

PROGRAMS, RESOURCES, AND SERVICES FOR SMALL BUSINESS ENTREPRENEURS @ THE CALGARY PUBLIC LIBRARY

- **Library Programs for Entrepreneurs** – regular programs and special events for entrepreneurs, including the popular weekly series, “*Small Business Tuesdays*”. Small Business Tuesdays run every Tuesday night at the downtown Central Library and feature expert guest speakers, research presentations, or drop-in one-on-one business research support.
- **Scheduled Tours for Organized Groups of Entrepreneurs** – introductions to electronic and print resources useful for conducting small business research, including navigation tips to our E-Library and the Statistics Canada website.
- **One-on-One Consultations with a Business Librarian** – free one-on-one support from the business librarian at the Central Library, including assistance with finding and navigating available resources for entrepreneurs and assistance with conducting business research.
- **ResearchPlus** – a fee-for-service division of the Calgary Public Library that provides customized, comprehensive research, document delivery, photocopy and fax services.
- **Calgary Public Library’s E-Library** – over 90 electronic databases for personal research, including *Business Source Complete*, *Business Insights: Essentials*, *Reference USA: Canadian Businesses*, *Canadian Newsstand* and *Gale Virtual Reference Library* (contains *Business Plan Handbooks*).
- **Management and Small Business Collection** – key print and electronic resources, including business directories, company information, Canadian marketing information, introductions to starting and operating a business, business plans, business law, and much more.
- **Industry and Statistical Resources** – comprehensive electronic and print collections from federal, provincial, and municipal governments, including Statistics Canada publications.
- **Professional well-trained information staff** – provide assistance with small business questions in person, by phone, by email, and by chat.



Julia Harrington, BA, MLIS
Community Outreach Librarian, Business and Finance
Calgary Public Library, 4th Floor, 616 Macleod Trail SE
Calgary, AB T2G 2M2, Canada
Phone: (403) 774-7259 , Email: Julia.Harrington@calgarypubliclibrary.com
LinkedIn: <http://ca.linkedin.com/in/juliaharrington>

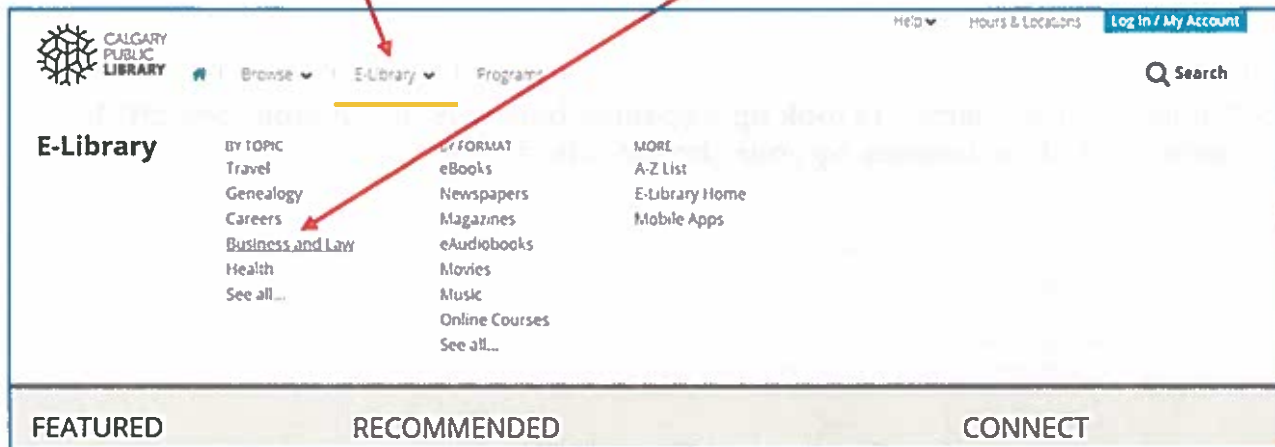


Find Canadian Business Information

Using *Reference USA: Canadian Businesses* in Calgary Public Library's E-Library

Step 1: Go to our web site: calgarylibrary.ca/

Step 2: Click on E-Library and then select Business and Law under "By Topic"



Step 3: Scroll down and select Reference USA: Canadian Businesses from the A-Z list



Step 4: Enter your Calgary Public Library card number and pin (Usually, the last 4 digits of your telephone number)

PLEASE SIGN IN

Card Number:

Pin Number:

Remember me
Uncheck if on a shared computer

Sign In Cancel

Step 5: Select "Canadian Businesses"

Available Databases
Select A Database To Get Started

Available Databases

- ▶ **Canadian Businesses**
1.5 Million Businesses
[More Information](#) [Search](#)
- ▶ U.S. Jobs / Internships
2.5 Million Job Postings
- ▶ Canadian White Pages
12 Million Households

Latest News

NEW! Personal Accounts

Patrons can now sign up for personal accounts with ReferenceUSA. Users can create custom user profiles, save searches and search criteria for future list building and much more. Register for a personal account below or log-in now.

LOG ON

NEW ACCOUNT

Step 7: Choose "Quick Search" to look up a specific business or "Custom Search" to create a list of businesses by your chosen criteria

Canadian Businesses Database

Quick Search Custom Search

Fill out one or more of the following criteria boxes then click "View Results" button

Company Name Executive First Name Executive Last Name

City Province Phone

Clear Search **VIEW RESULTS**

Step 8: For a "Custom Search", choose your desired criteria and select View Results. You will receive a list of businesses that you can individually select for more info

Canadian Businesses Database

Quick Search Custom Search

Expand All Select All

- Company Name
- Executives
- Business Type
- Keyword/SIC/NAICS
- Major Industry Group
- Geography
- Province
- City
- Postal Code
- Census Metro Area
- Street Address
- Phone
- Business Size
- Number of Employees
- Sales Volume
- Ownership
- Financial Data
- Special Selects

Record Type Search Type Collapse

- Search all records
- Search only verified business records
- Search only pre-verified records

Keyword/SIC/NAICS Search Type Collapse

- Search All SICs
- Search All NAICS
- Search Primary SIC Only
- Search Primary NAICS Only

oil and gas
or Restaurants **SEARCH**

Results

EXACT MATCHES

- 131104 - OIL & GAS-PRODUCTION
- 507400 - BURNERS-OIL & GAS
- 641112 - INSURANCE OIL & GAS
- 489903 - OIL & GAS COMMUNICATIONS
- 138204 - OIL & GAS CONSULTANT
- 871106 - OIL & GAS ENGINEERS
- 138905 - OIL & GAS EXCAVATION
- 138204 - OIL & GAS CONSULTANT

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
244

CLEAR SEARCH

Back To Top

Tip: Consider using a 2012 NAICS code (See *Statistics Canada*) for a targeted search. You can use the same code to find current Canadian government research.

Tip: With this database, you can export lists of 50 businesses at a time to Excel. Ask our staff for more details.

For assistance with this database, contact the Calgary Public Library at 403-260-2600 or information@calgarypubliclibrary.com



Small Business Research Guide

How to find industry reports, market research reports, and company data using an electronic database

E-Library database: Business Insights Essentials, or FP Infomart (in library)

(under "Business, Directories, Investment and Careers" in E-Library)

These databases provide a range of information and reports on Canadian and American industries, companies, and more. They are best for larger industries, but have some exposure to small.

How to find newspaper articles using an electronic database:

E-Library database: Canadian Newsstand

This database has full text articles from major Canadian daily and weekly newspapers (and other news sources).

How to find magazine and journal articles using an electronic database

E-Library database: Business Source Complete or MasterFile

(under "Business, Directories, Investment and Careers" in E-Library)

This database is best used for researching 'hard industries' like retail, manufacturing, import-export. ***MasterFILE Premier*** database is better for 'soft' industries like dance, yoga, culture.

Lists of local competitors/customers:

E-Library database: Reference USA: Canadian Businesses

(under "Business, Directories, Investment and Careers" in E-Library)

Excellent database for finding your competitors, businesses to market your services or for finding businesses you need to support your business.

How to find sample business plans:

E-Library database: Business Plans Handbook

(in the Gale Virtual Reference Library under "Business, Directories, Investment and Careers" in E-Library)

Demographic and industry statistics:

➤ **Statistics Canada:** <http://www.statcan.gc.ca>

Search the overall Statistics Canada site: using search box from the home page to get results from:

- Studies for the past 5 years
- Data publications for the past 2 years
- Census 2011 and 2006

Statistics Canada's - The Daily: <http://www.statcan.gc.ca/dai-quo/>

The Daily is Statistics Canada's official release bulletin, the Agency's first line of communication with the media and the public. The Daily issues news releases on current social and economic conditions and announces new products. It provides a comprehensive one-stop overview of new information available from Statistics Canada.

Statistics Canada's - CANSIM: <http://www5.statcan.gc.ca/cansim/a31?lang=eng>

Search Statistics Canada's key socio-economic database for great industry and customer specific information, including the "Survey of Household Spending".

Statistics Canada's - NAICS Codes:

<http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=307532>

Search Statistics Canada's North American Industry Classification System (NAICS) codes to find your industry's classification number. This number will help you use databases and the SME Benchmarking tool (see below) to find key industry information.

➤ **Industry Canada** <http://www.ic.gc.ca>

Canadian Industry Statistics presents and analyses industry data on a number of economic indicators using the latest annual data sources from Statistics Canada.

SME Benchmarking Tool offers industry-specific income statement and balance sheet data for small and medium sized businesses. SME Benchmarking Tool allows you to:

- Estimate the operating costs for your new business;
- View financial performance averages in your industry;

➤ **City of Calgary:**

Census: <http://www.calgary.ca/census>

Community Profiles <http://www.calgary.ca/CSPS/CNS/Pages/Social-research-policy-and-resources/Community-profiles/Community-Profiles.aspx>

Detailed statistical information about Calgary's communities and Calgary as a whole.

Directories, Books, and Magazines at the Library

Directories:

- *Alberta business-to-business sales & marketing directory*
All businesses in Alberta in alphabetical order and by subject. A great resource for identifying customers and competitors.
- *Specific industry directories (e.g., Canadian Oil Register)*
- *Canadian Directory of Retail Chains*
When you think you should be able to sell your product to a chain and you need the buyers' names you will find them in this title.
- *Canadian Shopping Centre Directory*
When you are ready to take your product or service to a shopping mall and set up shop there; useful for traffic statistics (i.e., busyness).

Books:

- *101 Mission Statements* "shaping the identity of a corporation."
- *Marketing Facts*
Up to date Canadian Marketing information, including detailed demographic data about customers and their use of various online and print marketing methods
- Hundreds of Books (in print and electronic format) on starting, financing, marketing, and managing various types of small businesses

Magazines:

The third floor of the Central Library subscribes to hundreds of magazine titles including unusual industry / interest specific magazines containing potential entrepreneurial information. Additional access to thousands of full text journal and magazines is available through our E-Library databases, including *Zinio*, which features fully browseable magazines like *Alberta Venture*.

Have Questions? Need research support? Contact us!

Julia Harrington, BA, MLIS

Career and Small Business Librarian

Calgary Public Library, 4th Floor, 616 Macleod Trail SE

Calgary, AB T2G 2M2, Canada

Phone: (403) 774-7259 , Email: Julia.Harrington@calgarylibrary.ca

LinkedIn: <http://ca.linkedin.com/in/juliaharrington>



IDEALAB

The Idea Lab, Central Library's new 5th floor studio space, is a place for Calgarians to meet, share ideas and collaborate. It's the ideal spot to come up with new ideas and solutions for your next business or creative project!

You'll find whiteboard walls, prototyping tools, design-thinking exercises, and fun technology in the Idea Lab, along with an Epson BrightLinks Touch Screen Projector and a Smart KAPP board so you can easily share and record your ideas.

The Idea Lab can accommodate up to 25 people, with mobile furniture that easily transforms the space to suit a variety of brainstorming activities.

Book the Idea Lab for your next community collaboration session. The Idea Lab is freely available to the Calgary public. You can book the Idea Lab with your free Calgary Public Library Card at: Calgarylibrary.ca/book-a-meeting-room/

Thank you to the Idea Lab's founding community members and to all the organizations and individuals who contributed to this innovative space!

Idea Lab Coordinator

Julia Harrington, BA, MLIS
Career and Small Business Librarian
Central Library, Calgary Public Library
616 Macleod Trail SE Calgary AB
P: 403-774-7259
E: Julia.Harrington@calgarylibrary.ca

Room Booking:

Online: Calgarylibrary.ca/book-a-meeting-room/
Drop In: 5th Floor Information desk, Central Library
By Phone:
Krista Anger, Administrative Assistant
Service Design Support, Central Library
P: 403.260.2779