

Researching Small Businesses



Small businesses provide approximately 75 % of the net new jobs added to the economy.

- They represent 99.7 % of all employers and employ 50.1 % of the private work force.
- There were approximately 22.9 million small businesses in the U.S. in 2002.

New ventures make up 97% of Colorado industry and create more than 95% of all new jobs.

According to the Colorado Business Resource Guide, January 2005, several national publications have ranked Colorado as one of the best places in the country to start, build and grow a new small business. Nearly 98% of all firms in Colorado are considered small.

METHODS OF RESEARCHING CAREERS IN SMALL BUSINESS

The DU Career Center Library and Penrose Library have many resources available.

1. Books and Online Resources

- Reference USA - A directory of over 12 million U.S. private and public companies, provides addresses, contact names, estimate sales and employee figures. Users can search by industry code, Yellow Page heading, state, city, and zip code. Available online through the Penrose Library.
- Rocky Mountain High Tech Directory - Over 5,630 local technology company profiles with indexes by city, state, and product type. Print only; most recent edition in the Career Library.
- Colorado International Trade Directory – Published by the World Trade Center Denver, listing Colorado businesses and agencies who work internationally. Print only available at Penrose and the Career Library.
- Colorado Business Directory – Print available at Penrose Library.
- Speak to a Reference Librarian for additional resources and search Career Links under Research Organizations and Industries on www.du.edu/career.

2. DU Careers Online – Job and Internship database that includes postings for small businesses. DU student ID required to access through www.du.edu/career.

3. Magazines and Newspapers (in DU Career Center Library and other libraries)

- Denver Business Journal (weekly), <http://www.bizjournals.com/denver>.
- Denver Business Journal's Book of Lists (annual; other major cities also have Book of Lists). Available at the Career Library and Penrose.
- ColoradoBiz Magazine (monthly), <http://www.cobizmag.com>.
- Business section of local newspapers: Denver Post, <http://www.denverpost.com>; Rocky Mountain News, <http://www.rockymountainnews.com>; Boulder Daily Camera, <http://www.bouldernews.com> and other local papers.

4. Chamber of Commerce and Local Small Business Development Centers

- Search for local chambers of commerce at: <http://www.worldchambers.com>; Denver Metro Chamber of Commerce <http://denverchamber.org>.
- Small Business Development Centers:
Colorado Small Business Development Center Network, <http://www.state.co.us/oed/SBDC>; Denver Small Business Development Center, <http://www.denversbdc.org>.
- Contact the Colorado Office of Economic Development and International Trade, <http://www.state.co.us/oed/index.cfm>.

OVER

5. U.S. Small Business Administration

A federal agency providing support for training, funding, and managing small businesses, <http://www.sba.gov>. Loans are available to start a new business.

6. Professional Associations

Often, national associations have local chapters whose members may have knowledge of employers in their field as well as job openings. Associations may hold monthly meetings or conferences for professional development, publish newsletters and membership lists, and have job referral services for members. See the handout on Professional Associations

(http://www.du.edu/career/handouts/Professional_AssociationsFORMATTED.doc).

Locate relevant associations through:

- Penrose online Business and Company Research Center for directories of national headquarters.
- *Career Links* on www.du.edu/career for *Links by Field*.
- Gateway to Associations through the directories on <http://www.asaenet.org>.

8. Network for information about organizations and for actual job leads or referrals.

- Talk with professors/teachers in your field. Friends and classmates may have contacts.
- Several local colleges and the U.S. Small Business Administration have classes in starting or marketing small businesses.
- DU Career Network provides access to volunteers providing career advice. Access through DU Careers Online under *Mentors*, www.du.edu/career.

STARTING YOUR OWN BUSINESS

Perhaps you determine through your research that you would like to start your own business. If you are interested in starting your own small business, there are many resources available for training and support.

- Business incubators sometimes assist small businesses during their start-up phase. Contact a Chamber of Commerce for information.
- The Colorado Alliance for Microenterprise Initiatives provides a guide for Colorado entrepreneurs. <http://www.coloradoalliance.org/content.asp?CID=18>
- SCORE is a resource partner with the SBA, providing small business advice to help you build your business—from idea to start-up to success, <http://www.score.org>.