Looking for a job? Try using Reference USA

Of the many business-research databases available in the Business Library one may be particularly useful when you are conducting a job search. Reference USA is a directory of businesses, large and small, public and private, located throughout the United States. The database contains information on more than 14 million U.S. businesses.

The information is developed from the following resources: more than 5,600 yellow page and business white page telephone directories; annual reports, 10Ks and other Security and Exchange Commission reports; national, state and municipal government data; chamber of commerce information; leading business magazines, trade publications, newsletters, major newspapers, industry and specialty directories; and postal service information including National Change of Address updates.

Accessing Reference USA

As with all networked electronic databases offered by the Business Library this program is available to all patrons. Patrons may access this program by using one of the many computer workstations in the Business Library in Tyler Hall or the Peninsula Center in Newport News.

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

New books and DVDs arrive in the Business Library

The Business Library has received several new books, DVDs, and updated serials. Please refer to the sidebar on page 4, New Materials in the Business Library, for a listing of these items.

The new DVDs include the following three videos:

The chewing gum war: a case study in market share, which is a 28 minute video, focuses on two major chewing gum companies, Wrigley’s and Cadbury Schweppes. Simon Baldry, Managing Director of Cadbury Trebor Bassett, and Gharry Eccles, Managing Director of Wrigley's UK, take turns explaining their business strategies, while retailers describe how the chewing gum battle is playing out at the cash register.

The video China or bust: chasing success in the world’s fastest-growing economy states that there are fortunes to be made in China today. However, fortune-seekers from overseas face immense challenges. This program offers three business case studies, each following a Western entrepreneur who grapples with Chinese business practices and culture. This video is 51 minutes long.

In the 21-minute-long video, Retail, marketing, and sales, the program states that people who love dealing with other people (and connecting them with stuff they want in the process) are a natural for a rewarding career in retail, marketing, or sales. This video spends time with a variety of people including: a retail sales manager, a merchandise manager, a distribution manager, a marketing manager, a promotions manager, a public relations specialist, an advertising sales agent, a real estate agent/broker, and an e-commerce specialist.

The new books that have been added to the Business Library include:

Ten volumes (61 through 70) of the International directory of company histories. Originally published as a five-volume set in 1988, this set has been updated and expanded over the years and now includes more than 6,300 companies. Each new volume adds cumulative information with the preceding volumes being unchanged.

These volumes serve as important
Connection program. All faculty and graduate student computers should have the Remote Desktop Connection program installed. If you do not have this program please contact the Mason School of Business Information Technology help desk for assistance.

Other College of William & Mary students, faculty and staff may access Reference USA by going to the Earl Gregg Swem Library home page at http://swem.wm.edu. Select Databases on the Home page, then Business & Economics in the Categories column. Reference USA will be on the list displayed.

Using Reference USA

The Welcome screen for this program has general information and the main link to open the U.S. Business database (Canadian businesses are also available in a separate database—select Canadian Businesses on the Home page). The database opens with the Quick Search page. You may use this search function to find businesses using only a few limiters (i.e., Company Name, City, State or Phone number). Using the Quick Search page will give you very broad results and you may have numerous companies to page through looking for a particular company or group of companies.

To narrow your search you should use the Custom Search function that is accessed by clicking on the Custom Search tab near the top of the page. The Custom Search page has 33 criteria in seven categories. This search function is used by first selecting the criteria you want to use in your search (i.e., Sales Volume, City, Primary SIC, etc.). These are then used to create a specialized search form.

When you have finished making your criteria selections click on the Create Search button near the bottom of the page. This will open a search form page. This page will have the criteria you selected grouped on the right side of the screen. All of the criteria selections are listed on the left side of the page so that you can modify the form if needed.

Some of the criteria fields on the right side of the screen will have more than one data field. An example of this is the zip code selection. This field will give you ten data fields so that you may enter up to that many different zip codes. You may use this to search a larger section of a city or area instead of just one area restricted to one zip code.

When you have entered the information you want to use, click on the Search Now button to begin the search. The results will be listed in a table with 25 companies to a page. Clicking on a company will open that company’s Detailed Listing page. This page will give you the company’s address, phone number, SIC and NAICS lines of business and other information, including contact information.

The Job Search

The Custom Search page can be very useful when you are conducting a job search. Using the SIC and NAICS codes, geographic criteria and business size criteria you can target the type of business you are interested in.
business, size of the company (by number of employees or sales volume) and the location (either general or specific to a particular section of a city) you want to search.

The fact that once you locate a list of prospective companies you can find each company’s address, phone numbers and other useful information is important in preparing lists of prospective job opportunities. Also, the contact information on the Detailed Listing page is very useful while preparing cover letters for resumes or applications.

An example of a job search would be if you were looking for law offices in Phoenix, Arizona. On the Custom search page you would select criteria for the Primary SIC, City, and Employees. Clicking on the Create Search button will open your specialized search page.

In the data fields on the right, enter the Primary SIC in one of the ten boxes provided. For attorneys the SIC would be 8111-03 (the NAICS code for law offices would be 54111002 – if you chose to use the NAICS instead of the SIC). Next select Arizona from the drop-down menu, then select Phoenix from the list of cities that appears. Finally you would select the size of the firm you would be interested in contacting. An example would be 10-19 employees.

Clicking on the Search Now button will give you a list of 127 hits for you to consider. Adjusting the criteria may reduce the number of hits. For example if you are familiar with the Phoenix area you might want to list zip codes for a specific area instead of the entire city. Also, you might want to consider larger or smaller offices (more or fewer employees).

Each Detailed Listing page will give you data about the company and contact information.

User Guides

As with all electronic databases in the Business Library, there is a user guide available to help you find the information you are looking for. User guides for this program are located in the Business Library and Peninsula Center and also electronically on the Business Library web site databases page (http://mason.wm.edu/Mason/Our+School/Business+Library/Databases).
references for researchers seeking information about the historical development of the world’s leading companies. Companies included may be public, private or even non-profit. The guidelines used to list a company include annual sales of a minimum of $25 million (U.S.) and that it is a leading influence in that company’s industry or geographical location.

Each volume includes several indexes. The most important is the Index to Companies. All the companies included in the directory are listed in this index. Since the volumes are cumulative, the Index to Companies in Volume 70 is the most comprehensive.

Two of the new books are from Grey House Publishing. The first is The directory of business information resources. This book has more than 21,000 listings that detail the associations representing each industry; the newsletters that keep members current; the magazines and journals that are important to the trade; the conventions that are “must attends;” along with the databases, directories and industry web sites that provide access to must-have marketing resources.

The second book from Grey House is The directory of venture capital & private equity firms: domestic & international. This volume offers direct access to more than 3,500 domestic and international venture capital and private equity firms. The entries include detailed contact information and extensive data on investments and funds. Current contact data, including address, phone and fax numbers, email addresses and web sites for both primary and branch locations are included.

Entries also include details on the firm’s mission statement, industry group preferences, geographic preferences, average and minimum investments and investment criteria.

Another new book, in two volumes, is The Praeger handbook of human resource management. This book is designed to provide a resource through which organizational leaders and managers may understand the field of human resource management. It offers an overview of the field and practice of human resource management.

The updated serials include The adweek directory, 2009: the directory of U.S. advertising agencies, public relations firms, media buying services and specialized marketing companies. This serial, which is updated annually, lists, in addition to the organizations listed in the title, specialty shops offering recruitment, healthcare, ethnic specialty, interactive, out-of-home, and other services. Each listed firm has full contact information, parent/affiliate office information, organization type, services offered, fields served, year established, and the number of employees, personnel and accounts.

Another serial is The brandweek directory, 2009: the directory of U.S. brand-name products and services and their marketing companies. This directory is organized alphabetically by brand name and includes three cross-referencing indexes (Product/Services Index, Brand Marketer Index, and Geographical Index). Entries include key brand marketing personnel and corporate executives, location, phone and fax numbers, and other information.

The Mergent industry review is a semi-annual serial that offers comprehensive statistical data containing key financial information, operating data, and ratios on approximately 4,000 companies. The information is arranged by industry in more than 73 industry groups.  

New materials in the Business Library

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<td>The directory of venture capital &amp; private equity firms: domestic &amp; international.</td>
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