



Title: Search Essentials: the basics of ReferenceUSA

Day/Date: Fridays (January 13 – March 30)

Time: 11:00 AM Central (1 hour)

Designed for the patron new to using our database, this hour-long session will cover all the basics of getting started with ReferenceUSA. The training will cover the Four Essentials anyone, particularly anyone new to ReferenceUSA, would 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.

Attendees will need an internet connection and a phone line to participate.

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

[ReferenceUSA Search Essentials](#)

Due to scheduling conflicts, some dates and times may not be available



Topic: Uncovering the Hidden Job Market: Career Search Strategies using ReferenceUSA

Day/Date: Wednesdays (January 11 – March 28)

Time: choose between 10:00 AM Central (1 Hour) or 2:30 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.

Attendees will need an internet connection and a phone line to participate.

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

[Uncover the Hidden Job Market \(Morning Session\)](#)

[Uncover the Hidden Job Market \(Afternoon Session\)](#)

Due to scheduling conflicts, some dates and times may not be available



Topic: Start, Manage, Grow! How Businesses can use ReferenceUSA

Day/Date: Mondays (January 9 – March 26)

Time: choose between 10:00 AM Central (1 Hour) or 2:30 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:

- research prospects and prospective clients
- locate hard to find vendors, both locally and nationally
- 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
- locate subject manager experts and professional services
- source new employees
- find investors, venture capitalists and angels
- plan delivery routes and service areas

Attendees will need an internet connection and a phone line to participate.

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

[Start, Manage & Grow your Business](#) (Morning Session)

[Start, Manage & Grow your Business](#) (Afternoon Session)

Due to scheduling conflicts, some dates and times may not be available



Topic: The Additional Modules: Focusing on Additional Consumer and Business Info Beyond the US Business and Residential Modules

Day/Date: Tuesdays or Thursdays (January 10 – March 30)

Time: choose between 10:30 AM Central on Tuesdays or 2:30 PM Central on Thursdays

Learn how you can use the additional ReferenceUSA modules (Consumer/Lifestyle, New Business, New Movers) to form business plans, find your target audience, zero in on new businesses and people who have recently moved or bought a home. See how the information in these additional modules can be used in conjunction with the US Business module to create robust business plans.

- Target homes and individuals based upon their known hobbies and interests
- Build marketing lists and discover the intensity/frequency scores each residents
- Graphically view large sets of demographic and psychographic data
- Get access to the most recent data available on new businesses
- Discover people which have recently moved to or bought homes in specific areas

Attendees will need an internet connection and a phone line to participate.

[ReferenceUSA's Other Modules](#) (Tuesdays 10:30)

[ReferenceUSA's Other Modules](#) (Thursdays 2:30)

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