SMALL BUSINESS EVENT!

JEFFERSON PARISH LIBRARY HOSTS “LUNCH AND LEARN WITH REFERENCEUSA, THE ONLINE SMALL BUSINESS DEVELOPMENT TOOL”

Bill Carlson, a representative of ReferenceUSA, will present a seminar to explain this service to Jefferson Parish patrons and others at 12 p.m., Friday, June 7, at the East Bank Regional Library, 4747 West Napoleon Avenue, Metairie.

This event is free of charge and open to the public. Registration is required. Patrons must go to the event calendar on the library’s website, www.jplibrary.net.

ReferenceUSA is an online provider of business and consumer data. Jefferson Parish Library includes this database in its digital collection to accommodate the needs of area business owners, marketing representatives and sales managers.

In this session, participants will learn:

- How to access ReferenceUSA from home or office through Jefferson Parish Library;
- How to identify new sales prospects;
- How to create customized business and consumer marketing lists;
- How to identify key business contacts;
- How to locate home-based businesses;
- How to find businesses with web addresses;
- How to define delivery routes;
- How to gather competitive business intelligence; and
- How to identify major industry groups.

ReferenceUSA helps library users create marketing plans, conduct essential competitive analysis, raise funds and locate people in order to expand and grow their book of business. The online database provides real-time access to more than 44 million businesses and 158 million consumers.

Jefferson Parish Library cardholders may access this resource from within the library or at home via internet access. The database features six detailed modules of information: “U.S. Business,” “U.S. Healthcare,” “U.S. New Business,” “U.S. Historical Business,” “U.S. Standard White Pages,” and “U.S. Jobs & Internships.” ReferenceUSA users can select a location and radius to search through a database of millions of businesses and locate direct business contact names. Many entries also include links to job postings.

ReferenceUSA is available 24/7 by clicking the “Databases” tab on the library’s website, www.jplibrary.net. Users may log in by typing in their active library card number. For more information about using this resource, contact the library’s Reference Desk at (504) 838-1111.

In accordance with provisions of the Americans with Disabilities Act Amendments Act of 2008, as amended, Jefferson Parish shall not discriminate against individuals with disabilities on the basis of disability in its services, programs or activities. If you require auxiliary aids or devices, or other reasonable accommodation under the ADA Amendments Act, please submit your request to the ADA Coordinator at least forty-eight (48) hours in advance or as soon as practical. A seventy-two (72) hour advanced notice is required to request Certified ASL interpreters. ADA Coordinator/Office of Citizens with Disabilities, 1221 Elmwood Park Blvd., Suite 403, Elmwood, LA 70123, (504) 736-6086, ADA@jeffparish.net