



Public Libraries in PA

<http://www.publiclibraries.com/pennsylvania.htm>

Butler

The Library System of Butler County - <http://www.bcfls.org/index.html> (has RefUSA, has remote access).

Butler Area Public Library - <http://www.butlerlibrary.info/> (has RefUSA, has remote access from home with library card).

Beaver

Beaver County Library System - <http://www.beaverlibraries.org/> (Through Power Library, accessed by library card, access to Business Source Premier and Regional Business News. Both of them have articles and news on businesses, not statistical data. Talked to a librarian who said that the Beaver County libraries do not have access to the kind of information on businesses that we need).

Lawrence

New Castle Public Library - <http://www.ncdlc.org/> (Power Library Resources, same as Beaver).

Westmoreland

Westmoreland Library Network - <http://www.wlnonline.org/>

Adams Memorial Library - <http://www.adamslib.org/> (has Power Library Resources, EbscoHOST).

Greensburg-Hempfield Area Library (has Power Library Resources, EbscoHOST).

Murrysville Community Library - <http://www.murrysvillelibrary.org/> (has RefUSA, Power Library Resources, EbscoHOST).

Washington

Washington County Libraries - <http://washingtoncountylibraries.org/> (most libraries have Power Library Resources).

Company Lists

Company directories are useful to find competitors, suppliers, or business customers. You can find directories at your library, usually manufacturer's directories. You may find information from trade associations who publish membership lists. Or, you can search business listings in telephone directories on line, such as www.superpages.com.

Two other sources available in the Carnegie Library of Pittsburgh in Allegheny County are: *Dun & Bradstreet Million Dollar Directory* and *Reference USA*. D&B's database lists well over a million US and Canadian companies, and covers most medium to large businesses. Reference USA compiles listings from phone and other directories, annual reports, government data, chambers of commerce and covers well over 15 million companies, including more smaller companies. Both of these resources are available online through the Carnegie Library of Pittsburgh, which you can access from your home or office. They are fully searchable by geographic location, or type and size of business. It's better to use more than one source as the results from each source will be different.

Pennsylvania residents outside Allegheny County can get a Carnegie Library of Pittsburgh library card if you use your library card from your local Access Pennsylvania Library. If you do not have an Access Pennsylvania Library sticker on your card, you can get a library card by paying an annual fee of \$30. You can get a 30-day temporary library card online and a permanent card by visiting any Allegheny County Public Library. Visit <http://www.clpgh.org/usingthelibrary/getcard.html>.

North American Industrial Classification System (NAICS)

Companies in directories are often cataloged by their North American Industrial Classification code. The US government maintains a classification system for every industry in the US, Canada, and Mexico based on their activities. You can find NAICS codes in the manual, *North American Industry Classification System, United States* or by searching the websites such as www.census.gov or www.naics.com.

How to Find the NAICS Code

1. Go to www.census.gov.
2. Click on the 'Business & Industry' link.
3. Click on 'NAICS' under Special Topics in the column on the left side of the page.
4. You can search by keywords or by a 2-6 digit code in the search box on the left side of the page. If you want to see all of the NAICS codes, click on the 'For 2007 NAICS' under the search box on the left side of the page. Here you will be able to see all the codes and titles for each industry. Select the two-digit NAICS sector that applies to your search and scroll down through the more detailed levels until you find the appropriate 6-digit code.

How to Find a Company List – Reference USA Database

A list of companies can be downloaded from the Carnegie Library of Pittsburgh. The homepage is www.clpgh.org. The steps to download a list of businesses are as follows:

1. On www.clpgh.org, click on the 'Tools & Research' tab.
2. Click on the 'Business & Finance' topic.
3. Click on 'Research Databases' on the Tools menu on the left side of the page.

4. Click on 'Business' in the alphabetical list of databases.
5. Scroll down to the 'Reference USA' database. There are two ways to access this database – using the library computers or using remote access.
6. If you have a Carnegie Library of Pittsburgh library card, then you can click on the 'Remote access' link next to the database. Enter the library card number and you will be directed the Reference USA database search page.
7. Click on the 'search' link next to U.S. Businesses in the column on the left.
8. Choose the 'Custom Search' tab and select one or more of the search criteria you want. Talk to your consultant about the best search criteria to use for the results you require.

Select one or more criteria and click "Create Search."

<u>Name</u>	<input type="checkbox"/> Company Name	<input type="checkbox"/> Executive Name
	<input type="checkbox"/> Brands and Products	
<hr/>		
<u>Business Type</u>	<input type="checkbox"/> Yellow Page Heading or SIC	<input checked="" type="checkbox"/> NAICS - 2007
	<input type="checkbox"/> Primary SIC	<input type="checkbox"/> Major Industry Group
<hr/>		
<u>Geography</u>	<input type="checkbox"/> Street Address	<input type="checkbox"/> MSA (Metro Area), State
	<input type="checkbox"/> ZIP Code	<input type="checkbox"/> City, State
	<input type="checkbox"/> State	<input type="checkbox"/> County, State
	<input type="checkbox"/> Radius	
<hr/>		
<u>Phone</u>	<input type="checkbox"/> Business Phone	<input type="checkbox"/> Area Code
	<input type="checkbox"/> 800 Numbers	
<hr/>		
<u>Business Size</u>	<input type="checkbox"/> Employees	<input type="checkbox"/> Sales Volume
<hr/>		
<u>Ownership</u>	<input type="checkbox"/> Public Companies/Stock Exchange	<input type="checkbox"/> Home-Based Business
	<input type="checkbox"/> Foreign Parent	<input type="checkbox"/> Headquarters/Branch
<hr/>		
<u>Special Selects</u>	<input type="checkbox"/> Executive Title	<input type="checkbox"/> Ticker Symbol
	<input type="checkbox"/> Executive Gender	<input type="checkbox"/> Years in Database/Yellow Page Ad Size
	<input type="checkbox"/> Government Offices	<input type="checkbox"/> Web Address
	<input type="checkbox"/> Year Established	<input type="checkbox"/> Fortune 1000 Companies
	<input type="checkbox"/> Number of Personal Computers	<input type="checkbox"/> SQ. Footage
		<input type="button" value="Create Search"/> <input type="button" value="Clear Search"/>

(The 'NAICS - 2007' in Business Type, 'County, State' in Geography, and 'Employees' in Business Size were chosen to get the results shown in the example below.) Click the 'Create Search' button.

9. Enter the information in the criteria you selected. Click the 'Search Now' button. (The NAICS code '23' for the Construction industry, state - PA, counties - Allegheny, Butler, Washington and

Westmoreland, and Business size with 10-49 employees was chosen to get the results shown in the example below.)

10. The results will be shown as in the example reproduced below:

ReferenceUSA
An infoUSA Company

Questions?
800.808.1113 E-mail Us

Version 2008.7 U.S. Business Home About Us Our Quality Contact Us Help

Data Summary Revise My Criteria New Search Purchase List

Search Results Displaying 1-25 of 1,204 / Pages 49

Page 1 2 3 4 5 6 7 8 9 10 Next 10 >>

First Page Last Page Go to page number: Got

Details Download Print Sort by: No Custom Sort

All	Company Name	Address	City/State	ZIP	Phone	Corporate Family
<input type="checkbox"/>	3-D Maintenance Co	117 Lincoln Ave	Swissvale, PA	15218	(412) 821-8828	
<input type="checkbox"/>	3-D Window Cleaning Co	117 Lincoln Ave	Swissvale, PA	15218	(412) 364-0500	
<input type="checkbox"/>	A & S Landscaping	2150 Washington Rd	Canonsburg, PA	15317	(724) 746-2151	
<input type="checkbox"/>	A Allegheny Crane Rental	4779 Josephine Dr	Gibsonia, PA	15044	(412) 486-7700	
<input type="checkbox"/>	A Better Choice Waterproofing	97 N Thompson Ln	Irwin, PA	15642	(724) 542-9717	
<input type="checkbox"/>	A C Railroad Construction Co	1310 McKee Rd	Oakdale, PA	15071	(412) 331-7585	
<input type="checkbox"/>	A F Schwerdt Mfg Co	3215 McClure Ave	Pittsburgh, PA	15212	(412) 766-6322	
<input type="checkbox"/>	A Folino Construction Inc	221 Allegheny Ave	Oakmont, PA	15139	(412) 820-2001	
<input type="checkbox"/>	A G Cullen Construction Inc	18 1st St	Pittsburgh, PA	15215	(412) 782-6640	
<input type="checkbox"/>	A J Buerkle Plumbing & Heating	41 McMurray Rd	Pittsburgh, PA	15241	(412) 531-4456	

You can see detailed information about every company if you click on its link in the 'Company Name' column. You can also print or download the search results; the download limit is 25 records per search at a time.

How to Find a Company List – Dun & Bradstreet's Million Dollar Database

1. On www.clpgh.org, click on the 'Tools & Research' tab.
2. Click on the 'Business & Finance' topic.
3. Click on 'Research Databases' on the Tools menu on the left side of the page.
4. Click on 'Business' in the alphabetical list of databases.
5. Scroll down to the 'Dun & Bradstreet's Million Dollar Database'. There are two ways to access this database – using the library computers or using remote access.
6. If you have a Carnegie Library of Pittsburgh library card, then you can click on the 'Remote access' link next to the database. Enter the library card number and you will be directed the Dun & Bradstreet's Million Dollar database search page.
7. You can make a single search or select 'Advanced Search' for more options. The single search lets you search for one particular business and the advanced search enables you to look for several businesses based on particular criteria.
8. Select all the criteria you need. You can talk to your consultant about the best search criteria to use for the results you require.

[Back to Basic Search](#)

Use search fields below by clicking field name and then entering your criteria. From there, hit **Add to Criteria** button to return to this page and choose another field.

Company Criteria

- [Company Name](#)
- [Parent Company Name](#)
- [Location Type](#)
- [Subsidiary Status](#)
- [Stock Ticker](#)
- [D-U-N-S® Number](#)
- [D&B® Prescreen Score](#)
- [Import/Export](#)
- [Public/Private](#)
- [Owns/Rents](#)
- [New Listing](#)
- [Year Established](#)
- [Bank Name](#)
- [Accountant Name](#)
- [Minority Owned](#)
- [Women Owned](#)

Location Criteria TIP

- [Continent](#)
- [Country](#)
- [State/Region](#)
- [City](#)
- [County](#)
- [MSA \(Metro Area\)](#)
- [Area Code](#)
- [ZIP Code](#)

Industry Criteria

- [SIC Code](#) ?
- [NAICS Code](#) ?
- [Product Category](#)
- [Line of Business](#)
- [Mfg Indicator](#)

Size Criteria

- [Employment/Sales](#)
- [Employment Trend](#)
- [Plant/Facility Size](#)
- [Student Enrollment](#)

Contact Criteria

- [Job Function](#)
- [Job Title](#)
- [Executive Name](#)
- [Executive Biographies](#)
- [Fax Number](#)
- [Phone Number](#)
- [Toll-Free Number](#)
- [Web Address](#)

Current Search Criteria

Company

All

Location

All

Industry

All

Size

All

Contact

All

Click Individual Criteria to Remove from Current Search

Run Search

☒ Clear Current Search

9. Click on '**Add to Criteria**' (the blue box on the top of the criteria) after determining the criteria in each search field. This will take you back to where you can select more criteria.
10. Click the 'Run Search' button after you have selected all the criteria you need for the search. (The NAICS code '23' for the Construction industry, Counties – Allegheny, Butler, Washington and Westmoreland, and Employees/ sales with 10-49 employees was chosen to get the results shown in the example below.)
11. The results will be shown as in the example reproduced below:

The Million Dollar Database

[About](#) | [Contact](#) | [Help](#) | [Log Off](#)

This subscription includes:

Corporate Family Tree [details](#)

Total U.S. [details](#)

☒ Company Name
 ☐ Phone
 ☐ SIC
 City
 State

[Advanced Search >>](#)

Records Found 1072

[Back to Search](#) | [Print](#) | [Change View](#)

Download Records

☒ Range (up to 200)

☐ Checked Records (0)

Sort 1 Company and 2 Select Column Sort

☐ < Prev | Results 1-30 | [Next >](#)

Jump to Result #

Company Name	SIC	City	State	Country	Location	Sales	Emp.
<input type="checkbox"/> 1: A & M Electronics & Security	7629	McKeesport	PA	USA	Single Location	\$400,000	10
<input type="checkbox"/> 2: A B C Electric Inc	1731	Wilmerding	PA	USA	Single Location	\$1,150,593	17
<input type="checkbox"/> 3: A Better Choice Inc	1799	Irwin	PA	USA	Single Location	\$1,000,000	15
<input type="checkbox"/> 4: A C Railroad Construction Co	1629	Mc Kees Rocks	PA	USA	Single Location	\$700,000	10
<input type="checkbox"/> 5: A C Schwotzer Inc	1522	Canonsburg	PA	USA	Single Location	\$4,900,000	40

Click on company name link for detailed information. To print or download results, click on 'Build Files'. Download limit is 200 results at a time.

Demographic Research

People

The most comprehensive source for demographic information is the US Census Bureau (www.census.gov). The simplest way to find information about people, housing, and geographic data is to use their *American Fact Finder* database.

North American Industrial Classification System (NAICS)

Companies in directories are often cataloged by their North American Industrial Classification code. The US government maintains a classification system for every industry in the US, Canada, and Mexico based on their activities. You can find NAICS codes in the manual, *North American Industry Classification System, United States* or by searching the websites such as www.census.gov or www.naics.com.

How to Find the NAICS Code

1. Go to www.census.gov.
2. Click on the 'Business & Industry' link.
3. Click on 'NAICS' under Special Topics in the column on the left side of the page.
4. You can search by keywords or by a 2-6 digit code in the search box on the left side of the page. If you want to see all of the NAICS codes, click on the 'For 2007 NAICS' under the search box on the left side of the page. Here you will be able to see all the codes and titles for each industry. Select the two-digit NAICS sector that applies to your search and scroll down through the more detailed levels until you find the appropriate 6-digit code.

How to Do Demographic Research – American Factfinder

The greatest source of demographic information can be found in the American Fact Finder database on the US Census Bureau website. The homepage is <http://factfinder.census.gov>.

The steps to gather demographic information are as follows:

1. On <http://factfinder.census.gov>, enter the city/town, county, or zip in the search box under the label 'Fast Access Information'. Click 'Go'. You will get a simple factsheet of the demographic highlights of the place you selected.
2. Click on the link that says 'Show More' beside any of the characteristics in the search results to see a detailed table of data.
3. You can also obtain more detail by clicking on the topics in the bar on the left side of the search results page, such as People, Housing, Business and Government, etc.

How to Do Demographic Research – FreeDemographics

Another good source for getting data collected from the 1980, 1990 and 2000 censuses is FreeDemographics, which can be accessed at www.freedemographics.com. The interesting part about this site is that even though the data are from the US Census, you can see the graphical

representation of your data and the site also allows you to see the summary reports, comparison reports and rank reports if you are searching more than one geographical area. You will have to register with the site to get your free demographic reports.

Demographic Research – Businesses

The US Census also compiles information about businesses through the *Economic Census* conducted every five years and from the Bureau of Labor statistics. Based on geographic area, you can find the number of establishments in each NAICS industry and subsector, sales, number of paid employees, and annual payroll.

The *County Business Patterns* is updated more frequently than the Economic Census and you can find information on number of employees, payroll, total number of establishments and number of establishments by number of employees.

How to Do Demographic Research – Economic Census

1. On www.census.gov, click on the 'Business & Industry' link.
2. Next to Economic Census, click on the year link for the geographical area you want, such as US, States, Metro areas, Counties, Cities or ZIP codes.
3. Select the geographic area you want the data for in the drop-down menus on the top of the page. Click 'Go' after each selection.
4. It will take you to a page that has summary statistics by the first two digits of the NAICS code. You can click on 'More' for detailed data on 4 and 6 digit NAICS codes. The results show the number of establishments, annual payroll and the number of paid employees.

How to Do Demographic Research – County Business Patterns

1. On www.census.gov, click on the 'Business & Industry' link.
2. Next to County Business Patterns, click on the year link for the geographical area you want, such as US, States, Metro areas, Counties or ZIP codes.
3. Select the state. Click 'Go'. Select the county on the next page and click 'Submit'. Alternatively, you can also look up information by zip code or metro area.
4. The results show data by NAICS code. You can see the number of employees, payroll information by first quarter or annually, total number of establishments, and the number of establishments by number of employees in the geographical area selected. Click on the tab marked 'detail' for the breakdown of data from the 2 digit NAICS code into 4 and 6 digits.
5. You can click on the tab marked 'compare' to see a comparison of data between geographical regions.

Some of the things to remember are that the data for each resource is compiled from different sources, so pulling results from different data sources and compiling them into one report would not give accurate statistics. The two resources listed above are statistics for businesses with employees. For nonemployer statistics, follow the steps in 'How to Do Demographic Research – Economic Census', but click on the year links next to 'Nonemployer Statistics' in Step 2. Businesses that do not have any employees could be sole proprietorships or general partnerships.



Trade Associations and Industry Trends

You may be looking for information and trends for your own industry or to understand your business customers' industry. Industry information can be gathered from sources published or available from governmental agencies, trade associations, market research firms, annual reports, articles in trade journals or newspapers, directories, industry studies, and so forth. One of the first steps to finding industry information is to know the NAICS code for the industry. Then you can check for trade associations and other literature on the industry.

North American Industrial Classification System (NAICS)

Companies in directories are often cataloged by their North American Industrial Classification code. The US government maintains a classification system for every industry in the US, Canada, and Mexico based on their activities. You can find NAICS codes in the manual, *North American Industry Classification System, United States* or by searching the websites such as www.census.gov or www.naics.com.

How to Find the NAICS Code

1. Go to www.census.gov.
2. Click on the 'Business & Industry' link.
3. Click on 'NAICS' under Special Topics in the column on the left side of the page.
4. You can search by keywords or by a 2-6 digit code in the search box on the left side of the page. If you want to see all of the NAICS codes, click on the 'For 2007 NAICS' under the search box on the left side of the page. Here you will be able to see all the codes and titles for each industry. Select the two-digit NAICS sector that applies to your search and scroll down through the more detailed levels until you find the appropriate 6-digit code.

How to Find Trade Associations and Industry Trends – Google

You can find a list of associations by referring to the Encyclopedia of Trade Associations (available most libraries). An easier way is to search for associations by using a search engine like www.google.com. The steps to find trade associations are as follows:

1. On www.google.com, enter your keywords consisting of the industry you want to search for, followed by 'association'. For example, if you want to find groups or organizations that are associated with snowmobiles, your keywords could be 'snowmobile association'.
2. On the trade association websites, look for industry reports, statistical information, trade magazines published by the association, press releases about industry trends, market research, reports, etc.

How to Find Trade Associations and Industry Trends – FindArticles

1. On <http://findarticles.com>, enter your keywords consisting of the industry you want to search for and any other relevant terms. For example, if you want to look for trends in the sales of snowmobiles, you can use the keywords 'snowmobile trends'.

How to Find Trade Associations and Industry Trends – EBSCOhost database

Articles about industries or businesses can be downloaded from the Carnegie Library of Pittsburgh. The homepage is www.clpgh.org. The steps to download articles are as follows:

1. On www.clpgh.org, click on the 'Find Articles, Databases & More!'
2. Click on 'General Reference' in the alphabetical list of databases.
3. Scroll down to the 'EBSCOhost' database. There are two ways to access this database – using the library computers or using remote access.
4. If you have a Carnegie Library of Pittsburgh library card, then you can click on the 'Remote access' link next to the database. Enter the library card number and you will be directed the EBSCOhost database search page. (You can get a 30-day temporary library card online. You can get your permanent card by visiting any Allegheny County Public Library.)
5. Click on the 'EBSCOhost Web' link and select one or more of the databases listed for your search. Click 'Continue'. (It's good to select all – you get a more complete result.)
6. Enter the keywords in the search box and click 'Search'.
7. The results will be shown as in the example reproduced below: (The search term used was 'snowmobile association')

The screenshot shows the EBSCOhost search interface. At the top, there's a navigation bar with links like 'New Search', 'Subjects', 'Publications', 'Images', and 'More'. The search bar contains the text 'snowmobile association'. Below the search bar, there are links for 'Basic Search', 'Advanced Search', 'Visual Search', 'Search History/Alerts', and 'Preferences'. The main content area displays 'All Results: 1-10 of 62' and 'Page: 1 2 3 4 5 Next'. The results are sorted by 'Relevance'. The first five results are listed, each with a title, author, publication information, and a link to the full text. The results are: 1. 'PRESIDENT OF THE CALIFORNIA-NEVADA SNOWMOBILE ASSOCIATION JOINS ORBA'S TEAM' from *Dirt Bike*, Jan 2006, Vol. 36 Issue 1, p19-19, 1/4p; (AN 19690394). 2. 'Snowmobile convention rides into Waterloo' by Wilde, Matthew, *Waterloo-Cedar Falls Courier* (IA), 11/18/2006; (AN 2W62W61303417446). 3. 'National Park Service Loses Suit in Alaska Over Snowmobile Ban' from *Wall Street Journal - Eastern Edition*, 11/24/99, Vol. 234 Issue 103, pB2, 0p; (AN 2538516). 4. 'Snowmobile season off to an early start' by Sambides, Nick Jr., *Bangor Daily News* (ME), 12/06/2007; (AN 2W62W6451685107). 5. 'SNOWMOBILE USE IN NATIONAL PARKS' by JIM DUKE; PRESIDENT; AMERICAN COUNCIL OF SNOWMOBILE ASSOCIATIONS, *FDCH Congressional Testimony*, 04/12/2005; (AN 32Y4011764957). The sixth result is 'Useful Addresses' by Purdie Salas, Laura., *Snowmobiling*, 2002, p46, 1p; AN: 9170747. On the left side, there's a 'Narrow Results by' section with filters for 'Source Types' (All Results, Periodicals, News, Primary Source Documents) and 'Subject' (UNITED States, SNOWMOBILING, SNOWMOBILES, NEW Hampshire, ASSOCIATIONS, institutions, etc., ALASKA). On the right side, there's a 'Limit your results' section with checkboxes for 'Full Text', 'Scholarly (Peer Reviewed) Journals', and 'Image Quick View', and a 'Filter by Publication Date' range from 1994 to 2009. There are also links for 'Alert / Save / Share' and 'Update Results'.

You can click on each result to get more information about the article. You can also print or download the full text of the articles if it's available on the database.

How to Find Trade Associations and Industry Trends – Other Sources

1. The Internet Public Library - <http://www.ipl.org/>
2. Google Scholar - <http://scholar.google.com/>
3. Bizjournals - <http://www.bizjournals.com/>
4. Encyclopedia of Business Information Sources – available in libraries
5. Encyclopedia of Trade Associations – available in libraries
6. Inc. - <http://www.inc.com/>
7. BizMiner - <http://www.bizminer.com/>
8. BizStats - <http://www.bizstats.com/>
9. ExpoWorld - <http://www.expoworld.net/>

How to Use Good Keywords

When you're searching for trade associations and industry trends, the use of the right keywords will get you the results you want. For example, if you are looking for a trade show or event for management consultants, adding the words 'trade show', 'convention', 'event', 'conference' or 'summit' will help you get better results than if you just search for 'management consultants'. Similarly, adding words like 'association', 'trade association', 'guild', 'society', 'union' and 'club' after your industry can get you better results when looking for associations. When looking for industry trends, some of the words to use are 'trends', 'statistics', and 'market' in addition to your industry.

When searching, try to think of synonyms, alternate spellings or terms for your keywords and search all the keywords in different combinations for detailed results. For example, in the case mentioned above, you might want to search for 'management consultants trade show', 'management consultants convention', 'management consultants events', 'management consultants conference', 'management consultants summit' or even try changing the words 'management consultants' to similar terms like 'management consultancy' or 'management consulting'.

