Career Transition: Using ReferenceUSA To Identify Potential Target Companies

Kipp Lifson
IT Business Strategy
VP/Director
https://www.linkedin.com/in/klifson

Mike Ray
Strategic Marketing/Product Management
VP/Director
https://www.linkedin.com/in/mikeray8116
Career Transition:  
Using ReferenceUSA To Identify Potential Target Companies

Kipp Lifson  
IT Business Strategy  
VP/Director

Mike Ray  
Strategic Marketing/Product Management  
VP/Director

This presentation is best viewed in “slide show” mode – because of slide show builds. We have added notes to assist you as well.
Target Companies
• Microsoft
• Globe Life
• Toyota
• CVS
• JCPenney

Target Companies
• Johnson Controls Inc (JCI)
• Rheem
• Kubota
• Samsung
• Watchguard

We Continue To Look For Our Next Career Success!!
Our Thanks To Thomas Jackson
Original Presentation

Technology Business Development Executive

Tom.Jackson@Schneider-Electric.com

Contact Me
Networking Groups

• I Am
• I Do
• My Value - Brand
• I Am

What is a Target Company?

What Are *Your* Target Companies?
Targeted Companies

How Many are Too Many????

One? Two or Three?

50 - 100 Target Companies

How Do I Get There?
Identifying Target Companies

• How Can I Help Myself?

• How Do I Find Target Companies?

• How Can I Be Proactive vs. Reactive?

Want To Learn More?
Getting Access To ReferenceUSA

- Local Library
- TX Drivers License
Get a FREE Public Library Card

- Reciprocating Libraries:

- TX Drivers License Or Voters Registration

- Non-Residents - $50/Year
Enter 5-digit ZIP Code in the box below

76092

Search

Libraries listed may or may not subscribe to ReferenceUSA. Please go to their website or contact them to see if they offer ReferenceUSA.

Libraries Within 25 Miles

<table>
<thead>
<tr>
<th>Phone</th>
<th>Library</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>View</td>
<td>Southlake Public Library</td>
<td>1400 Main St # 130, Southlake, TX 76092</td>
</tr>
<tr>
<td>View</td>
<td>Grapevine Library</td>
<td>1201 S Main St, Grapevine, TX 76051</td>
</tr>
<tr>
<td>View</td>
<td>Grapevine Public Library</td>
<td>1201 Municipal Way, Grapevine, TX 76051</td>
</tr>
<tr>
<td>View</td>
<td>Colleyville Public Library</td>
<td>110 Main St, Colleyville, TX 76034</td>
</tr>
<tr>
<td>View</td>
<td>Homeschool Library Builder</td>
<td>2929 Miracle Ln, Flower Mound, TX 75022</td>
</tr>
</tbody>
</table>
Logging On To Library Account

Plano Public Library

Library Info -> Search -> My Account -> Help

- Return to Library Home Page
- Best New Books & More
- Suggested Titles
- Book Reviews/ Suggestions
- Plano Library Links
  - Interlibrary Loan
  - Locations/Hours
  - Research Databases
- New Titles
- e-Content Digital Library

Quick library search:
Limit by:

Suggested Titles
Book Reviews/ Suggestions

Plano Library Links
- Interlibrary Loan
- Locations/Hours
- Research Databases

© 2018 Kipp Lifson & Mike Ray
Getting To ReferenceUSA
Getting To ReferenceUSA

A valid Plano Library card is required to access most databases.

Databases available in library only are marked 🏛️

**Professional Development Collection - EBSCO**

A highly specialized collection of nearly 520 high-quality education journals, including more than 350 peer-reviewed titles. Contains more than 200 educational reports. The most comprehensive collection of full text education journals in the world.

**Digital eMagazines**

Provides access to downloadable magazines.

**Science Online**

Presents a broad range of scientific disciplines through extensive essays, videos, diagrams, definitions, biographies, and experiments.

**World Book Online**

Articles from major newspapers and magazines and The World Book Encyclopedia; photographs, maps, illustrations, tables, animations, and audio/video clips.

**Opposing Points of View - GALE**

Contains nearly 5,000 current social topics: primary source documents, statistics, websites and multimedia for contrasting opinions and information on social issues.

**Overdrive eBooks**

Download fiction and nonfiction eBooks and eAudibooks for adults, teens and children.

**Plano Star Courier Archive (2006 - current)**

Covers Plano and Collin County focusing on local news, high school sports, breaking news, community social and cultural events.

© 2018 Kipp Lifson & Mike Ray
Getting To ReferenceUSA

<table>
<thead>
<tr>
<th>O - Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opposing Points of View - GALE</td>
</tr>
<tr>
<td>Contains nearly 5,000 current social topics: primary source documents, statistics, websites and multimedia for contrasting opinions and information on social issues</td>
</tr>
<tr>
<td>Overdrive eBooks</td>
</tr>
<tr>
<td>Download fiction and nonfiction eBooks and eAudiobooks for adults, teens and children</td>
</tr>
<tr>
<td>Plano Star Courier Archive (2006 - current)</td>
</tr>
<tr>
<td>Covers Plano and Collin County focusing on local news, high school sports, breaking news, community social and cultural events</td>
</tr>
<tr>
<td>ProCitizen:</td>
</tr>
<tr>
<td>An online tool to learn English and American Sign Language, through reading, listening and watching instructional videos in both</td>
</tr>
<tr>
<td>Pronunciation:</td>
</tr>
<tr>
<td>A fun and educational tool to learn English, through reading, listening and watching instructional videos in both</td>
</tr>
<tr>
<td>RB Digital Audiobooks</td>
</tr>
<tr>
<td>Provides access to downloadable MP3 and WMA audiobooks</td>
</tr>
<tr>
<td>Reference USA</td>
</tr>
<tr>
<td>Business Directory Information: provides information to help you search for jobs, location industry; and find new business</td>
</tr>
<tr>
<td>Regional Business News - EBSCO</td>
</tr>
<tr>
<td>Full text coverage of 75 regional business publications from all metropolitan and rural areas within the United States: business journals, newspapers and newswires</td>
</tr>
<tr>
<td>Salem Health</td>
</tr>
<tr>
<td>Provides access to Magill’s Medical Guide, an authoritative reference that helps bridge the gap between medical encyclopedias for</td>
</tr>
</tbody>
</table>

ReferenceUSA
from Infogroup
ReferenceDivision

© 2018 Kipp Lifson & Mike Ray
ReferenceUSA
(Re-enter Your Library ID #)
Identifying Target Companies

Time For Some Decisions

• Same Industry OR Different Industry?

• Small, Medium OR Large Company?

• In DFW OR Relocation?
ReferenceUSA Filtering Options

- **Company Name**
- **Executives**
- **Business Type**
  - Keyword/SIC/NAICS
  - Major Industry Group
- **Geography**
- **Phone**
- **Business Size**
  - Number of Employees
  - Sales Volume
- **Ownership**
- **Financial Data**
Industry Classification
(Industry Profile)

- **SIC**: The Standard Industrial Classification
  - Established in 1930

- **NAICS**: The North American Industry Classification System
  - Established in 1997 to replace the no longer sufficient SIC system.
  - Comparability in business statistics among US, Canada and Mexico
Case Studies

• Let’s go over some examples…

➤ Specific Industry

➤ Specific Skillset & Target Area
ReferenceUSA

U.S. Businesses Database

Quick Search

Advanced Search

Fill out one or more of the following criteria boxes, then click Search.

Company Name

Executive First Name

City

State

All

Additional Filters

Desire To Stay In The Same Industry?

© 2018 Kipp Lifson & Mike Ray

ReferenceUSA
A division of infoUSA
Specific Company

**U.S. Businesses Database**

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

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive First Name</th>
<th>Executive Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

City

State: All

Phone

**Additional Filters**

**VIEW RESULTS**

© 2018 Kipp Lifson & Mike Ray
### U.S. Businesses

#### 283 Results
12 with e-mail addresses [more info]

---

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, State</th>
<th>ZIP</th>
<th>Phone</th>
<th>Corp. Tree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IBM</strong></td>
<td></td>
<td>3500 Blue Lake Dr # 300</td>
<td>Vestavia, AL</td>
<td>35243</td>
<td>(205) 972-7542</td>
<td></td>
</tr>
<tr>
<td><strong>IBM</strong></td>
<td></td>
<td>1950 Stonegate Dr</td>
<td>Vestavia Hills, AL</td>
<td>35242</td>
<td>(205) 314-1800</td>
<td></td>
</tr>
<tr>
<td>IBM Investigations LLC</td>
<td>Ivan M Billingsley</td>
<td>755 Blue Bayou Rd</td>
<td>Nashville, AR</td>
<td>71852</td>
<td>(870) 845-9100</td>
<td></td>
</tr>
<tr>
<td>IBM Service</td>
<td></td>
<td>5106 S U St</td>
<td>Fort Smith, AR</td>
<td>72903</td>
<td>(479) 452-1590</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>2929 N Central Ave # 200</td>
<td>Phoenix, AZ</td>
<td>85012</td>
<td>(602) 217-2000</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>4585 S Palo Verde Rd</td>
<td>Tucson, AZ</td>
<td>85714</td>
<td>(520) 584-8210</td>
<td></td>
</tr>
<tr>
<td>Bill Boos IBM</td>
<td></td>
<td>590 Oak Knoll Ln</td>
<td>Menlo Park, CA</td>
<td>94025</td>
<td>(650) 328-7194</td>
<td></td>
</tr>
<tr>
<td>Citent Inc IBM Ed Ctr</td>
<td>Henry Khalife</td>
<td>611 Anton Blvd</td>
<td>Costa Mesa, CA</td>
<td>92626</td>
<td>(714) 436-6100</td>
<td></td>
</tr>
<tr>
<td>IBM Allison Mcmillen</td>
<td>Dana Vista</td>
<td>34255 Pch</td>
<td>Dana Point, CA</td>
<td>92629</td>
<td>(949) 545-7968</td>
<td></td>
</tr>
<tr>
<td>IBM Mortgage</td>
<td>Alton Jones</td>
<td>1258 Imperial Beach Blvd</td>
<td>Imperial Beach, CA</td>
<td>91932</td>
<td>(619) 429-8474</td>
<td></td>
</tr>
</tbody>
</table>
Location Filter: Texas

24 Results
0 with e-mail addresses [more info]
IBM Dallas Office Information

Quick Links
- Location Info
- Job Listings
- Industry Profile
- Corporate Tree
- Back to top

Location Info
- IBM
- 1950 N Stemmons Fwy
- Dallas, TX 75207
- Phone: (214) 653-8600
- Fax: Not Available
- Toll Free Number: Not Available
- Radius Search

Job Listings
- jobs by indeed

Information Technology Specialist (Evening or Night Shift)
- IBM is also committed to compliance with all fair employment practices, regardless of status...
- more

Project Manager - Dallas, TX
- IBM - 24 days ago

Business Profile
- Photo, Map, & Directions
- Business Demographics
- Management Directory

Company News
- Stock Data
- Business Expenditures
- Business Size History
- Business History

UCC Filings
- Nearby Businesses
- Competitors Report
Industry Profile: SIC & NAICS Codes

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3571-01</td>
<td>Computers-Electronic-Manufacturers</td>
</tr>
<tr>
<td>NAICS Code</td>
<td>Description</td>
</tr>
<tr>
<td>334111</td>
<td>Electronic Computer Manufacturing</td>
</tr>
</tbody>
</table>

Electronic Computer Manufacturing
SIC  3571-01
NAICS 334111
## Competitors Report

### Target Opportunities

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced PC Products</td>
<td>Dallas, TX 75229</td>
<td>(972) 241-2744</td>
</tr>
<tr>
<td>Allied Semiconductor</td>
<td>Richardson, TX 75081</td>
<td>(972) 437-6002</td>
</tr>
<tr>
<td>At &amp; T Solutions IBM Power 9</td>
<td>Farmers Branch, TX 75234</td>
<td>(972) 556-9145</td>
</tr>
<tr>
<td>Convey Computer Corp</td>
<td>Richardson, TX 75081</td>
<td>(214) 666-6024</td>
</tr>
<tr>
<td>Enseo</td>
<td>Richardson, TX 75081</td>
<td>(972) 234-2513</td>
</tr>
<tr>
<td>IBM</td>
<td>Coppell, TX 75019</td>
<td>(972) 906-3746</td>
</tr>
<tr>
<td>Intel Experience At Best Buy</td>
<td>Dallas, TX 75231</td>
<td>(469) 718-0144</td>
</tr>
<tr>
<td>Micro-Labs</td>
<td>Richardson, TX 75080</td>
<td>(972) 234-5842</td>
</tr>
<tr>
<td>Proactive Technologies Inc</td>
<td>Carrollton, TX 75006</td>
<td>(972) 416-6298</td>
</tr>
<tr>
<td>Symbolic Technology Inc</td>
<td>Dallas, TX 75229</td>
<td>(972) 247-6888</td>
</tr>
</tbody>
</table>
Restart Search

… But With NAICS Code - 334111

Business Type:
☑ Keyword/SIC/NAICS
Restart Search
… But With NAICS Code – 334111
City: Dallas
Filters – NAICS & Dallas, TX

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Address</th>
<th>City, State</th>
<th>Zip Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netspan Corp</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ITAC Systems Inc</td>
<td>Joanne Ross</td>
<td>3121 Benton St</td>
<td>Garland, TX</td>
<td>75042</td>
<td>(972) 494-3073</td>
</tr>
<tr>
<td>Leoleo International Inc</td>
<td>Lawrence Tu</td>
<td>1411 E Campbell Rd # 1500</td>
<td>Richardson, TX</td>
<td>75081</td>
<td>(972) 680-3373</td>
</tr>
<tr>
<td>Intel Experience At Best Buy</td>
<td></td>
<td>9378 N Central Expy</td>
<td>Dallas, TX</td>
<td>75231</td>
<td>(469) 718-0144</td>
</tr>
<tr>
<td>Convey Computer Corp</td>
<td>Bruce Toal</td>
<td>1302 E Collins Blvd</td>
<td>Richardson, TX</td>
<td>75081</td>
<td>(214) 666-6024</td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allied Semiconductor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ex IBM Corp</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symbolic Technology Inc</td>
<td>Kiam Lim</td>
<td>11365 Grissom Ln</td>
<td>Dallas, TX</td>
<td>75229</td>
<td>(972) 247-6888</td>
</tr>
<tr>
<td>Sundance Systems Inc</td>
<td>Hamilton Johnson</td>
<td>7411 Hines Pl # 123</td>
<td>Dallas, TX</td>
<td>75235</td>
<td>(214) 920-9190</td>
</tr>
<tr>
<td>Splash Color</td>
<td>Keith Faulkner</td>
<td>660 International Pkwy # 100</td>
<td>Richardson, TX</td>
<td>75081</td>
<td>(972) 437-5733</td>
</tr>
<tr>
<td>Amax Computers</td>
<td>Vivian Tsol</td>
<td>2150 Lakeside Blvd # 130</td>
<td>Richardson, TX</td>
<td>75082</td>
<td>(972) 669-1088</td>
</tr>
<tr>
<td>Micro-Labs</td>
<td>Ted Carter</td>
<td>204 Lost Canyon Ct</td>
<td>Richardson, TX</td>
<td>75080</td>
<td>(972) 234-5842</td>
</tr>
<tr>
<td>At &amp; T Solutions IBM Power 9</td>
<td></td>
<td>11511 Luna Rd</td>
<td>Farmers Branch, TX</td>
<td>75234</td>
<td>(972) 556-9145</td>
</tr>
<tr>
<td>B P Channel IBM Na Channel</td>
<td></td>
<td>6701 Mason Dr</td>
<td>Mckinney, TX</td>
<td>75070</td>
<td>(972) 562-0895</td>
</tr>
<tr>
<td>Ziosk</td>
<td>Jack Baum</td>
<td>12404 Park Central Dr # 350</td>
<td>Dallas, TX</td>
<td>75251</td>
<td>(214) 580-4800</td>
</tr>
<tr>
<td>Memking</td>
<td>Marina Denisov</td>
<td>1434 Patton Pl # 136</td>
<td>Carrollton, TX</td>
<td>75010</td>
<td>(972) 418-0726</td>
</tr>
</tbody>
</table>
### Filters – NAICS & Dallas

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, State</th>
<th>ZIP</th>
<th>Phone</th>
<th>Corp. Tree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netspan Corp</td>
<td>Lawrence Halcomb</td>
<td>5757 Alpha Rd # 106</td>
<td>Dallas, TX</td>
<td>75240</td>
<td>(972) 690-8844</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>1177 S Belt Line Rd</td>
<td>Coppell, TX</td>
<td>75019</td>
<td>(972) 906-3746</td>
<td></td>
</tr>
<tr>
<td>ITAC Systems Inc</td>
<td>Joanne Ross</td>
<td>3121 Benton St</td>
<td>Garland, TX</td>
<td>75042</td>
<td>(972) 494-3073</td>
<td></td>
</tr>
<tr>
<td>Leoleo International Inc</td>
<td>Lawrence Tu</td>
<td>1411 E Campbell Rd # 1500</td>
<td>Richardson, TX</td>
<td>75081</td>
<td>(972) 680-3373</td>
<td></td>
</tr>
<tr>
<td>Intel Experience At Best Buy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convey Computer Corp</td>
<td>Bruce T.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allied Semiconductor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ex IBM Corp</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symbolic Technology Inc</td>
<td>Kiam Lim</td>
<td>11365 Grissom Ln</td>
<td>Dallas, TX</td>
<td>75229</td>
<td>(972) 247-6888</td>
<td></td>
</tr>
<tr>
<td>Sundance Systems Inc</td>
<td>Hamilton Johnson</td>
<td>7411 Hines Pl # 123</td>
<td>Dallas, TX</td>
<td>75235</td>
<td>(214) 920-9190</td>
<td></td>
</tr>
<tr>
<td>Splash Color</td>
<td>Keith Faulkner</td>
<td>660 International Pkwy # 100</td>
<td>Richardson, TX</td>
<td>75081</td>
<td>(972) 437-5733</td>
<td></td>
</tr>
<tr>
<td>Amax Computers</td>
<td>Vivian Tsol</td>
<td>2150 Lakeside Blvd # 130</td>
<td>Richardson, TX</td>
<td>75082</td>
<td>(972) 669-1088</td>
<td></td>
</tr>
<tr>
<td>Micro-Labs</td>
<td>Ted Carter</td>
<td>204 Lost Canyon Ct</td>
<td>Richardson, TX</td>
<td>75080</td>
<td>(972) 234-5842</td>
<td></td>
</tr>
<tr>
<td>At &amp; T Solutions IBM Power 9</td>
<td></td>
<td>11511 Luna Rd</td>
<td>Farmers Branch, TX</td>
<td>75234</td>
<td>(972) 556-9145</td>
<td></td>
</tr>
<tr>
<td>B P Channel I B M Na Channel</td>
<td></td>
<td>6701 Mason Dr</td>
<td>Mckinney, TX</td>
<td>75070</td>
<td>(972) 562-0895</td>
<td></td>
</tr>
<tr>
<td>Ziosk</td>
<td>Jack Baum</td>
<td>12404 Park Central Dr # 350</td>
<td>Dallas, TX</td>
<td>75251</td>
<td>(214) 580-4800</td>
<td></td>
</tr>
<tr>
<td>Memking</td>
<td>Marima Denison</td>
<td>1434 Patton Pl # 136</td>
<td>Carrollton, TX</td>
<td>75007</td>
<td>(972) 418-0726</td>
<td></td>
</tr>
</tbody>
</table>
**Netspan Corp**

**Location Info**

- **Netspan Corp**
  - 5757 Alpha Rd # 106
  - Dallas, TX 75240
- **Phone**
  - (972) 690-8844
- **Fax**
  - Not Available
- **Toll Free Number**
  - Not Available
- foremosttelecom.net

**Radius Search**

- [Enter]
- miles
- Find Similar

**Job Listings**

- jobs by **indeed**

  No job listings found for Netspan Corp

**Industry Profile**

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3571-05</td>
<td>Computers &amp; Computer Equipment Wh...</td>
</tr>
<tr>
<td>NAICS Code</td>
<td>Description</td>
</tr>
<tr>
<td>334111</td>
<td>Electronic Computer Manufacturing</td>
</tr>
</tbody>
</table>
“SIC Agnostic”

Transferable Skills Across Industry Codes

• IT Professional - Transferable Skills
  – Across most SIC/NAICS Codes
  – IT generalist, HR generalist
  – Any others ????

• Best Approach:
  – “Hot” Industries
  – Utilize Filters
ReferenceUSA Filter

Target: Computer Integration System Design

Advanced Search

15 MILLION

☑ Geography
Geography Filter

- Metro Area: Texas
- Dallas F WTH, TX

Record Count: 300 K
Major Industry Group & Services Filter

- Business Type: Major Industry Group
- Services (70-98)
- Search Primary SICs Only
Filtering To Target Companies

Services
- 73 – Business Services

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executives</th>
<th>Business Type</th>
<th>Keyword/SIC/NAICS</th>
<th>Major Industry Group</th>
<th>Geography</th>
</tr>
</thead>
</table>

- 737398-COMPUTER INTEGRATED SYSTEMS DESIGN

© 2018 Kipp Lifson & Mike Ray
Computer Integrated Systems
Design Companies

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, State</th>
<th>ZIP</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apollo Interactive Inc</td>
<td>Kafi Gordon</td>
<td>15950 Dallas Pkwy # 885</td>
<td>Dallas, TX</td>
<td>75248</td>
<td>(214) 580-2021</td>
</tr>
<tr>
<td>Ayoka LLC</td>
<td>Charles Savino</td>
<td>2313 Brookhollow Plaza Dr</td>
<td>Arlington, TX</td>
<td>76006</td>
<td>(817) 210-4042</td>
</tr>
<tr>
<td>Charles Savino &amp; Co Inc</td>
<td>Charles Savino</td>
<td>5902 Dunnaway Xing</td>
<td>Allen, TX</td>
<td>75002</td>
<td>(972) 429-1287</td>
</tr>
<tr>
<td>Cim Solutions &amp; Networking</td>
<td>Walter Chambers</td>
<td>12421 High Meadow Dr</td>
<td>Dallas, TX</td>
<td>75244</td>
<td>(214) 358-8671</td>
</tr>
<tr>
<td>Cms Tech</td>
<td></td>
<td>2775 Cottage Ln</td>
<td>Dallas, TX</td>
<td>75204</td>
<td>(214) 267-1010</td>
</tr>
<tr>
<td>Combined Computer Resources</td>
<td></td>
<td>2800 Discovery Blvd</td>
<td>Rockwall, TX</td>
<td>75032</td>
<td>(972) 772-7501</td>
</tr>
<tr>
<td>Compliance Solutions Network</td>
<td>Hugh McPherson</td>
<td>4157 Newton St</td>
<td>The Colony, TX</td>
<td>75056</td>
<td>(972) 624-8691</td>
</tr>
<tr>
<td>Concero</td>
<td>Dennis Baldwin</td>
<td>222 Las Colinas Blvd W # 1650</td>
<td>Irving, TX</td>
<td>75039</td>
<td>(972) 401-4194</td>
</tr>
<tr>
<td>DXC Technology Co</td>
<td></td>
<td>3829 Grandview Dr</td>
<td>Carrollton, TX</td>
<td>75007</td>
<td>(214) 616-6427</td>
</tr>
<tr>
<td>Enmaa Da LLC</td>
<td></td>
<td>1000 E Pleasant Run Rd</td>
<td>Cedar Hill, TX</td>
<td>75104</td>
<td>(214) 426-1300</td>
</tr>
<tr>
<td>Epygi Technologies LTD</td>
<td></td>
<td>2 Legacy Town Center 6900 Nort</td>
<td>Plano, TX</td>
<td>75024</td>
<td>(972) 692-1166</td>
</tr>
<tr>
<td>Epygi Technologies LTD</td>
<td></td>
<td>6900 Dallas Pkwy # 850</td>
<td>Plano, TX</td>
<td>75024</td>
<td>(972) 692-1166</td>
</tr>
<tr>
<td>Essence Of Niece</td>
<td></td>
<td>3129 W Northgate Dr</td>
<td>Irving, TX</td>
<td>75062</td>
<td>(972) 765-2508</td>
</tr>
<tr>
<td>Executive Network Solutions</td>
<td>Greg Zimmerle</td>
<td>2221 Martin Dr # 100</td>
<td>Bedford, TX</td>
<td>76021</td>
<td>(817) 540-3767</td>
</tr>
</tbody>
</table>
Filtering Options

Company
- Company Name
- Executives
  - Executive Name
  - Executive Title
  - Executive Gender

Business Type
- Keyword/SIC/NAICS
- Major Industry Group
- Financial Data
  - Exchange
  - Market Symbol
- Credit Rating
- Business Expenditures
- Special Selects
  - Web Address
  - Social Site Links
  - Fortune 1000
  - Yellow Page Ad Size
  - Years In Database
  - Year Established
  - Square Footage
  - Professionals (All / One)

Business Size
- Number Of Employees
- Sales Volume

Ownership
- Public/Private Company
- Headquarters/Branch
- Foreign Parent
- Management Office

The Art Of Filtering

ReferenceUSA™
A division of infoUSA
Target Companies

Company Interviewing Research

- R&D Spend
- Marketing Spend
- 10K Report
- Company News
- Competition

© 2018 Kipp Lifson & Mike Ray
## Industry Profile

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>5075-14</td>
<td>Ventilating Equipment (Whls)</td>
</tr>
<tr>
<td>3564-13</td>
<td>Ventilating Equipment-Manufacturers</td>
</tr>
<tr>
<td>5099-05</td>
<td>Importers (Whls)</td>
</tr>
<tr>
<td>8742-13</td>
<td>Marketing Programs &amp; Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>423730</td>
<td>Warm Air Heating &amp; A/C Equip &amp; Supls Mrchnt Whls</td>
</tr>
<tr>
<td>333413</td>
<td>Industrial &amp; Coml Fan/Blower/Air Prfctn Equip Mfg</td>
</tr>
<tr>
<td>423990</td>
<td>Other Miscellaneous Durable Goods Merchant Whlsrs</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
</tbody>
</table>

© 2018 Kipp Lifson & Mike Ray
Air Vent Inc.

Air Vent, a Gibraltar Industries company located in Dallas, manufactures a full line of attic ventilation products, including durable, high performance ridge vent systems. Its products include attic exhaust vents, attic intake vents, foundation vents and whole-house fans. Air Vent's products are distributed through a network of independent retailers, including Lowes, Ace Hardware, Menards, United Building Center, Carter Lumber, Sutherland Lumber and Wolohan Lumber.

Gilbraltar Industry Company
Gibraltar Industries is a manufacturer, processor and distributor of metals and other engineered materials for industrial markets, such as the building products and vehicular industries. The company serves customers located throughout the United States, Canada, Mexico, Europe, Asia, Central America and South America. The company employs more than 4,300 people and operates more than 90 facilities located in more than 25 states, as well as Canada, Mexico and China. The company classifies its operations into three segments, including building products, processed metal products and thermal processing. Gibraltar Industries is a publicly traded company. Its shares are listed on the NASDAQ under the ticker symbol ROCK. The company is headquartered in Buffalo, N.Y.
## Competitors Report

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-South Equipment Inc</td>
<td>Harahan, LA 70123</td>
<td>(504) 835-0422</td>
</tr>
<tr>
<td>Certain Teed Ventilation</td>
<td>Dallas, TX 75212</td>
<td>(214) 630-7377</td>
</tr>
<tr>
<td>Rushing Air</td>
<td>Spring, TX 77388</td>
<td>(832) 791-5521</td>
</tr>
<tr>
<td>Ziehl Abegg Inc</td>
<td>Conroe, TX 77301</td>
<td>(936) 539-1466</td>
</tr>
</tbody>
</table>

## Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Category</th>
<th>Estimate</th>
<th>Category</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>Not Available</td>
<td>Advertising</td>
<td>$100,000 to $250,000</td>
</tr>
<tr>
<td>Contract Labor</td>
<td>$50,000 to $100,000</td>
<td>Insurance</td>
<td>Not Available</td>
</tr>
<tr>
<td>Legal</td>
<td>Not Available</td>
<td>Management/Administration</td>
<td>Over $100,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>$100,000 to $250,000</td>
<td>Package/Container</td>
<td>Over $50,000</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$2.5 Million to $10 Million</td>
<td>Purchased Print</td>
<td>Not Available</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$250,000 to $500,000</td>
<td>Technology</td>
<td>$10,000 to $50,000</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$50,000 to $100,000</td>
<td>Utilities</td>
<td>$50,000 to $100,000</td>
</tr>
</tbody>
</table>
Live
• Free
• Easy To Use
• Best Practice Resource
  – Identifying Target Companies
  – Interview Research

The Expectation Now Is That You Communicate At Least Two Target Companies!!
Call To Action

1. Get Library Card – It’s Free
2. Sign On To ReferenceUSA
   a. With or Without Librarian
3. Identify 2 Target Companies Found With ReferenceUSA
   a. Present 2 Target Companies @ Next Meeting
Kipp Lifson
IT Business Strategy
VP/Director

Target Companies
• MicroSoft
• Globe Life
• Toyota
• CVS
• JCPenny

Mike Ray
Marketing/Product Management
VP/Director

Target Companies
• Johnson Controls Inc (JCI)
• Rheem
• Kubota
• Samsung
• Watchguard

We Continue To Look For Our Next Career Success!!
Thank You!!
Specific Company

IBM

ReferenceUSA

© 2018 Kipp Lifson & Mike Ray
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, State</th>
<th>ZIP</th>
<th>Phone</th>
<th>Corp. Tree</th>
</tr>
</thead>
<tbody>
<tr>
<td>At &amp; T Solutions IBM Power 9</td>
<td></td>
<td>11511 Luna Rd</td>
<td>Farmers Branch, TX</td>
<td>75234</td>
<td>(972) 556-9145</td>
<td></td>
</tr>
<tr>
<td>Ex IBM Corp</td>
<td></td>
<td>2713 Foxboro Dr</td>
<td>Garland, TX</td>
<td>75044</td>
<td>(972) 530-1397</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td>Timothy Skelly</td>
<td>211 Elmhurst # A</td>
<td>Kyle, TX</td>
<td>78640</td>
<td>(512) 286-5383</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td>Margaret Gafford</td>
<td>2301 Avenue B</td>
<td>Lubbock, TX</td>
<td>79404</td>
<td>(806) 687-4262</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>1512 S Stores</td>
<td>San Antonio, TX</td>
<td>78205</td>
<td>(210) 227-2612</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>7201 W Interstate 40 # 220</td>
<td>Amarillo, TX</td>
<td>79106</td>
<td>(806) 354-1111</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>3107 Burks Ln</td>
<td>Austin, TX</td>
<td>78732</td>
<td>(512) 522-8795</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>1177 S Belt Line Rd</td>
<td>Coppell, TX</td>
<td>75019</td>
<td>(972) 906-3746</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td>Cathy Gross</td>
<td>1950 N Stemmons Fwy</td>
<td>Dallas, TX</td>
<td>75207</td>
<td>(214) 653-8600</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td>Jack McCoy</td>
<td>4191 N Mesa St</td>
<td>El Paso, TX</td>
<td>79902</td>
<td>(915) 546-5800</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>1032 Woodbridge Dr</td>
<td>Grapevine, TX</td>
<td>76051</td>
<td>(817) 442-9141</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td>2 Riverway</td>
<td>Houston, TX</td>
<td>77056</td>
<td>(713) 940-1000</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td>Angelina Flores</td>
<td>1605 E Expressway 83 # A</td>
<td>Mission, TX</td>
<td>78572</td>
<td>(956) 928-1285</td>
<td></td>
</tr>
<tr>
<td>IBM</td>
<td></td>
<td></td>
<td>Plano, TX</td>
<td>75023</td>
<td>(972) 618-1351</td>
<td></td>
</tr>
</tbody>
</table>
Dallas Office Information

<table>
<thead>
<tr>
<th>U.S. Businesses</th>
<th>IBM  Dallas, TX</th>
</tr>
</thead>
</table>

**Location Info**

- **IBM**
  - 1950 N Stemmons Fwy
  - Dallas, TX 75207
  - Phone: (214) 653-8600
  - Fax: Not Available
  - Toll Free Number: Not Available

**Verified Record**

- County: Dallas
- Metro Area: Dallas F Wth, TX
- Census Block Group: 1
- Census Tract: 010000

**Radius Search**

**Job Listings**

- Information Technology Specialist (Evening or Night Shift) - Dallas, TX
- IBM is also committed to compliance with all fair employment practices regarding citizenship and immigration status...
- IBM - 24 days ago

- Project Manager - Dallas, TX
- IBM is also committed to compliance with all fair employment practices regarding citizenship and immigration...
Netspan Corp

Location Info
- **Netspan Corp**
- 5757 Alpha Rd # 106
- Dallas, TX 75240
- Phone: (972) 690-8844
- Fax: Not Available
- Toll Free Number: Not Available
- foremosttelecom.net

Verified Record
- County: Dallas
- Metro Area: Dallas F Wth, TX
- Census Block Group: 2
- Census Tract: 013615

Radius Search

Job Listings

No job listings found for Netspan Corp

Industry Profile

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Description</th>
<th>NAICS Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3571-05</td>
<td>Computers &amp; Computer Equipment Whls/Mfrs</td>
<td>334111</td>
<td>Electronic Computer Manufacturing</td>
</tr>
</tbody>
</table>
Target Filtering

• Approach:
  • Target a “Hot” Industry
  • Utilize Filters

• Filter by
  • Location
  • Business Type
Desire To Stay In The Same Industry?
Desire To Stay In The Same Industry?
Advanced Research Features

• Heat Maps
• Summary
• Charts
Heat Map

- By Location, Sales Volume, Number of Employees
Summary Report / Charts

- Summary Report By SIC, NAICS Code, City, Zip Code, Sales Volume, and Employee Size