Getting down to Business

Resources and Strategies for Better Business Reference
Today

- Resources to for continuing education and to show to patrons
- Example Questions
  - Starting a business
  - Company information
  - Investing
  - Stock Research
Beefing up Your Business Knowledge

- LibGuides—BPL, MLS Guide, University Guides
- RUSA BRASS
- Investopedia
“I want to start my own Business...”

- “What have you done so far?”
- Local resources
- Industry profiles/Information—News searching, databases
- Business plans—Online and Database
Go-to Sources

- Mass.gov/business
- SBA.gov
- Score.org

- Demographics Now
- AtoZdatabases
- Business Insights Essentials

- Business Plans guide
“I want to learn more about this company”

Complaint
- Corporate HQ
- Presidents name
- Mailing addresses
- Owner’s name and address
- Legitimate? Check Licenses

Job search
- Type of company
- Health of company
- Facility
- Work Culture
- Industry conditions
Go-to Sources

Public
- Website
  - Investor relations site
- Social Media
- SEC
- Mergent Online
- S&P Net Advantage

Private
- Website
- Social Media
- Secretary of the Commonwealth*
- AtoZdatabases
- Mergent Intellect
“So.... How Should I Invest?”

- We are not financial professionals
- Showcase resources to make an informed decision
- Certified Financial Planner or Certified Public Accountant
Go-to Sources

- FINRA
  - Broker check
  - Investor education modules
- Investopedia
- MorningStar—Help and Education
- ValueLine
“I found these stock certificates in my dad’s attic....”

0 What do you know?
   0 Time period
   0 Company Name*
   0 Transfer Agent

0 Where have you looked?
   0 Newspaper
   0 Pricing Manual
   0 Online
   0 Directories of Obsolete/defunct securities
Anatomy of a Stock Certificate
Go-to Sources

- Yahoo! Finance
- SEC EDGAR
- New York Times
- Directory of Obsolete Securities
- CCH Capital Changes Reporter
- ISL Pricing Books
Questions?

Thank you