

*Sandi L. Bates, MLIS
Presenter*

Overview

Reference Interview

Breaking it down

Fitting the pieces

Links

It all starts here

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Educating yourself

- A little bit of knowledge goes a long way. Three great reads:
- Standard & Poor's Guide to Money & Investing, Morris, Virginia, Morris, Kenneth (isbn 9780976474982)
- Straus Handbook of Business Information, Moss, Rita (isbn 1563085208)
- The Basic Business Library: Core Resources, Karp, Rashelle (isbn 1573565121)

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Can remove the threat of answering business questions

Not all information is available – highly proprietary, collated by professionals and can be expensive.

Some is free but usually needs interpretation.

Develop the level of information needed at the beginning of the interview.

What will information be used for – helps to determine if wants surface facts or in-depth technical journals.

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Four Core Areas

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- 1. Company Information**
- 2. Industry Information**
- 3. Marketing, Demographics, or Statistical Information**
- 4. Investment Information**

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Information need type

Try to think if the question fits into one of these areas:

- News/trade/research articles
- Industry or company reports
- Statistics
- Raw data
- Directory data
- Market share/rankings
- Private company information
- Global/international information

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Company Information

- Company's website
- Datamonitor from business source premier
- Public company filings to SEC
- Yahoo! Finance, Google Finance, Morningstar.com, Bloomberg
- <http://www.whois.net/> if the company name is not obvious through a Google/Dogpile or other search engine search, this can help you find a name. Mary Ellen Bates suggests looking for a company name within 5 words of the word www. This often captures a URL. Another Mary Ellen tip: use the inanchor syntax within Google. For example, you want a sprocket company. The search would be inanchor:sprocket. This brings up a list of where sprocket is a main word in the heading.

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Company information continued

- News services:

North Dakota State Library -Proquest
News Service

New York Times archives (nytimes.com)

Northern Light search engine -
northernlight.com/nlsearch.html

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Industry Information

- Trade magazines
- Trade association websites - Excellent places to find industry and company information and trends.
- Encyclopedia of Associations
- Google (area of interest + association) for listing of associations
- Thomas Register <http://www.thomasnet.com/index.html>
Need to know who makes something? This is the place to look. A great way to find possible competitors in an industry that may trade on a smaller level.
- Censtats.census.gov
- Demographic, employment and trade data available in table format with company charts available

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Marketings, Demographics, etc.

- Try searches like company name or product + consumers or target market”
- Trade association journals another great place to find this information – reporting on who is spending what on campaigns
- Adage.com – has list of 100 leading national advertisers. Data center of free and fee-based charts
- <http://www.trendwatching.com/trends/> - free monthly newsletter highlighting some trend in the world consumer market

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Investment Information

- Daily stock information readily available through Yahoo!Finance, Google Finance, Morningstar, Hoovers, NYSE
- Historic stock prices – Bigcharts.com, look through old newspapers
- General stock performance over time – probably need fee-based service like Valueline or S&P Stock Guide
- X-rates.com – currency conversion

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Investment information continued

Investor's Clearinghouse

www.investoreducation.org

Advised by the Federal Trade Commission, Federal Reserve System board of governors, Securities and Exchange Commission's Office of Investor Education and Assistance and several others.

CNN Money www.money.cnn.com

Bills itself as the "internet home of *Fortune* and *Money*" magazine – has tutorials and overviews for finance-related topics

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Government Statistical Info

www.usa.gov - The federal government has created a user friendly entry portal to all government sites. This is a good place to start a search for government information if you are unsure which department you need.

Bureau of Labor Statistics www.bls.gov

- Many useful news stories, tables, and industry information for patrons to investigate for employee information.
- www.bls.gov/tus/home.htm American Time Use Survey – an interesting site with comparative stats from 2003-06 and links to other repositories of time-use data. Helpful when assessing how consumers are using their free time.

Securities and Exchange Commission www.sec.gov

- Any publicly traded company must file reports with the Securities and Exchange Commission. Reports like the 10-K (annual report) and DEF 14A (executive salaries) are a gold-mine for industry information.

Globus and National Trade Data Bank <http://www.stat-usa.gov/tradtest.nsf>

- A comprehensive list of trade leads and market information from the United States and internationally. Includes federal government contracting information.

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Books to have in the collection

- D&B Business Rankings – ranks by size, SIC, within states
- Hoover's Handbook of American Businesses / Hoover's Handbook of Private Companies
- Industry Norms and Key Business Ratios – drawback is that compared by SIC codes which are not always compatible with NAICS codes
- Market Share Reporter – has product comparisons, expensive but worth it to be able to show different products and find comparable data
- RMA Annual Statement Studies – composite financial information for more than 1,200 companies

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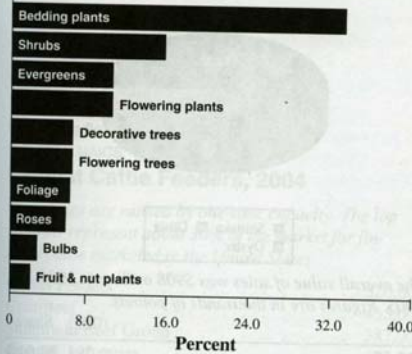
Links

Volume I

★ 86 ★

Floriculture
SIC: 0181; NAICS: 111422

Largest Green Goods Sales, 2005



Green goods represent \$55 billion of the \$108.8 garden retail market.

Bedding plants	33.2%
Shrubs	15.5
Evergreens	10.4
Flowering plants	10.4
Decorative trees	6.5
Flowering trees	6.5
Foliage	6.3
Roses	5.9
Bulbs	3.0
Fruit & nut plants	2.3

Source: Nursery Retailer, January/February 2006, p. 56.

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Floriculture
SIC: 0181; NAICS: 111422

Lily Production by State

The wholesale value of production is \$20 million.

	(\$ 000)	Share
California	65,478	85.17%
Florida	1,689	2.20
Colorado	938	1.22
New York	749	0.97
Minnesota	469	0.61
Other	7,554	9.83

Source: Floriculture Crops, April 2006, p. 4, from U.S. Department of Agriculture.

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Floriculture
SIC: 0181; NAICS: 111422

Potted Flowering Plant Production, 2005

The wholesale value of domestically potted flowering plants for indoor and patio use was \$809 million. Poinsettias were down 2% over the previous year, florist chrysanthemum were up 1%, and potted orchids were up 11%.

	(\$ mil.)	Share
Poinsettias	242.0	29.91%
Potted orchids	144.0	17.80
Florist Chrysanthemum	68.9	8.52
Other	354.1	43.77

Source: Floriculture Crops, April 2006, p. 4, from U.S. Department of Agriculture.

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Floriculture
SIC: 0181; NAICS: 111422

Rose Production by State, 2005

The wholesale value of production is \$38.9 million.

	(\$ 000)	Share
California	29,280	75.16%
Minnesota	2,517	6.46
New York	33	0.08
Other	7,126	18.29

Source: Floriculture Crops, April 2006, p. 4, from U.S. Department of Agriculture.

★ 90 ★

Floriculture
SIC: 0181; NAICS: 111422

Top States for Floriculture, 2005

The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 sales level was \$5.05 billion, up 2% from 2004. These operations account for 95% of total value of floriculture crops but represent about 42% of all growers. Bedding and garden plants represent the largest contributor to wholesale production with sales of \$2.61 billion.

California	19.0%
Florida	19.0
Michigan	7.0

Continued on next page.

Sample of
Market
Share
Reporter

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Links and References

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Mary Ellen Bates, Bates Information Service, mbates@BatesInfo.com,
www.BatesInfo.com

“Mind Your Own Business,” Nixon, Judith M. and Kirkwood Jr., Hal P., *Library Journal*, Nov. 1, 2004, p. 49 – includes an extensive list of books and databases available for business collections along with a synopsis of content for each.

Business Reference Librarian List Serve – to join, log on to
<http://lists.nau.edu/cgi-bin/wa?A0=buslib-l>

Celia Ross, M.S.I., Library & Information Science, University of Michigan’s School of Information, RUSA instructor, Business Reference 101, Columbia College Chicago,
<http://www.lib.colum.edu/about/staffprofiles/cross.php>

Mary Jo Hansen, adjunct instructor, Competitive Intelligence, University of Wisconsin, Milwaukee, Fall 2006