

# Hudson Library & Historical Society

Reference Department

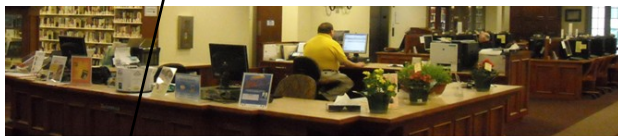
1

330-653-6658 x1010

askus@hudson.lib.oh.us

**ReferenceUSA<sup>®</sup>**  
from **Infogroup** Reference Division™

- Go to [www.hudsonlibrary.org](http://www.hudsonlibrary.org)
- Select the Research tab
- Select ALPHABETICAL LISTING-select REFERENCEUSA
  - Or BUSINESS & ENTREPRENEURSHIP



Alphabetical Listing of Databases & Links

Antiques and Collectibles

Arts and Entertainment

Automotive

Biography

Business/Entrepreneurship

### Research & Database Links

(<sup>®</sup> Denotes Premium Database)

#### Antiques and Collectibles

Antiques Roadshow Online  
Kovets on Antiques & Collectibles  
Miller's Antiques  
p4A Antiques Reference<sup>®</sup>  
Used to estimate the value of similar items for sale, for purchase or for insurance purposes, to substantiate a formal appraisal, to assist in a family division of property or to learn what was paid for a specific item listed in the database.

#### Arts and Entertainment

Art Collection<sup>®</sup>

# Access from home or at the library

Enter Library Card Number  
and  
• PIN

The CLEVNET Library Consortium

Please enter your Library Card Number and PIN(DO NOT include the A. DO NOT type any spaces between numbers):

Library Card Number:   
PIN:

Submit

If your card number is A1000123456789, enter 1000123456789

If your card number is 2 8074 123456789, enter 28074123456789

Your PIN (Personal Identification Number) is a four digit number extracted from a field in your library record. In most cases, it is the last four digits of the phone number in your library record. If that information is not available in your record, it may be the month/day of your birthdate (ex. 0824 for a birthdate of August 24th). If your library record does not contain your phone number or birth date, your PIN is CHANGE. To change your PIN go to: MyAccount.

Subscriptions to electronic databases are provided by the Cleveland Public Library, The CLEVNET Library Consortium, and The Ohio Public Library Information Network. Due to licensing restrictions imposed by the database vendors, access from outside a library facility requires a valid library card number. To acquire a library card, please contact your local library.

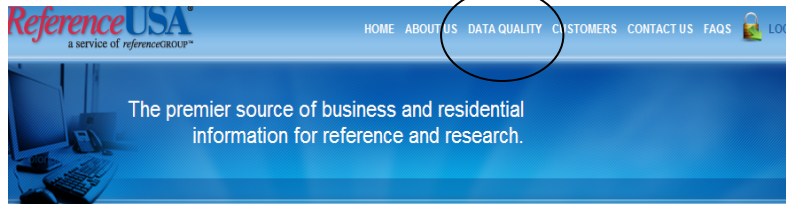
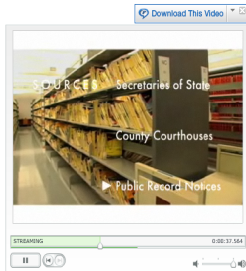
## Highest quality data available anywhere...

Whether you're doing research for an upcoming interview, gathering business intelligence, writing a school paper or looking up a cousin you have lost contact with, you need the most accurate data available. That's why you need ReferenceUSA.

ReferenceUSA, an InfoGroup company, provides the highest quality data in the industry. We have a 130,000-square-foot Database & Technology Center dedicated to building the world's most comprehensive and accurate databases. Each record is examined by hand for quality and completeness by one of more than 700 database specialists. Our business and residential databases are continuously updated from more than 5,000 public sources. We place more than 26 million phone calls per year to verify and collect additional information on businesses.

Our database of 14 Million U.S. Businesses is the most accurate and comprehensive in the industry. The lists include business name and phone number, complete address, key executive name, SIC Codes, employee size, sales volume, business expenditures and much more. In addition to basic business names and addresses, we add valuable details, including: geo-codes for mapping, fax and toll-free numbers, website addresses, franchise and brand information, headline news, liens, judgments and bankruptcies, email addresses, number of computers, work-at-home businesses, and business credit rating scores.

ReferenceUSA's residential information is compiled from more than 5,200 White Page telephone directories. Each listing appears in the database exactly as it appears in the phone book. ReferenceUSA does not include unlisted phone numbers, Direct Marketing Association and Canadian Marketing Association suppression files, or state-regulated mail and telephone suppression files (U.S. data only). Information is available eight to twelve weeks after it appears in the phone book, and the file is processed through U.S. and Canadian National Change of Address records on a monthly basis. Each U.S. residential listing also contains information from the most recent U.S. census, including median household income, median home value, latitude/longitude and percentage of owner-occupied housing.



## Available Databases

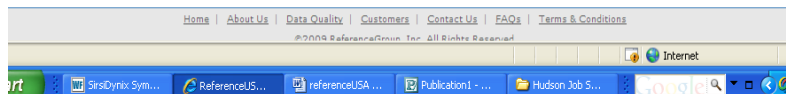
Select A Database To Get Started.

<ul style="list-style-type: none"> <li>▶ U.S. Businesses 14 Million Businesses</li> <li>▶ U.S. Healthcare 855,000 Physician &amp; Dentists</li> <li>▶ Canadian Residential 12 Million Households</li> </ul>	<ul style="list-style-type: none"> <li>▶ Canadian Businesses 1.5 Million Businesses</li> <li>▶ U.S. Residential 100 Million Households</li> </ul>
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## Latest News

ReferenceUSA introduces new web design  
July 14, 2009

ReferenceGroup is pleased to welcome you to the all new U.S. Businesses Module and Website design! We think you'll agree - with the all-new ReferenceUSA website, it's easier than ever to conduct job searches, find new business opportunities, locate addresses or phone numbers, conduct market research and more! You have not already had a demonstration of our new site, please feel free to call us at 800-800-1113 for the training.



## Quick Search

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The screenshot shows the ReferenceUSA website's search interface. At the top, the logo 'ReferenceUSA a service of referenceGROUP™' is on the left, and navigation links 'HOME ABOUT US DATA QUALITY CUSTOMERS CONTACT US FAQs' are on the right. Below the logo, the text 'Available Databases' is followed by 'U.S. Businesses Database'. The search form has two tabs: 'Quick Search' (selected) and 'Custom Search'. The form contains six input fields: 'Business Name' (with 'Jo Ann Stores' entered), 'Executive First Name', 'Executive Last Name', 'City' (with 'Hudson' entered), 'State' (a dropdown menu with 'Ohio' selected), and 'Phone'. At the bottom right of the form are two buttons: 'Clear Search' and 'View Results'. Below the form, a red text line indicates '50 Downloads/Prints per Search'.

In **Quick Search** you are able to search by  
company name,  
executive name,  
city, state or phone number

## Quick Search Results

The screenshot shows the ReferenceUSA website's search results page. At the top, the logo 'ReferenceUSA a service of referenceGROUP™' is on the left, and navigation links 'HOME ABOUT US DATA QUALITY CUSTOMERS CONTACT US FAQs LOGOUT' are on the right. Below the logo, the text 'Available Databases' is followed by 'U.S. Businesses'. The results section shows '1 Results' and '0 with e-mail addresses [more info]'. There are two buttons: 'New Search' and 'Revise Search'. Below the results, there are four buttons: 'Details', 'Summary', 'Download', and 'Print'. The results table has the following columns: 'All / None', 'Business Name', 'Executive Name', 'Street Address', 'City, State', 'ZIP', 'Phone', and 'Title'. The table contains one row with the following data: a checked checkbox, 'Jo-Ann Stores Inc', 'Darrell Webb', '5555 Darrow Rd', 'Hudson, OH', '44236', '330-656-2600', and 'CEO'. Below the table, there are four buttons: 'Details', 'Summary', 'Download', and 'Print'. At the bottom right, there are two buttons: 'New Search' and 'Revise Search'. A red circle highlights the 'Jo-Ann Stores Inc' link in the table, and an arrow points from it to the text below.

All / None	Business Name	Executive Name	Street Address	City, State	ZIP	Phone	Title
<input checked="" type="checkbox"/>	<a href="#">Jo-Ann Stores Inc</a>	Darrell Webb	5555 Darrow Rd	Hudson, OH	44236	330-656-2600	CEO

3

To view detailed listing click on the company name

To see details under each Quicklink, click on Expand All, Quick Links correspond to 4 expanded descriptions (blue bar).

Record 1 of 1

Data Feedback Download Print

**Quicklinks**

Expand All Minimize All

Location Information

Business Profile

Industry Profile

Location Map

Business Demographics

Management Directory

Company News

Stock Data

Business Expenditures

Historical Data

UCC Filings

Public Filings

Nearby Businesses

Competitors Report

Brands & Products

**Corporate Tree**

Click to view.

Return to Top

**Location Information** Close

Street Address 5555 Darrow Rd

City Hudson

State OH

ZIP Code 44236-4054

County Summit

Metro Area Akron, OH

Phone (330) 656-2600

Fax (330) 463-6760

Toll Free Number Not Available

Website joann.com

Radius Search  miles [Find Similar](#) [Find All](#) [Advanced Radius Search](#)

Photo Coming Soon

Mouse over to enlarge

**Business Profile** Close

Jo-Ann Stores consists of more than 940 stores in the United States. It sells sewing, crafting and decorating supplies. Each store offers a variety of competitively priced items, such as apparel and quilting fabrics, home decor, seasonal accents, floral, craft products and notions. Jo-Ann Superstores also offer custom framing and custom floral items. The superstores carry more than 900 moldings. The company's framing professionals can help customers select the right frame and matting combinations to show off their photos, artwork, needlework, collectibles or family heirlooms. The superstores are also home to Jo-Ann Creative University, which offers classes in a number of subject areas, such as water coloring, knitting and scrapbook making. Established in 1943, Jo-Ann Stores are located in a number of cities throughout the United States, including Hudson, Ohio.

To see branches and ownerships, click Corporate Family Tree

**Quicklinks**

Expand All Minimize All

Location Information

Business Profile

Industry Profile

Location Map

Business Demographics

Management Directory

Company News

Stock Data

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Historical Data

UCC Filings

Public Filings

Nearby Businesses

Competitors Report

Brands & Products

**Corporate Tree**

Click to view.

**Industry Profile** Close

SIC Code	Descriptions	
5949-02	Fabric Shops	✓ Primary
8742-13	Marketing Programs & Services	
NAICS Code	Description	
45113007	Sewing Needlework & Piece Goods Stores	✓ Primary
54161303	Marketing Consulting Svcs	
Franchise	Description	
Jo-Ann Fabrics & Crafts	Fabric Shops	

**Location Map - Click to Expand** Open

**Business Demographics** Close

Location Employees	1,000	Location Sales Volume	Not Available
Corporate Employees	21,708	Corporate Sales Volume	\$1,901,100,000
Type of Business	Public	Location Type	Headquarter
Parent Company	Not Available	Foreign Parent	Not Available
Fortune 1000 Ranking	922	Credit Rating Score	A+
Latitude / Longitude	041.215063 / -081.440172	Credit Cards Accepted	MV
Year Established	1943	Years in Database	22
Number of PCs	Not Available	Square Footage	40,000+
Home Business	Not Available	IUSA Number	-552-3550

**Determine the SIC number (Standard Industrial Classification) or NAICS (North America Industrial Classification System) for a company and use it to search for other companies in the same industry.**

**Credit Rating Code is an indicator of the probable ability to pay debts.**

**Ticker symbol WITH a hyperlink more detailed financial information regarding publicly traded companies**

**10-K is a form they must file with the U.S. Security & Exchange Commission**

Quicklinks	
<a href="#">Expand All</a>	<a href="#">Minimize All</a>
Location Information	
Business Profile	
Industry Profile	
Location Map	
Business Demographics	
Management Directory	
Company News	
Stock Data	
Business Expenditures	
Historical Data	
UCC Filings	
Public Filings	
Nearby Businesses	
Competitors Report	
Brands & Products	
<b>Corporate Tree</b>	

Stock Data		Close
Ticker Symbol	JAS	
Stock Exchange	Nyse	<a href="#">Stock Info</a> <a href="#">Google Finance</a>
Form Type	Filing Date	
10-K	4/16/2009	<a href="#">View</a>
10-K	4/17/2008	<a href="#">View</a>

Business Expenditures				Close
Accounting	Over \$25,000	Advertising	Over \$250,000	
Contract Labor	Over \$500,000	Insurance	Over \$100,000	
Legal	Over \$25,000	Management/Administration	Over \$100,000	
Office Equipment & Supplies	Over \$250,000	Package/Container	Over \$25,000	
Payroll and Benefits	Over \$10 Million	Purchase Print	Over \$25,000	
Rent & Leasing	Over \$500,000	Technology	Over \$50,000	
Telecommunications	Over \$250,000	Utilities	Over \$100,000	

Valuable information if you are selling a service or a product to a company.

UCC-Uniform Commercial Code. Harmonized laws of sale & other commercial transaction in all 50 states and the District of Columbia

There are endless ways to customize a search

The screenshot displays a search interface with several filter categories and panels:

- Company Name:** Includes 'Expand All' and 'Select All' buttons.
- Executives:** Filtered with a green checkmark. Options include Executive Name, Executive Title (checked), and Executive Gender.
- Business Type:** Filtered with a green checkmark. Options include Keyword/SIC/NAICS (checked) and Major Industry Group.
- Geography:** Filtered with a green checkmark. Options include State, City, State, Metro Area, ZIP Code (checked), Radius (checked), County, Street Address, and Neighborhood.
- Phone:** Filtered with a green checkmark.
- Business Size:** Filtered with a green checkmark. Options include Number of Employees and Sales Volume (checked).
- Ownership:** Filtered with a green checkmark.
- Financial Data:** Options include Stock Exchange, Ticker Symbol, Credit Rating, and Business Expenditures.
- Special Selects:** Options include Web Address, Fortune 1000, Yellow Page Ad Size, Years in Database, Year Established, Government Offices, Square Footage, and Number of PCs.

Five panels are visible, each with a 'Remove' link:

- Executive Titles:** Shows 'Available' (Administrator, Auditor, CEO, CFO, Chairman, Controller, COO, Corp Comm Exec) and 'Selected' (empty) lists.
- Keyword/SIC/NAICS Heading:** Includes radio buttons for 'Search All SICs', 'Search Primary SIC Only', and 'Search All NAICS'. A 'Lookup' button is present.
- Paste SIC Codes:** A section for entering SIC codes with a 'CLEAR' button.
- ZIP Code:** A section for entering ZIP codes with a 'CLEAR' button.
- Radius:** Includes fields for 'Address', 'ZIP Code \*', and 'Number of Miles \* (0.1 to 150 miles)'. A note states: '\* - Required Fields (These fields are required to continue with your search. Please remove the panel using the Remove link if you are not going to make any selections.)'
- Sales Volume:** Shows 'Available' (Less Than \$500,000, \$500,000-1 Million, \$1-2.5 Million, \$2.5-5 Million, \$5-10 Million, \$10-20 Million, \$20-50 Million, \$50-100 Million) and 'Selected' (empty) lists.

At the bottom, there is a checkbox for 'Include Corporate & Location' and a '(Show more options)' link. A 'Clear' button is located at the bottom right.

### Custom Search #1

1. Choose an industry by searching its SIC (Standard Industrial Classification)
2. Want to narrow my search to 2 states
3. Many other ways to search industries by size of companies, location from very global to neighborhood,
4. After you have chosen your search criteria, click **VIEW RESULTS**

The screenshot displays a search interface with a sidebar on the left and a main content area. The sidebar includes sections for 'Quick Search', 'Business Type', and 'Geography'. The 'Business Type' section has 'Keyword/SIC/NAICS' checked. The 'Geography' section has 'State' checked. The main content area features a search bar with 'pennsylv' entered. Below the search bar are two columns: 'Available' and 'Selected'. The 'Available' column lists 'pennsylvania'. The 'Selected' column lists 'ohio' and 'pennsylvania', each with a 'Remove' link. A 'RELATED MATCHES' section is visible, listing SIC codes and industry names like '209603: potato Chip Factories (Mfrs)'. On the right, an 'Email Count' box shows '2,246,911' and buttons for 'Clear Search' and 'Return to Top'. A second, partially overlapping screenshot is visible at the bottom, showing the same interface with the search bar and columns.



is very flexible.

**Quick way to look through each of the companies you have checked without coming back to the Results Page (s)**

75 Results  
20 with e-mail addresses [more info]

Page 1 of 3

Review Details Map Summary Download Print

All / None	Business Name	Executive Name	Street Address	City, State	ZIP	Phone	Title
<input type="checkbox"/>	<a href="#">111 Snack Shop</a>	Joseph Black	111 W 1st St# 101	Dayton, OH	45402	(937) 222-3354	Corp. Tree Employees Sales
<input type="checkbox"/>	<a href="#">Auntie Schell's Snack</a>		15617 Saint Clair...	Cleveland, OH	44110	(216) 249-3712	
<input checked="" type="checkbox"/>	<a href="#">Ballreich's Potato Chips</a>	Brian Reis	186 Ohio Ave	Tiffin, OH	44883	(419) 447-1814	President
<input type="checkbox"/>	<a href="#">Bare's Snack Bar</a>		226 Middle Ave	Elyria, OH	44035	(440) 322-4490	
<input checked="" type="checkbox"/>	<a href="#">Buckeye Snack Food Co</a>		11677 Chesterdale Rd	Cincinnati, OH	45246	(513) 458-6200	
<input type="checkbox"/>	<a href="#">C J Dannemiller Co</a>	James A Dannemiller	5300 S Hametown Rd	Norton, OH	44203	(330) 825-7808	President
<input type="checkbox"/>	<a href="#">Con Agra Snack Foods</a>	Bob Ferguson	3333 Harding Hwy E	Marion, OH	43302	(740) 387-2033	Mfg Exec
<input type="checkbox"/>	<a href="#">Conn's Potato Chip Co</a>	Montie Hunter	1805 Kemper Ct	Zanesville, OH	43701	(740) 452-4615	Owner
<input type="checkbox"/>	<a href="#">Conn's Potato Chips</a>		419 S Mount Pleas...	Lancaster, OH	43130	(740) 653-4412	
<input type="checkbox"/>	<a href="#">Corell's Potato Chips</a>	Dan Meanan	614 Pine St NW	Beach City, OH	44608	(330) 756-2818	President
<input type="checkbox"/>	<a href="#">Dan Dee Pretzel &amp; Chip</a>	Gene Stiffler	4553 Johnston Hwy	Cleveland, OH	44128	(216) 662-5280	Manager
<input type="checkbox"/>	<a href="#">Dan Dee Pretzel &amp; Potato Chip</a>	Rick Ormsby	5270 Mayfair Rd	North Canton, OH	44720	(330) 494-8801	Manager

**You can alter your Results List at each heading. (Alphabetical business name, geography,**

**Easily change your criteria (see page 10)**

To further organize your findings, go into

Summary

Data Summary

Show count break down by

- SIC Code
- Sales Volume
- Employee Size

Counts are broken down by Location Sales Volume and Location Employee Size

Show geography break down by

- None
- Area Code
- Carrier Route
- 5 digit ZIP
- State
- County
- 3 digit ZIP

[VIEW RESULTS](#) or [Back to](#)

25 Records Total

Sales Volume	Record Count
Unknown	6
\$500,000-1 Million	5
\$1-2.5 Million	23
\$2.5-5 Million	6
\$5-10 Million	6
\$10-20 Million	13
\$20-50 Million	15

All / None	Business Name	Executive Name	Street Address	City, State	ZIP
<input checked="" type="checkbox"/>	<a href="#">Conn's Potato Chips</a>		419 S Mount Pleasant Ave	Lancaster, OH	43130
<input type="checkbox"/>	<a href="#">Corell's Potato Chips</a>	Dan Meanan	614 Pine St NW	Beach City, OH	44608
<input type="checkbox"/>	<a href="#">Mike-Sell's Potato Chip Co</a>	Mark Plummer	5307 Sebring Warner Rd	Greenville, OH	45331
<input type="checkbox"/>	<a href="#">Kloss Manufacturing Co Inc</a>	Richard Kloss	7566 Morris Ct # 310	Allentown, PA	18106
<input type="checkbox"/>	<a href="#">Lance Inc</a>	Jack Wilson	1510 Chester Pike # 106	Eddystone, PA	19022
<input type="checkbox"/>	<a href="#">Wise Foods</a>	Jim Fleckstein	3630 Beale Ave	Altoona, PA	16601

Of the 75 companies on your hit list, this is how they break out in terms of Sales Volume.

To see which companies fall into each of the groupings, merely click on a segment

# Revising Search Criteria

The screenshot shows a search interface with a left sidebar, a central search area, and a right sidebar. The left sidebar has a 'Select All' button and several categories: Company Name, Executives, Business Type (checked), Geography (checked), Phone, Business Size, Ownership (checked), and Special Selects. Under Ownership, 'Headquarter/Branch' is checked. The central search area is titled 'Keyword/SIC/NAICS' and has radio buttons for 'Search All SICs' (selected), 'Search Primary SIC Only', and 'Search All NAICS'. Below these is a search input field and a 'LOOKUP' button. The 'Results:' section is empty. Below the results is a 'Selected:' section with two items: '209602 - Chips (Mfrs)' and '209698 - Potato Chips Corn Chips/Snacks (Mfrs)'. A green banner at the bottom of the central area says 'Headquarter/Branch has been added below'. The right sidebar has buttons for 'VIEW RESULTS', 'UPDATE COUNT', 'RECORD COUNT' (75), 'EMAIL COUNT' (20), 'CLEAR SEARCH', and 'Back To Top'.

Noticed too many on the list of 75 were branches of larger companies. Only want headquarters.

Be careful, it is a two-step process. **You need to**

The screenshot shows a search interface with a left sidebar, a central search area, and a right sidebar. The left sidebar has a 'Select All' button and several categories: Company Name, Executives, Business Type (checked), Geography (checked), Phone, Business Size, Ownership (checked), and Special Selects. Under Ownership, 'Headquarter/Branch' is checked. The central search area is titled 'Headquarter/Branch' and has radio buttons for 'Headquarter' (selected), 'Branch', 'Subsidiary', and 'Single Location'. Below these is a search input field and a 'LOOKUP' button. The 'Results:' section is empty. Below the results is a 'Selected:' section with two items: '209602 - Chips (Mfrs)' and '209698 - Potato Chips Corn Chips/Snacks (Mfrs)'. A green banner at the bottom of the central area says 'Headquarter/Branch has been added below'. The right sidebar has buttons for 'VIEW RESULTS', 'UPDATE COUNT', 'RECORD COUNT' (75), 'EMAIL COUNT' (20), 'CLEAR SEARCH', and 'Back To Top'.

WE HAVE NOW ELIMINATED THOSE OTHER LOCATIONS OF COMPANIES.

ONLY CORPORATE HEADQUARTERS AND SINGLE LOCATION

U.S. Businesses



**51 Results**

11 with e-mail addresses [more info]

Page 1 of 3

[Review](#) [Details](#) [Map](#) [Summary](#) [Download](#) [Print](#)

<input type="checkbox"/>	Business Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input type="checkbox"/>	<a href="#">111 Snack Shop</a>	Joseph Black	111 W 1st St # 101	Dayton, OH	45402	(937) 222-3354	
<input type="checkbox"/>	<a href="#">A &amp; L Snack &amp; Shop</a>		1000 W Olney Ave	Philadelphia, PA	19141	(267) 763-0333	
<input type="checkbox"/>	<a href="#">Auntie Schell's Snack</a>		15617 Saint Clair...	Cleveland, OH	44110	(216) 249-3712	
<input type="checkbox"/>	<a href="#">Bachman Co</a>	Les Frey	150 Industrial Dr	Ephrata, PA	17522	(717) 733-1966	
<input type="checkbox"/>	<a href="#">Bachman Co The Purchasing Dept</a>	Scott Carpenter	1 Park Plz	Wyomissing, PA	19610	(610) 320-7800	
<input type="checkbox"/>	<a href="#">Ballreich's Potato Chips</a>	Brian Reis	186 Ohio Ave	Tiffin, OH	44883	(419) 447-1814	
<input type="checkbox"/>	<a href="#">Bare's Snack Bar</a>		226 Middle Ave	Elyria, OH	44035	(440) 322-4493	
<input type="checkbox"/>	<a href="#">Bernie's Pretzel Bakery</a>	Jim Stewart	500 E Providence ...	Aldan, PA	19018	(610) 259-9193	
<input type="checkbox"/>	<a href="#">Black &amp; Gold Snacks</a>	Linda Lewandowsky	1 Wedding Ln	Mt Pleasant, PA	15666	(724) 220-5092	

<input type="checkbox"/>	<a href="#">Grippe's Snack Foods Inc</a>	Ralph W Pagel	6750 Colerain Ave	Cincinnati, OH	45239	(513) 923-1900	
<input type="checkbox"/>	<a href="#">Hartley's Potato Chip Co</a>	Dan Hartley	2157 Back Maitlan...	Lewistown, PA	17044	(717) 248-0526	
<input type="checkbox"/>	<a href="#">Herr Foods Inc</a>	James M Herr	20 Herr Dr	Nottingham, PA	19362	(610) 932-9462	 
<input type="checkbox"/>	<a href="#">Husman Snack Foods Co</a>		4633 Interstate Dr	Cincinnati, OH	45246	(513) 870-1890	

Page 1 of 3

<input type="checkbox"/>	<a href="#">Snacks-R-Specialty</a>		250 W Side Mall #...	Edwardsville, PA	18704	(570) 287-8642	
<input type="checkbox"/>	<a href="#">Snyder's Of Hanover Inc</a>	Carl Lee	1250 York St	Hanover, PA	17331	(717) 632-4477	 
<input type="checkbox"/>	<a href="#">Stara Snack Shop</a>	Mike Jaber	520 Madison Ave # 6	Toledo, OH	43604	(419) 720-4959	
<input type="checkbox"/>	<a href="#">Sweetreat Snack Svc</a>			Centre Hall, PA	16828	(814) 364-2447	
<input type="checkbox"/>	<a href="#">UTZ Quality Foods Inc</a>	Mike Rice	900 High St	Hanover, PA	17331	(717) 637-6644	 

# Sample Custom Search #2

If, for example, you want to sell your new device called **THE SLASHER** (Slash your utility bills in half) to companies in northeast Ohio, it would be helpful to know what companies spend on their utilities.

1. Geography-Metro Area-Ohio-Akron, Canton, Cleveland
2. Financial Data-Business Expenditures-Utilities +
- 3 Check the size companies you want to where you want to market the **SLASHER**
4. View Results

The screenshot shows a search interface with several sections:

- Left Sidebar (Annotation 2):** A vertical menu with expandable sections: Company Name, Executives, Business Type, Geography (checked), Phone, Business Size, Ownership, Financial Data (checked), and Special Selects. Under Geography, 'Metro Area' is checked. Under Financial Data, 'Business Expenditures' is checked.
- Top Section (Annotation 4):** A 'Select a State.' dropdown menu set to 'Ohio'. Below it are two columns: 'Available' and 'Selected'. The 'Available' column lists various Ohio metro areas, with 'Cleveland-Elyria-Mentor, OH' selected. The 'Selected' column lists 'AKRON, OH', 'Canton-Massillon, OH', and 'Cleveland-Elyria-Mentor, OH', each with a 'Remove' link. A 'Clear' button is at the bottom right of this section.
- Business Expenditures Section (Annotation 3):** A section titled 'Business Expenditures' with a 'Search Tips' link and a 'Remove' button. It contains a list of categories with checkboxes and counts: Accounting (0 Selected), Advertising (0 Selected), Contract Labor (0 Selected), Insurance (0 Selected), Legal (0 Selected), Management/Administration (0 Selected), Office Equipment and Supplies (0 Selected), Package and Container (0 Selected), Payroll (0 Selected), Purchased Print (0 Selected), Rent and Leasing (0 Selected), Technology (0 Selected), Telecommunications (0 Selected), and Utilities (3 Selected). Under 'Utilities', three options are checked: 'Less than \$2,000', '\$2,000 to \$5,000', and '\$5,000 to \$10,000'.
- Right Sidebar (Annotation 4):** A vertical panel with a green 'View Results' button, a blue 'Update Count' button, and a 'Record Count' section showing '13,792,392' and an 'Email Count' section showing '4,647,180'. At the bottom are 'Clear Search' and 'Return to Top' links.



## DOWNLOADING

**You may download 50 items at one session. You may have as many 'sessions' as you want.**

**Select the records you wish to download by checking the boxes at the left of the company name**

**Single click "Download" at the top or bottom of the screen**

**Select the file format and level of detail. "Basic" will give you the company name, address and phone number. "Detailed" includes all data fields. "Custom" allows you to select which fields you want to download.**

**Single click on "Download" to download the information for the selected records.**

## PRINTING

**You may print 50 items at one session. You may have as many 'sessions' as you want.**

**Select the records you wish to print by checking the boxes to the left of the company name.**

**Single click on "Print" button at the bottom or top of the screen.**

**Select your level of detail. "Summary" will give you the company name, address and phone number. "Detailed" includes all data fields. "Custom" allows you to select which fields you want to download.**

**Single click on "Preview" button to display the information.**

**Click "Print" button.**