

# ***Ward's Business Directory of U. S. Private and Public Companies on Gale Directory Library***

## **USER GUIDE**

### **ABOUT WARD'S ON GALE DIRECTORY LIBRARY**

Since 1960, *Ward's Business Directory of U.S. Private and Public Companies* has been the leading source for hard-to-find information on private companies. Librarians, business executives, students, professional planners, job hunters, and others have come to rely on Ward's for reliable and accessible information on private and public companies.

Ward's assists market researchers in identifying market participants and analyzing market share. It also helps sales managers identify potential clients, create targeted mailings, and determine parent/subsidiary relationships. All of this is now made easier with the availability of Ward's on the *Gale Directory Library*.

In print format Ward's is eight volumes with approximately 112,000 companies covered (90% of which are private). On the *Gale Directory Library* Ward's still has the same 112,000 companies, but also includes additional information that wouldn't "fit" in print and is not separated by volumes.

***This document will illustrate how to get the same results that you're used to seeing in print as well as all of the additional, dynamic features that are now available online.***

Important Tips will be noted along the way with this symbol:

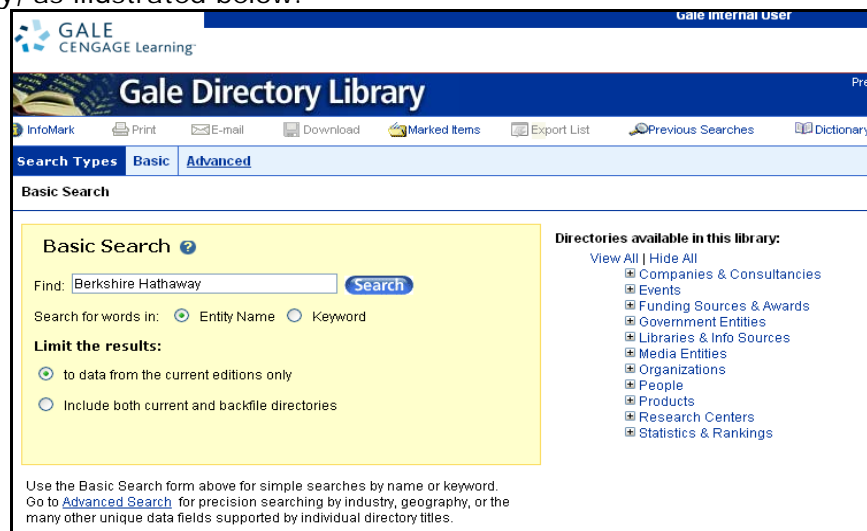


### **ALPHABETICAL LISTINGS (Volumes 1 – 3)**

#### **How to Locate Alphabetical Listings**

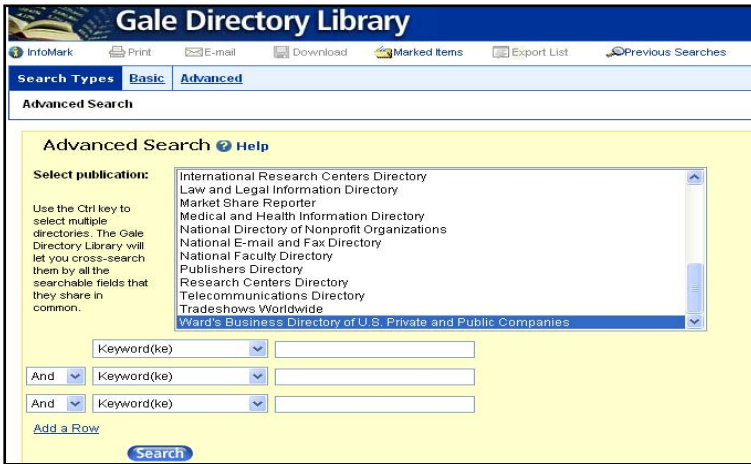
There are two options available to locate data alphabetically using Ward's on the *Gale Directory Library*:

1. Via *Basic Search* a user can enter an entity name to jump directly to a particular company, as illustrated below:



The screenshot shows the Gale Directory Library website interface. At the top, there is a navigation bar with the Gale logo and 'Gale internal User' on the right. Below this is a search bar with the text 'Gale Directory Library'. A secondary navigation bar contains links for 'InfoMark', 'Print', 'E-mail', 'Download', 'Marked Items', 'Export List', 'Previous Searches', and 'Dictionary'. The main content area is titled 'Basic Search' and features a search form with a text input field containing 'Berkshire Hathaway' and a 'Search' button. Below the input field, there are radio buttons for 'Entity Name' (selected) and 'Keyword'. A section titled 'Limit the results:' contains two radio buttons: 'to data from the current editions only' (selected) and 'Include both current and backfile directories'. To the right of the search form is a list of 'Directories available in this library:' with a 'View All | Hide All' link and a list of categories including Companies & Consultancies, Events, Funding Sources & Awards, Government Entities, Libraries & Info Sources, Media Entities, Organizations, People, Products, Research Centers, and Statistics & Rankings. At the bottom of the search form, there is a note: 'Use the Basic Search form above for simple searches by name or keyword. Go to [Advanced Search](#) for precision searching by industry, geography, or the many other unique data fields supported by individual directory titles.'

- Or, you can go to *Advanced Search* and choose Ward's from the dropdown menu (if you have more than one title) and then click *Search* to get all of the Ward's results in alphabetical order, as illustrated below:



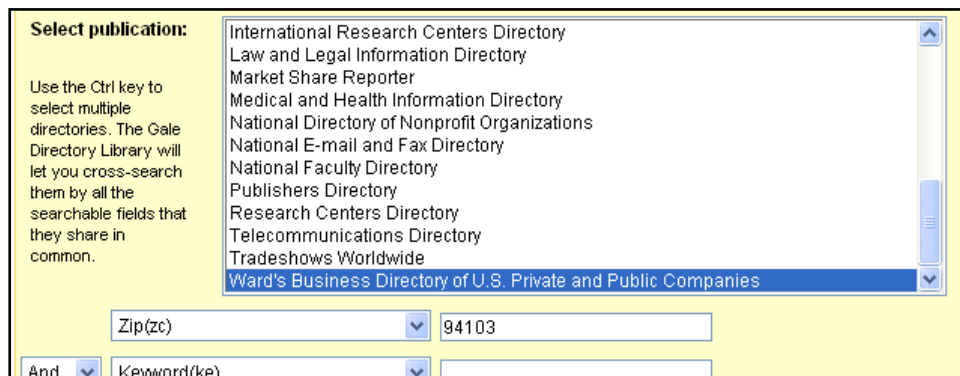
## GEOGRAPHIC LISTINGS AND SPECIAL FEATURES (Volume 4)

Volume 4 of the Ward's directory in print contains a geographic listing of all of the companies arranged by zip code within state. It also offers at-a-glance evaluations of industry activity through a series of ranked lists, including:

- 1000 Largest Privately Held Companies
- 1000 Largest Publicly Held Companies
- 1000 Largest Employers
- Analysis of Private & Public Companies by State
- Analysis of Revenue per Employee of the Top 1000 Companies by SIC and NAICS
- Analysis of Private & Public Companies by SIC and NAICS

### How to Rank All Entries in a Zip Code

To find and rank all entries with a particular zip code first go to *Advanced Search*. Next, choose Ward's, and then enter a zip code as illustrated below:



Once you have your results you can then choose to sort by name (alpha order), publication date, employees, financial data, or geography.

**All Results** Sort by: Financial Data

Mark All Previous **Results** 1 - 20 of 47 GO Next

**1. Dolby Laboratories Inc.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)

100 Potrero Ave.  
San Francisco, CA 94103-4813 USA <http://www.dolby.com>

**Phone:** (415)558-0200. **Fax:** (415)863-1373.  
**Type:** Public. **Fiscal Year End:** 09-30. **SALES:** \$482.0 million. **Exchange:** NYSE. **Ticker Symbol:** DLB. **Employees:** 976. **SIC (s):** 3663 Radio & T V Broadcasting & Comm Equip; 3679 Electronic Components, Not Elsewhere Classified; 3669 Communications Equipment, Not Elsewhere Classified. **NAICS:** 334220 Radio and Television Broadcasting and Wireless

You can also enter a zip code range:

**Advanced Search** ? Help

**Select publication:**

Use the Ctrl key to select multiple directories. The Gale Directory Library will let you cross-search them by all the searchable fields that they share in common.

- International Research Centers Directory
- Law and Legal Information Directory
- Market Share Reporter
- Medical and Health Information Directory
- National Directory of Nonprofit Organizations
- National E-mail and Fax Directory
- National Faculty Directory
- Publishers Directory
- Research Centers Directory
- Telecommunications Directory
- Tradeshows Worldwide
- Ward's Business Directory of U.S. Private and Public Companies

Zip(zc)

### How to Find the Top 1,000 Privately or Publicly Held Companies

In *Advanced Search* choose Ward's and then in the drop down choose *Type* as your first index choice and enter "private" or "public."

**Advanced Search** ? Help

**Select publication:**

Use the Ctrl key to select multiple directories. The Gale Directory Library will let you cross-search them by all the searchable fields that they share in common.

- International Research Centers Directory
- Law and Legal Information Directory
- Market Share Reporter
- Medical and Health Information Directory
- National Directory of Nonprofit Organizations
- National E-mail and Fax Directory
- National Faculty Directory
- Publishers Directory
- Research Centers Directory
- Telecommunications Directory
- Tradeshows Worldwide
- Ward's Business Directory of U.S. Private and Public Companies

Type(cf)

Sort by financial data to get the top 1,000 (or whatever number suits your needs) private or public companies:

**All Results** Sort by: Financial Data

Mark All Previous **Results** 1 - 20 of 104763 GO Next

**1. Vanguard Group Inc.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)

100 Vanguard Blvd  
Malvern, PA 19355-2331 USA [brian.mattes@vanguard.com](mailto:brian.mattes@vanguard.com)  
<http://www.vanguard.com>

**Phone:** (610)669-1000. **Free:** (877)662-7447. **Fax:** (610)669-5605.  
**Type:** Private. **Fiscal Year End:** 10-31. **TOTAL ASSET:** \$935,000.0 million. **Employees:** 11,000. **SIC(s):** 6722 Management Investment, Open-end, 6282 Investment Advice. **NAICS:** 625910 Open-End Investment Funds. **Descriptions:** Finance: Individual and institutional investment management and advice. **Offices:** John J Brennan, Chief Executive Officer, Chairman of the Board, Ralph K Packard, Director of Finance, Michael S Miller, Director of Business Development, Mortimer J Buckley, Director of Information Technology, Kathleen C Gubanich, Director of Human Resources.

**2. Central Mutual Insurance Co.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)

800 S Washington St.  
Van Wert, OH 45891-2357 USA [bpurnort@central-insurance.com](mailto:bpurnort@central-insurance.com)  
<http://www.central-insurance.com>

**Phone:** (419)238-1010. **Fax:** (800)736-7026.  
**Type:** Private. **Fiscal Year End:** 12-31. **TOTAL ASSET:** \$902,771.0 million. **Employees:** 538. **SIC(s):** 6331 Fire, Marine And Casualty Insurance. **NAICS:** 624126 Direct Property and Casualty Insurance Carriers. **Descriptions:** Insurance: Underwriter of property and casualty insurance.

**3. Provident Life and Casualty Insurance Co.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)

## How to Find the Top 1,000 Largest Employers

In *Advanced Search* choose Ward's and then click *Search*. Then sort by employees – the largest number of employees will be at the top of your results set as illustrated below.



The screenshot shows a search results page titled "All Results". At the top right, there is a "Sort by:" dropdown menu set to "Employees". Below this, there is a "Mark All" checkbox and a "Previous Results" section showing "1" of "20 of 112041" results, with "GO" and "Next" buttons. The first result is for "1. Wal-Mart Stores Inc. (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)". The entry includes the company name, address (702 SW 8th St., Bentonville, AR 72716-6209 USA), contact information (cserve@wal-mart.com, http://www.walmart.com), and a detailed description of the company's operations and financials. The "Employees" field is highlighted, showing 1,900,000.

## How to Perform Analysis of Private & Public Companies by State

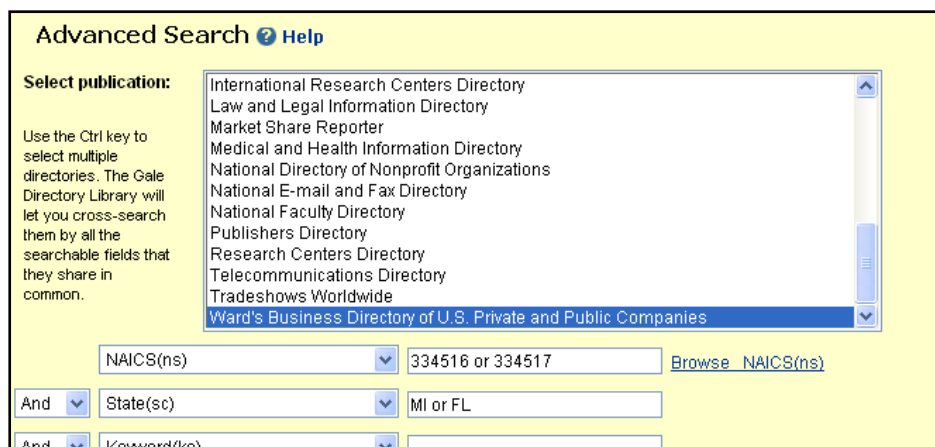
Go to *Advanced Search* and search by *Company Type* (private or public) and *State*. Once you export your results you can total up employees, financials, etc.

## How to Locate Industry Information by SIC or NAICS



Most users are only interested in a few industries and the *Gale Directory Library* platform makes it very easy to drill down into specific industries via SIC or NAICS to access this information quickly.

For instance, if I was interested in Analytical Laboratory Instrument Manufacturing (NAICS 334516) and Irradiation Apparatus Manufacturing (NAICS 334517) I could enter these codes in *Advanced Search* and find results based on private or public company - or break it down much more granularly than I could in print. Let's say I am only interested in NAICS 334516 and 334517 in the states of Michigan and Florida and then I want to rank my lists by number of employees and then by sales, etc. Instead of taking several minutes/hours to do this in print I can now perform all of these tasks within seconds as illustrated below.



The screenshot shows the "Advanced Search" interface. At the top, there is a "Select publication:" dropdown menu with a list of directories. "Ward's Business Directory of U.S. Private and Public Companies" is selected. Below this, there are search criteria fields: "NAICS(ns)" with the value "334516 or 334517" and a "Browse NAICS(ns)" link; "And" dropdown set to "State(sc)" with the value "MI or FL"; and "And" dropdown set to "Keyword(ke)".

## A Note about the Remaining Sections of Volume 4 in Print – SIC and NAICS

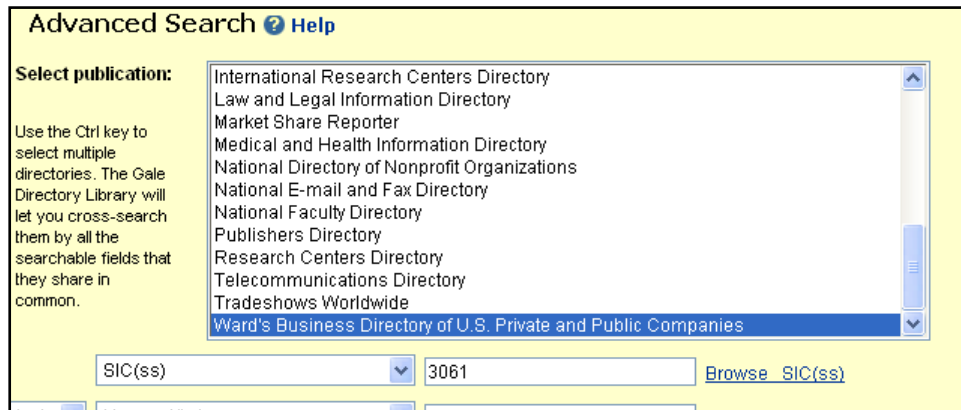
In the remaining sections of Volume 4 of the Ward's title in print, there are counts and analyses done of revenue per employee of the top 1,000 companies by SIC and NAICS and of private and public companies by 4-digit SIC and by 6-digit NAICS. This becomes a bit more complicated to extract from the online version - it would take multiple downloads and some extra steps in Excel, but can be done. Gale is working on a programmatic way to

generate these reports for Ward's users on *Gale Directory Library* – this will be a future enhancement for the platform.

## RANKINGS BY SALES WITHIN 4-DIGIT SIC (Volume 5)

### How to Find Rankings by Sales within 4-DIGIT SIC

In *Advanced Search* enter the SIC you are interested in and perform your search. From there you can sort by financial data, as illustrated below. You may also choose to sort your results by employee count, location, etc.



The screenshot shows the 'Advanced Search' interface. On the left, there is a 'Select publication:' section with a list of directories. The 'Ward's Business Directory of U.S. Private and Public Companies' is selected. Below the list is a text input field for 'SIC(ss)' containing the value '3061' and a 'Browse SIC(ss)' button.

## STATE RANKINGS BY SALES WITHIN 4-DIGIT SIC (Volumes 6 – 7) and RANKED BY SALES WITHIN 6-DIGIT NAICS (Volume 8)

These volumes, in print, organize companies by state, then by the 4-digit SIC (or 6-Digit NAICS) code that most closely resembles their principal industry and ranks them according to revenues. Each state has an overview of the 100 largest privately held companies in that particular state, the 100 largest publicly held companies, and the 100 largest employers. Previously we've already learned how to easily perform these rankings within the *Gale Directory Library*. These volumes continue on to breakdown each SIC or NAICS code within a particular state.

### How to Find Rankings by Sales within SIC or NAICS by State

To do this, go to *Advanced Search* and choose the SIC or NAICS code you are interested in and enter in the particular state that you are interested in. Below we chose to illustrate Electrical Work (SIC 1731) in Alabama.



The screenshot shows the 'Advanced Search' interface. The 'Select publication:' list is the same as in the previous screenshot. Below the list, the 'State(sc)' dropdown is set to 'AL' and the 'SIC(ss)' dropdown is set to '1731'. A 'Browse SIC(ss)' button is visible.

Once you get your results, as seen below, you can then choose to sort by financial data to get the results of the top companies in Alabama for SIC 1731. If necessary, you can export your results to Excel to perform further analysis of the information.

Results for **Advanced Search** (sc (AL) And (ss (1731))LIMITS:(LM (New)) And (UZ (wbus)) And (LC (gale))

**All Results** Sort by: Financial Data

Mark All Previous Results 1 - 20 of 61 [GO](#) [Next](#)

**1. Marathon Electrical Contractors Inc.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)  
 Mark 614 38th St. S  
 Birmingham, AL 35222 USA  
**Phone:** (205)323-8500. **Fax:** (205)323-8501.  
**Type:** Private. **Fiscal Year End:** 12-31. **SALES:** \$26.2 million. **Employees:** 235. **SIC(s):** 1731 Electrical Work. **IAICS:** 238210 Electrical Contractors. **Description:** Construction: General electrical contractor. **Officer(s):** Larry Argo, President, Robert Bratton, Treasurer, William Proctor, Vice President.

**2. Koorsen Fire and Security Inc.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)  
 Mark 3704 Wholesale Cir. NE  
 Huntsville, AL 35811 USA  
**Phone:** (256)536-0786. **Fax:** (256)536-8888.  
**Type:** Private. **Fiscal Year End:** 12-31. **SALES:** \$24.6 million. **Employees:** 32. **SIC(s):** 5099 Durable Goods, Not Elsewhere Classified, 1711 Plumbing Heating & Air Conditioning, 1731 Electrical Work. **IAICS:** 423990 Other Miscellaneous Durable Goods Merchant Wholesalers. **Description:** Wholesale: Wholesales fire extinguishers; fire sprinkler system installation service; fire detection and burglar alarm systems specialization contractor; fire extinguisher services; wholesales electrical burglar alarm systems. **Officer(s):** Mark Richardson, Manager.

**3. Gulf Electric Company Incorporated Of Mobile.** (Ward's Business Directory of U.S. Private and Public Companies 51<sup>st</sup> ed. 2008)  
 Mark

## BUILDING A WARD'S COLLECTION ON GALE DIRECTORY LIBRARY



Unleash Ward's from its paper prison and bring power to your users with the ability to perform custom searches and sorts. Export results and open the door to untold possibilities. Build up your collection (remember you own this data) over time to perform analyses of these companies from year-to-year. Combine it with the *Graham & Whiteside Major Companies* titles now available on the *Gale Directory Library* to get a complete world view!

## EXPORTING RESULTS



Generally speaking, you can export entries from your search results list or from your *Marked Items* list. You can export unlimited items, up to 200 records at a time from your search results list or 50 records at a time from your *Marked Items* list.

### Export Delivery Form

Clicking the *Export List* icon on the toolbar (found in the banner area at the top of the page) will cause the *Export Delivery form* to appear. Type in your email address in the Mail to box. Then for the Export format, choose whether you want a single list that includes only common fields, or multiple lists that include all the fields in the results list (multiple lists are necessary for expanded field lists because each directory's contents are different.) If you

### Export delivery

Data exported from the Gale Directory Library is for individual use only.  
**Resale is not permitted.**

Mail to:

Separate each e-mail address with a semicolon

[Send](#) [Cancel](#)

### Export Options

Export delivery sends a maximum of 200 records from the results list or 50 records from the marked items.

Export format:  Common field export/single list (A single export file that only includes the common fields and combines entries from all directories in your results list)  
 Expanded field export/multiple lists (Separate export files for each directory in your results list. Each includes an expanded set of fields that are unique to each directory.)

Subject line:

Message:

are only exporting results from one directory you will want to choose the multiple lists option. Make any change to the Subject line that you want and, if desired, type a Message.

Click the *Send* button to send your data export to yourself. The list(s) will be attached in CSV (comma-separated value) format.

**Note:** If you do not see the email within a few minutes, please check your spam filter.

## HELP FILE

The *Help* file located within the database at the top right-hand side of the toolbar, below the *Gale Directory Library* banner, will provide you with more detailed information about the *Gale Directory Library* and the *Ward's Directory of U.S. Private and Public Companies* title.

***For more information about Gale Directory Library, please visit:***  
***<http://www.gale.cengage.com/DirectoryLibrary/> or the product's Help file.***