



Webcast Schedule for Winter 2015

You can't change the wind, however you can adjust your sails to reach your destination.

Jimmy Dean

Title: [ReferenceUSA Search Essentials](#)

Day/Date: Most Fridays

January 9th, 16th February 6th, 13th, 27th March 6th, 20th

Time: 11:00 AM Central (1 hour)

Designed for anyone new to using our database, this hour-long session will cover all the basics of getting started with ReferenceUSA.

We will cover the Four Essentials anyone, particularly anyone new to ReferenceUSA, will want to know in order to be successful using the resource.

This is also a great opportunity for current users to learn some new tips, tricks and techniques.

Lots of time will be reserved at the end of the session for questions.

To register for any of the session dates, follow the link, select a time zone and complete form; you will then receive meeting coordinates and confirmation

REGISTER: [ReferenceUSA Search Essentials](#)



Webcast Schedule for Winter 2015

Aptitude plus attitude determines your final altitude

Topic: [Uncovering the Hidden Job Market: Career Search Strategies using ReferenceUSA](#)

Day/Date: Select Wednesdays

January 7th, 14th, 28th February 4th, 11th March 4th, 18th

Time: 2:00 PM Central (1 Hour)

Attendees will learn how to use ReferenceUSA as part of their Career Searching Strategy.

Included will be information on the importance of having accurate information for applications and resumes, creating engaging cover letters, assembling a network of references and referrers, finding key persons at a business to act as mentors, building datasets of potential employers based on skill set, work history and preferences as well as how to prepare for interviews and interactions through thorough research

We will also explore the New! Jobs & Internship module which adds a new dimension to job searching.

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REGISTER : [Uncovering the Hidden Job Market: Career Search Strategies using ReferenceUSA](#)



Webcast Schedule for Winter 2015

Making money is art and working is art and good business is the best art.
Andy Warhol

Topic: [Start, Manage & Grow Your Business using ReferenceUSA](#)

Day/Date: Select Mondays

January 5th, 12th, 26th February 2nd, 9th, 23rd March 2nd, 16th

Time: 2:00 PM Central (1 Hour)

Entrepreneurs and business owners will learn how to use ReferenceUSA to find the mission critical information necessary to start, manage and grow a business.

Topics include:

- name Search for Business
- locate hard to find vendors, both locally and nationally
- locate subject manager experts and professional services
- find investors, venture capitalists and angels
- network with other businesses in your area or in your industry
- develop relationships with related business for co-branding opportunities
- understand community demographics
- survey locations for expansion
- conduct competitive analysis
- plan delivery routes and service areas
- source new employees

To register for any of the session dates, follow the link, select a time zone and complete form; you will then receive meeting coordinates and confirmation

REGISTER: [Start, Manage & Grow Your Business using ReferenceUSA](#)



Webcast Schedule for Winter 2015

Society exists only as a mental concept; in the real world there are only individuals.
Oscar Wilde

Topic: [ReferenceUSA Consumer & Lifestyle Data](#)

Day/Date: select Tuesdays

January 6th February 3rd March 3rd

Time: 2 PM Central (1 hour)

Ever wonder how marketers and advertisers 'target' specific messages to you? Find out how you access the same type of data for your neighborhood or city.

Anyone who is interested in understanding the purchase preferences of a community will find this data both interesting and informative.

Learn how to navigate this section of ReferenceUSA and then apply the data to your needs.

To register for any of the session dates, follow the link, select a time zone and complete form; you will then receive meeting coordinates and confirmation

REGISTER: [ReferenceUSA Consumer & Lifestyle Data](#)



Webcast Schedule for Winter 2015

*Color in certain places has the great value of making
the outlines and structural planes seem more energetic.*
Antoni Gaudi

Topic: [ReferenceUSA Big Data & Mapping](#)

Day/Date: select Tuesdays

January 27th March 17th

Time: 2:00 PM Central (1 hour)

Data Visualization is the next BIG thing in data. Going beyond static lists of information, ReferenceUSA can help you 'visualize' data elements on a map.

Great for understanding how locations relate to each other or seeing densities within a specific area, the ReferenceUSA mapping tools give you a new and powerful way to better understand the landscape.

Learn how to build a map to display results and how to manipulate the mapping tools to your advantage.

To register for any of the session dates, follow the link below:

REGISTER: [ReferenceUSA Big Data & Mapping](#)

Webcast Schedule for Winter 2015

Winning is only half of it. Having fun is the other half.
Bum Phillips

Topic: [What the REF!](#)

Day/Date: select Thursdays

January 29th

February 26th

March 19th

Time: 2:00 PM Central (1 hour)

Are you a Research RockStar? Well this will be your opportunity to strut your stuff!

We'll give you access to a fully-loaded account and then present you with a series of challenging searches – then we'll race to the results.

The first to post the correct answer will be awarded the points for that round and at the end of the game, we'll tally the points and crown the victor! And to the victor, go the spoils!

You will need to be able to have the ability to manage two windows/tabs on your machine

One to view the webex site – where the question will be posted, answers demonstrated and scores kept as well as a tab or window where you can be logged into ReferenceUSA

While not required, it's recommended you use the Computer Speakers (versus the phone dial in) for the audio ...

Register Here: [What the REF!](#)





Webcast Schedule for Winter 2015

Tell me and I forget. Teach me and I remember. Involve me and I learn.
Benjamin Franklin

Topic: [A Librarian's Introduction to ReferenceUSA](#)

Day/Date: select Thursdays

January 15th February 5th March 5th

Time: 11:00 AM Central (1 hour)

How will your community use referenceUSA?

There are hundreds of thousands of individuals signing into ReferenceUSA every year, each with a particular reason for wanting to access vital Business and Consumer information.

| | |
|---|--|
| People use this resource as part of their career and job searching strategy | Businesses and entrepreneurs want to find customers, analyze their prospects and gain insights on their competitors. |
| Students find information that bolsters reports and research. | Sometimes, people just want access to our comprehensive listings of addresses and phone numbers |

Each search is as different as the individual searchers but the results are always informative.

What we do to help.

ReferenceUSA is committed to helping you promote this new service to your community. We provide promotional materials to display and distribute. We can help 'get the word out' by supplying a press release announcing your new acquisition.

We want to ensure your staff is prepared by delivering as much training and instruction as they need – and that you are appraised of all of our on-going training events so that they stay current on product developments.

We extend our training capacity to those groups as well. You can connect them to our on-going schedule of public events or host a program at the library where we can speak to whatever ReferenceUSA topic you chose.

How do you get started?

One of our guiding principles is to make everything easy – getting activated is very simple.

To register for any of the session dates, follow the link below:

REGISTER: [A Librarian's Introduction to ReferenceUSA](#)