



**Title:** Search Essentials: the 4 things you need to know  
**Day/Date:** Fridays (13 April - 29 June)  
**Time:** 11:00 AM Central (1 hour)

Designed for the patron new to using ReferenceUSA; 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*

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**Title:** Uncovering the Hidden Job Market: Career Search Strategies using ReferenceUSA  
**Day/Date:** Wednesdays (4 April – 27 June)  
**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 links 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*



**Title:** Start, Manage, Grow! How Businesses can use ReferenceUSA  
**Day/Date:** Mondays (2 April – 25 June)  
**Time:** 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 matter 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](#)

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



**Title:** People who Seek People  
**Day/Date:** Alternating Mondays (starting 9 April)  
**Time:** 10:30 AM Central (40 minutes)

Whether you are looking for old friends, classmates or colleagues or building an elaborate B2C marketing plan, ReferenceUSA has extensive data that can be of value. In this hour long program we will explore the ReferenceUSA consumer and residential data modules. Discussions will include how data is compiled, how to conduct searches from simple to more complex as well as how to manage the results. Among the things you will see:

- 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
- 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.*

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

People Who Seek People

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



**Topic:** Where in the World is Bob Zielinski? Using Maps

**Day/Date:** Tuesday or Thursday (3 April – 28 June)

**Time:** Chose between Tuesday 2:30 PM (40 minutes) or Thursday 10:30 AM (40 minutes)

Learn multiple ways to expand your search capabilities by learning about the Map Based Search and Radius Search tools included in ReferenceUSA. This session is geared towards those that want to open up a whole new world of searching, taking you to a much higher level of data gathering data with ReferenceUSA.

Whether you are building a business plan, discovering target markets, looking to organize your schedule, seeking employment opportunities or wanting to better understand the make up of your community this you are guaranteed to leave this session a better prepared.

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

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

[Mapping and Radius Search Tuesday Afternoon Session](#)

[Mapping and Radius Search Thursday Morning Session](#)

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



**Topic:** Beyond the Basics: Exploring three Powerful Modules

**Day/Date:** Tuesday or Thursday (3 April – 28 June)

**Time:** choose between Tuesday 10:30 AM (1 hour) or Thursday 2:30 PM (1 hour)

Learn how you can use 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 marketing 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*

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

[Beyond the Basics Morning Session](#)

[Beyond the Basics Afternoon Session](#)

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



**Title:** Lowering Your MPG\*: High Octane Prospecting

**Day/Date:** Alternating Mondays (starting 2 April)

**Time:** 10:30 AM Central (40 minutes)

Are you spending too much time speculating about clients and prospects? Come spend forty minutes with us and we'll show you how to gain an insider's look at your prospects business using ReferenceUSA – we'll also share information on building high octane data sets and other strategies like email marketing.

Don't waste your time idling in neutral with data that gets you no closer than a guess!

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

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

[Lowering your MPG\\*:High Octane Prospecting](#)

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



**Title:** Professional Researchers Master Class

**Day/Date:** Monthly (19 April, 17 May, 21 June)

**Time:** 11:00 AM Central (1 hour)

Are you preparing to deliver a presentation to your local business community introducing library resources and databases that they have access to? Perhaps your library is conducting a class for patrons on electronic resources. We are offering an opportunity for you to prep for your event by reviewing the basics and learning what is new at ReferenceUSA. We will probably throw in a few tricks and insider tips that you can use to wow! your audience. We also share important things to know that will help you with those inevitable tough questions.

Attendees may be eligible for CEUs

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

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

[Master Class](#)

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