

Where
do I Start?



Leads at the Library

Increase the success of your small business
with help from these lead and marketing sources



Looking to expand your market? Searching for new customers and sales leads? Trying to locate media outlets where you can advertise your business? Job hunting or company info-mining? Or need contacts such as suppliers or associations so you can increase and improve your business? Mesa Public Library features many tools to support you. This list features reference materials in the library, online e-resources available on mesalibrary.org, and helpful websites on the general Internet.

Check library catalog for call numbers/locations. Most sources are for in-house use.

MN = Main Library MN MR = Main Branch Mesa Room
DR = Dobson Ranch RM = Red Mountain

Local Leads

Arizona Business Gazette. Weekly, retained since 1981 at MN, 6 months DR, 3 months RM

New business/sales tax licenses, home sales in Maricopa County by zip code, commercial bankruptcies, articles of incorporation, registrar of contractors actions, patents, lawsuits, pending liquor licenses, public notices including trustee sales.

Arizona Capitol Times. Weekly, current issues retained at MN

Corporate activity notices including articles of incorporation, court notices, public notices, trustee sales.

The Business Journal. Weekly, retained since 1987 MN, 3 months DR and RM

New business/home sale listings from Maricopa County, deeds, liens, foreclosure sales, commercial real estate transactions, building permits, bankruptcies.

The Record Reporter. 3x/week: M, W, F, retained 3 months, MN

Maricopa/Pima County Recorder's office info. Real estate sales by zip code (incl. buyer and property address), auctions, tax liens, sales tax licenses, bid opportunities with government agencies, new Arizona corporations, trustees sales, public notices, deeds of trust, REOs, federal bankruptcies.

Building Permits (Construction Permits). Received weekly,

retained 2 months, MN Business Index Table

Permits for new/modified construction within City of Mesa; issued through City of Mesa Building Inspections Division. Organized by date only.

Cole Cross-Reference Directory, Phoenix and Vicinity.

Annual, MN, DR, RM

Cross-reference, reverse phone number and address directory. Multiple volumes for Phoenix and suburbs.

Hill-Donnelly Cross-Reference Directory for Mesa – Tempe – Chandler, AZ.

Annual, MN MR
Business/consumer guide for Mesa, Tempe, Chandler, and other southeast Valley communities. Market planning section includes affluence ratings, avg year homes built, avg age of householder; information organized by census tract/zip code.

Local Business Directories

Arizona Business Directory. Annual, MN, DR, RM
Basic contact, sales information on Arizona businesses.

Dun's Regional Business Directory, Phoenix/Tucson.

Annual, MN, RM

Directory of Arizona businesses.

Reference USA Database

Searchable electronic business/residential directory; includes 14 million businesses, 4 million new businesses, and 100 million households nationwide; also Lifestyles module with information on 111 individuals. Accessible on Mesa Public Library web site at www.mesalibrary.org; must have library card and PIN to use database.

Arizona Industrial Directory. Annual, MN, DR
Manufacturing and high-tech firms statewide.

Arizona Manufacturers Directory. Annual, MN
Arizona manufacturing establishments searchable by product, location, SIC, geographic location, and alphabetically.

Rocky Mountain High Technology Directory. Annual, MN, DR, RM

High-tech business listings from AZ, CO, MT, NM, NV, UT, WY.

Book of Lists. Annual, MN, DR

Leading buyers, businesses, and employers in the state presented in over 130 lists. Published by Business Journal of Phoenix.

Ranking Arizona. Annual, MN, RM

Rankings of companies in variety of industries. Published by Arizona Business Magazine.

Other Helpful Directories

ThomasNet.com. Website.

Directory of US/Canadian manufacturers, industrial product/service companies. Includes product catalogs and CAD drawings. Links to company catalogs/websites.

Thomas Food & Beverage Marketplace. Annual, MN
Companies involved in manufacture, supply, service, equipment, transportation, import-export, brokerage, wholesaling, and other aspects of food/beverage trade.

Library Databases:

Hoover's Company Records Library Database

EBSCO Business Source Complete Database (includes Datamonitor Company Profiles)

EBSCO Small Business Reference Center

All library databases accessible through Mesa Public Library with Library Card and PIN number.

Mesa Public Library carries other national business, manufacturing, and industry directories, and can help you find additional information online. Ask us for help.

Marketing Help

Finder Binder: Arizona's Updated Media Directory.

Annual, with monthly updates, MN, DR

Arizona radio/television stations, print publications including newspapers and magazines with rate and contact information.

Editor and Publisher Market Guide: The Directory of Newspaper Markets and Demographics. Annual.

MN

Data on 1,600+ daily newspaper cities in the US and Canada including population data/estimates, number of registered automobiles, gas/electric meters, banks, types of industries, shopping mall/retail information, largest newspapers for each area.

Gale Directory of Publications and Broadcast Media. Annual, MN, DR

Radio, television, cable, print outlets nationwide. Contact information, thumbnail descriptions of each local market, subject/alpha indexes.

World Chamber of Commerce Directory. Annual, MN, DR, RM

US chambers, boards of tourism, convention/visitors bureaus, economic development organizations, American chambers abroad, foreign tourist information bureaus, foreign/ethnic chambers in US & abroad, foreign & US embassies.

Rand McNally Commercial Atlas and Marketing Guide. Annual, MN, RM

Maps and tables showing population, income, housing and sales data for US and markets; transportation information.

United States Census. www.census.gov

Demographic population tables including income, educational attainment, housing status, language, age and race. Search by zip code, census tract, block group, city, other ways. Use American Community Survey & Decennial Census. Also Economic Census with business counts.

STAT-USA, Globus and National Trade Data Bank (NTDB). Database* Country commercial guides with trade contacts, country background notes, marketing insight reports, trade leads, federal business opportunities. Information collected/produced by US Government.

* **DISCONTINUED Sept. 30, 2010** - Find links to information by category at: <http://libguides.lib.ucf.edu/statusa>

Import/Export

STAT-USA, Globus and National Trade Data Bank. (NTDB) Database* Includes NTDB Global Trade Directory for identifying intl. trade contacts, importers/exporters searchable by product, company, region plus trade opportunities, country information. Information collected/produced by US Government.

* **DISCONTINUED Sept. 30, 2010** - Find links to information by category at: <http://libguides.lib.ucf.edu/statusa> and at EXPORT.GOV:

<http://www.export.gov/mrktresearch/index.asp>

Association Directories

Associations can often support you with data and trends.

Encyclopedia of Associations, National. Annual, MN, RM

Associations of every type in US; contact details.

National Trade and Professional Associations of the United States. Annual, MN

7,400+ trade associations, professional societies, labor unions.

Encyclopedia of Business Information Sources.

Annual, MN

Business contacts & sources on many topics; arranged by topic.

Trade Shows

Search for trade shows by industry, location, many other ways.

Web Sites:

Trade Show News Network

www.tsnn.com/

Trade Show Week Trade Show Directory

<http://directory.tradeshowweek.com/directory/index.asp>

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*Sandra Rizzo, Business Librarian
Mesa Public Library*

*Mesa Public Library also offers
subscription business databases you can
access in the library and away with your
Library Card and PIN Number!*

*We also feature an online **Business page**
with links to helpful, librarian-selected
business websites!*

*And we feature **downloadable
books and media!***

Visit mesalibrary.org!