LAPL
ELECTRONIC RESOURCE
OF THE MONTH!

February 2014

HOW DO I FIND *ReferenceUSA?*

In-Library and Home (Remote Access with a valid LAPL Library card)
NoveList and *NoveList K-8* are available online at all LAPL locations and remotely from the LAPL website within the **Research & Homework** alphabetical online resources list, under the subject categories of *Business* and *Company Information*.

DESCRIPTION: *ReferenceUSA* was designed as a reference and research tool for students, job seekers, and researchers. There is a wealth of business information compiled from Yellow Page and Business White Page Telephone directories, annual reports, 10-Ks and other SEC information, government, business, magazine, newspaper, industry, and specialty directories. The resource can be used to research company profiles and executive bios, find news articles, locate addresses and phone numbers, create marketing plans, conduct competitive analysis, and raise funds.

Six Available Content Databases listed on the Home Page.

▶ **U.S. Businesses**
24 Million Businesses

▶ **NEW! U.S. Jobs / Internships**
2.5 Million Job Postings

▶ **U.S. New Businesses**
4 Million New Businesses

▶ **U.S. Standard White Pages**
89 Million Residents

▶ **U.S. Consumers / Lifestyles**
262 Million Consumers

▶ **U.S. New Movers / Homeowners**
300,000 Weekly

HOW TO BEGIN:

- **Recommend** seeing how the database works by clicking on *Take a Tour*. Two short videos options will appear:*How to Find a Business* and *ReferenceUSA & Entepreneurship*.

Select one of the six databases and use *Quick Search* (Company Name, Executive Name, City/State and Phone) or *Custom Search* (that searches additional criteria as shown below for each database). Click on headings to the left and expand (+) for more specific options on a particular item or click on *Expand All* and *Select All* to view all options.

- **U.S. Businesses** – (Business Type, Geography, Business Size, Ownership, Financial Data, and Special Selects such as Sales volume, Employee size, year established and more…)
- **U.S. New Businesses** – (Business Type, Georgraphy, Phone, Ownership, and Time Frane)
- **U.S. Consumer / Lifestyles** - (Name, Phone, Geography, Housing Selects, Lifestyles, and Consumer Snapshot)
- **U.S. Jobs / Internships** – *Quick* (Job Title, Keyword, Company Name, Geography) *Custom* (Find jobs - Types, Salary Estimate, and Location)
- **U.S. Standard White Pages** – (Name, Phone, Geography, Special Selects)
- **U.S. New Movers / Homeowners** - can reveal how many people into a neighborhood, city or state (Name, Phone, Geography, Residential, Mortgage and Relocation details)

Sample Custom Search Options with expanded link opened

SPECIAL FEATURES

1) Library Locator ▸ Click on and insert your zip code. The results list will show <u>all</u> libraries within 25 miles, (not just Los Angeles City Libraries). Click on the blue View and the library's telephone number will appear.]

2) Search Tips - look for within each section to help when you are uncertain about your search.

3) Toolbar across the top of every page contains helpful links to aid the user.

| Home | About Us | Data Quality | Take a Tour | Customers | Contact Us | FAQs | Resource Center | Job Help | Library Locator | Historic Data Reports |

4) Job Help - (access from toolbar or **U.S. Jobs** search pages) contains tools such Resume Writing, Job Search Tips, Interview Tips, Salary Estimates, Job Related Articles, Aptitude Testing, Continuing Education, and Test Tips for LACA, MCAT, SAT and ACT.

5) FAQs, discusses technical problems, printing and downloads.

6) 100 Prints/Downloads per Search are allowed for in-library access into Excel or PDF.

7) 100 Prints/Downloads per Search are now allowed for Remote Access.

8) E-mailing records is also an option.