5. Click on the Options button.

Note: There are several versions of Remote Desktop Connection. One has two data fields with the various tabs and one has four data fields. Follow the instructions below for the various types of programs.

6. For Remote Desktop Connection with two data fields (this version cannot be set up for automatic logon, your password will have to be entered each time you log on):
   a. Ensure the General tab with the Logon settings section is displayed.
   b. In the Computer: data field, enter “phoenix.mason.wm.edu” without the quotation marks.
   c. In the User Name: data field, enter your user name (i.e., FirstName.LastName).
   d. Click on the check box next to Allow me to save credentials.
e. You now must save this set up so it can be used more than once. To save it as an icon on your desktop, click on the **Save As** button.

f. In the **Save As** window, select **Desktop** from the selections in the drop down menu in the **Save In** data field.

g. In the **File Name:** data field, type in a name for your icon (i.e., Phoenix).

h. Click on the **Save** button and an icon should appear on your desktop.

i. After the icon appears on your desktop, double click on the icon.

   Note: You may receive a warning window that the publisher of Remote Desktop Connection cannot be identified (even though it is a Microsoft product). If so, click on the check box for the line **Don’t ask me again for remote connections to this computer** so that a check mark appears in the check box. Click on the **Connect** button. This window should not appear again.

j. A logon screen should appear with your name already entered in the **User Name** data field. Enter your password in the **Password** data field. The **Log on to** data field should have “business” entered.

k. Click on the **OK** button. The Phoenix desktop should appear after the logon.

   **Note:** The Phoenix desktop will appear similar to the regular Windows desktop but will have a blue background. It will cover your desktop. This desktop will have its own **Start** button.

l. Click on the **Business Library Databases** icon on the new desktop to open the Business Library Databases screen.

m. The Business Library Databases screen will list all the databases available. Clicking on one of the database selections will open the database.

7. For Remote Desktop Connection with four data fields (this version of the program will allow automatic logon each time you use Phoenix):

   a. Ensure the **General** tab with the **Logon settings** section is displayed.

   b. In the **Computer:** data field, enter “phoenix.mason.wm.edu” without the quotation marks.

   c. In the **User Name:** data field, enter your user name (i.e., FirstName.LastName).

   d. In the **Password:** data field, enter your password.

   e. In the **Domain:** data field, enter “business” without the quotation marks.

   f. Click on the check box next to **Save my password** below the **Domain** data field.

   g. You now must save this set up so it can be used more than once. To save it as an icon on your desktop, click on the **Save As** button.

   h. In the **Save As** window, select **Desktop** from the selections in the drop down menu in the **Save In** data field.

   i. In the **File Name:** data field, type in a name for your icon (i.e., Phoenix).
j. Click on the **Save** button and an icon should appear on your desktop.

k. After the icon appears on your desktop, double click on the icon and the Phoenix desktop should appear after the automatic logon.

   **Note:** The Phoenix desktop will appear similar to the regular Windows desktop but will have a blue background. It will cover your desktop. This desktop will have its own **Start button**.

l. Click on the **Business Library Databases** icon on the new desktop to open the Business Library Databases screen.

m. The Business Library Databases screen will list all the databases available. Clicking on one of the database selections will open the database.

**For MAC Users**

Microsoft has a Remote Desktop Connection program for Mac users. To get this program do the following:

2. Click on the **Downloads** selection in the header.
3. On the Downloads page browse for downloads at the bottom of the page and select **Remote Desktop**. The download selections will be displayed in the column next to the selection list.
4. Click on the **Microsoft Remote Desktop Connection Client for Mac** selection. Follow the instructions in the details column.

[Back to top.]

**Guidelines for Placing Materials on Reserve**

The McLeod Business Library offers a reserve disbursement service to provide students with reliable, equitable access to materials that the faculty requires students to use as part of their course readings. To ensure that materials you want your students to use are on reserve when they need them, please note and observe the following:

- Each faculty member, or his/her designated person, is responsible for delivering all materials and reserve forms to the McLeod Business Library. Please note that placing materials in the McLeod Business Library mail slot will delay processing, direct delivery is much more effective.
- Reserves are processed in the order in which they are received. The process involves placing identifying labels and security devices on the materials and entering the materials into the Swem Library electronic cataloging system. This process takes time.
- To ensure that your material will be available on reserve by the first day of classes, it is very important that you deliver the materials to the McLeod Business Library at least one week prior to when it will be needed by your students. If materials are received later than this, there may be some delays before the material is available for your students’ use. It will be a great help to us if you bring all materials for a course at one time.
After you have submitted your materials, please hold deletions and additions to a minimum. However if it is necessary for you to add material to your list, please bring it to the McLeod Business Library at least 24 hours before you announce to the class that it is on reserve. This will alleviate the possibility of confusion for your students and McLeod Business Library staff.

If you have questions about the McLeod Business Library Reserve policies or about the status of your reserves, please call Charlotte Brown (1-2916) or write charlotte.brown@mason.wm.edu

Include the Following Information on Your Reserve Form:

- Professor’s name, course name and number
- Reserve classifications and loan periods
  1. Desk reserve: used in the Business Library only, two-hour loan period
  2. 24-hour reserve: circulates outside the Business Library 24 hours from the time checked out.
- Semester for which material is to be reserved.

Photocopies placed on reserve must be in a labeled folder. It is the responsibility of the professor to provide the folder – you may obtain folders, expandable files, or notebooks from the person who issues your supplies.

Personal copies of books, videos, or software may be placed on reserve*. For their protection, reserve labels and possible security devices will be attached to the items.

All items will be removed from reserve at the end of each semester unless prior arrangements have been made with the McLeod Business Library director to retain the materials indefinitely.

Please note that items placed into reserve must be processed out of the system when they are removed. This also takes time and items should not be requested on short notice. The student on duty at the reserve desk cannot process these items out of the system.

*Reasonable care will be taken with their use, but the McLeod Business Library Staff will not accept responsibility for the loss or mutilation of reserve materials.
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