

Developing an Indiana Business Directory Collection

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The business of business information is booming, and certainly libraries are sharing in this virtual explosion. Over the last five years reference inquiries in the Business, Science and Technology Division of the Indianapolis-Marion County Public Library have grown from 103,892 in 1984 to 135,191 in 1988; this is an increase of a whopping 30%. Roughly two-thirds of the inquiries are of a business nature. The very recent formation of the American Library Association's Business Reference and Services Section (BRASS) with some 700 members also attests to this phenomenal growth.

What is it that business people want? Certainly their information requests are as diverse and complex as those of any other group. However, several characteristics do stand out. Of great importance is a demand for currency. There is also a need for small bits of factual information which often take the form of lists. Such lists span from the largest banks in northern Indiana in terms of assets to a compilation of all firms in the Midwest who service the poultry industry. Names of key personnel, financial figures

and employment size also figure importantly in such requests geared to list sources.

Directories, more than any other type of format, best come to grips with these information needs. Thus they are, although this is an admitted generalization, the key tools in most business collections. Business is an extremely well covered field, and the variety of directories available run the gamut from the *Baking Industry Buyer's Guide and Directory* to the *Pet Dealer Purchasing Guide*. The manufacturing sector is particularly well detailed, but with the rise of the service industry we are seeing an increase in such publications as *Dun's Directory of Service Companies* and the *Harris Ohio Services Directory*. Directories partially comply with the need for currency in that most are published annually such as the *Keystone Coal Industry Manual* and *The Medical Device Register*. Several, however, are issued more often; the *Standard Directory of Advertising Agencies* is made available three times a year. Most directories carry heavy price tags like the newly published *Corporate Technology Directory* which

sells at \$395 for the four-volume set; many are inexpensive or free such as the *Associated General Contractors of Indiana Directory*. Often directories are special issues of periodicals including the *Office Products Dealer Product Buying Guide and Industry Directory* and the *Maintenance Supplier Buyers' Guide*. Many are published by associations—the *Directory for the Nursery Industry and Related Associations* published by the American Association of Nurserymen. Others are published by such commercial enterprises as the National Register Publishing Company, Dun's Marketing Services, Harris Publishing Company and Manufacturers' News; the latter two publishers are particularly well-known for their state manufacturing and service industry directories.

Business people use directory information for a variety of reasons. Sales personnel turn to them for contacts to expand markets. Manufacturers use such directories as the *Candy Industry Buying Guide* and *Modern Casting Buyers Guide Issue* to obtain suppliers. Fledgling entrepreneurs provide good track records in usage for the *Franchise Opportunities Handbook*. Individuals on the way up the career ladder frequently request the *Directory of Executive Recruiters* and the *Metro-politan Chicago Major Employers*. Those with an eye to overseas employment put to good use the *Directory of American Firms Operating in Foreign Countries*. Stockbrokers wanting to tap new monies to invest often utilize the *Blue Book of Pension Funds*. The uses of directory information are practically as legion as the directories available.

Several years ago we found ourselves being able to provide information on a Korean pipe manufacturer or a Belgian retail chain but

virtually nothing on a firm two blocks from the library. Our directory collection was already strong. We owned manufacturing directories from all 50 states as well as from 30 to 50 overseas countries. Specialized directories numbering in the hundreds range from *Hat Life Year Book* to *Earnshaw's Infants, Girls, Boys Wear Review—Children's Wear Directory Issue* to the *Paint Red Book*; we even counted among our sources the *American Blue Book of Funeral Directors*. And, of course, we owned all the basic titles like *Polk's World Bank Directory: North American Edition*; *Standard & Poor's Register of Corporations, Directors and Executives*; and *Thomas Register of American Manufacturers and Thomas Register Catalog File*. Also, we had access to such on-line directories as *Dun's Electronic Yellow Pages* and *Dun's Market Identifiers*. Too often, however, we batted zero on delivering information on business establishments—primarily private, service-oriented and mid-sized—in Indianapolis/Indiana. We set out to change this pattern.

Our selection net was quite wide in that our users were large in number and from an economic climate which was very diverse and vital. Several new publications came on the market during this period; others had been available for some time and simply had to be ferreted out. Many state-wide associations are headquartered in Indianapolis. Using the telephone directory under "Associations" we obtained several items; also of note was Gale's *Regional, State, and Local Organizations, Volume 1, Great Lakes States*. Useful selection tools included *Directories in Print* and the *Encyclopedia of Business Information Sources*. For special issues of periodicals we turned to *Guide to*

Special Issues and Indexes of Periodicals and *Special Issues Index*. Few of these directories, however, list publications which are limited to the Indianapolis/Indiana area. In addition, we listened carefully to our users, not only to their information needs but to their knowledge of sources as well. A new Gale publication, *City and State Directories in Print*, will no doubt prove to be exceptionally strong as we work to maintain and upgrade the collection.

Many new Indiana-oriented business directories have been added to our collection over the past several years. Among the most useful are:

American Bank Directory: Indiana — Issued twice a year, this directory is arranged geographically and provides address, telephone numbers, officers and some financial information.

Associated General Contractors of Indiana Directory — A full listing of the group's members, officers, committees, by-laws, as well as related associations and government agencies.

Chambers of Commerce Directories — At the wise suggestion of a user, we obtained directories covering these Indiana locales — Anderson, Bloomington, Carmel, Columbus, Evansville, Fory Wayne, Gary, Kokomo, Lafayette, Mishawaka, Muncie, Richmond, South Bend, and Terre Haute. These have proved invaluable in providing basic company information — address, telephone number, line of business, key personnel, etc.

Directory of Coal Producers in Indiana — A listing of active and idle coal mines in Indiana by county, company and mine name. Strong maps.

Directory of Retail Lumber and

Building Material Firms — Arranged geographically, the state listing provides firm name, address, telephone number and contact person.

Greater Indianapolis, Indiana, Business Directory — Also known as *Polk's Green Book*, this new product is arranged by firm name, product and services, key individuals and business telephone number.

Hoosier Purchaser Roster Issue — Indiana purchasing agents are alphabetically arranged with business affiliation and address noted.

IAWA Handbook of Services — A directory of the Indiana Automotive Wholesalers Association; includes a listing of Indiana automotive parts stores and distributors.

Indiana Broadcasters Association. *Membership Directory* — A compilation of radio and TV members, as well as educational, commercial and noncommercial associate members.

Indiana Business Directory — Compiled from Indiana Yellow Pages, this well-utilized resource lists firms by category, city, SIC (Standard Industrial Classification) and Zip Code (Indianapolis only). Name, address, telephone number and Zip Code. Directories for several other states are available.

Indiana Certified Nurseries and Licensed Nursery Dealers — A roster of certified plant nurseries in accordance with *Indiana Code 15-4-7-6*.

Indiana Directory, Grain and Feed Dealers, Millers, Processors — In addition to directory listings, this lengthy resource includes information on trade rules, grain warehouses, etc.

Indiana Equine Industry Directory — A comprehensive guide to the Indiana horse industry

providing listings on farriers, veterinarians, stables, etc.

Indiana League of Savings Institutes. *Directory and Annual Reports* — Includes detailed roster of members and their financial reports.

Indiana Manufactured Housing's Membership Report and Roster — A full roster of members of this large state association are included — suppliers, communities, manufacturers, campgrounds, dealers, service firms, finance and insurance companies.

Indiana Society of Professional Engineers. *Directory* — Approximately 1,200 members are listed providing address, telephone number and specialty. Also included are association calendar, awards, etc.

Indiana State Medical Association. *Membership Roster* — Over 7,000 ISMA members are listed alphabetically along with address, specialty and medical school education; also a listing of members by county. Statistical profile of all members.

Indiana Telephone Association. *Membership Directory* — A roster of member and associate member companies; also includes significant dates in Indiana telephone history.

Indianapolis District Dental Society. *Membership Roster* — A listing of members noting home and business address, telephone numbers and specialty. Photograph included.

Microcosm — A comprehensive listing of firms in the Indianapolis MSA (Metropolitan Statistical Area). Arranged alphabetically and geographically as well as by line of business. Information includes firm name, address, telephone number, contact person and number of employees. Fiche product is avail-

able for other areas of the state as well.

Minority and Women Business Directory — A state-wide listing including contact person, business type and service area.

With the addition of these resources to our directory collection— now numbering over 800 items, we believe our service will be more in tune with user needs. Thus we plan to participate in an even stronger fashion in the fast-moving business information arena during the years ahead.

Note: A computerized list of our directories is available at no charge. Please provide me with either a 720KB 3.5" diskette or a 1.2 MB 5.25: diskette (MS-DOS/ASCii compatible).

References

- American Bank Directory: Indiana*. (Norcross, GA: McFadden).
- American Blue Book of Funeral Directors*. (New York: Kates-Boylston).
- Associated General Contractors of Indiana Directory*. (Indianapolis: Associated General Contractors of Indiana).
- Baking Industry Buyer's Guide and Directory*. (Chicago: Putnam).
- Blue Book of Pension Funds*. (Washington, DC: ERISA Benefit Funds).
- Candy Industry Buying Guide*. (New York: Magazines for Industry).
- City and State Directories in Print*. (Detroit: Gale).
- Corporate Technology Directory*. (Wellesley Hills, MA: Corporate Technology Information Services).
- Directories in Print*. (Detroit: Gale).
- Directories for the Nursery Industry*

- and Related Associations.* (Washington, DC: American Association of Nurserymen).
- Directory of American Firms Operating in Foreign Countries.* (New York: Simon & Schuster).
- Directory of Coal Producers in Indiana.* (Bloomington: Indiana Geological Survey).
- Directory of Executive Recruiters.* (Fitwillam, NH: Consultants News).
- Directory of Retail Lumber and Building Material Firms.* (Indianapolis: Indiana Lumber and Builders' Supply Association).
- Dun's Directory of Service Companies.* (Parsippany, NJ: Dun's Marketing Services).
- Dun's Electronic Yellow Pages.* (Parsippany, NJ: Dun's Marketing Services).
- Dun's Market Identifiers.* (Parsippany, NJ: Dun's Marketing Services).
- Earnshaw's Infants, Girls, Boys Wear Review—Children's Wear Directory Issue.* (New York: Earnshaw's).
- Encyclopedia of Business Information Sources.* (Detroit: Gale).
- Franchise Opportunities Handbook.* (Washington, DC: U.S. Dept of Commerce).
- Greater Indianapolis, Indiana, Business Directory.* (Detroit: R.L. Polk).
- Guide to Special Issues and Indexes of Periodicals.* (Washington, DC: Special Libraries Association).
- Harris Ohio Services Directory.* (Twinsburg, OH: Harris).
- Hat Life Year Book.* (New York: Hat Life).
- Hoosier Purchaser Roster Issue.* (Indianapolis: Purchasing Management Association of Indianapolis).
- IAWA Handbook of Services.* (Indianapolis: Indiana Automotive Wholesalers Association).
- Indiana Broadcasters Association. Membership Directory.* (Indianapolis: Indiana Broadcasters Association).
- Indiana Business Directory.* (Omaha: American Directory).
- Indiana Certified Nurseries and Licensed Nursery Dealers.* (Indianapolis: Division of Entomology).
- Indiana Directory, Grain and Feed Dealers, Millers, Processors.* (Indianapolis: Indiana Grain and Feed Association).
- Indiana Equine Industry Directory.* (Danville, IN: Hoosier Horse Council).
- Indiana League of Savings Institutions. Directory and Annual Report.* (Indianapolis: Indiana League of Savings Institutions).
- Indiana Manufactured Housing's Membership Report and Roster.* (Indianapolis: Indiana Manufactured Housing Association).
- Indiana Society of Professional Engineers. Directory.* (Indianapolis: Indiana Society of Professional Engineers).
- Indiana State Medical Association. Membership Roster.* (Indianapolis: Indiana State Medical Association).
- Indiana Telephone Association. Membership Directory.* (Indianapolis: Indiana Telephone Association).
- Indianapolis District Dental Society. Membership Roster.* (Indianapolis: Indianapolis District Dental Society).
- Keystone Coal Industry Manual.* (New York: McGraw-Hill).

- Maintenance Suppliers Buyers' Guide.* (New York: MacNair-Dorland).
- Medical Device Register.* (Greenwich, CT: DSI/Medical Device Register).
- Metropolitan Chicago Major Employers.* (Chicago: Chicago Association of Commerce and Industry).
- Microcosm.* (Parsippany, NJ: Dun's Marketing Services).
- Minority and Women Business Directory.* (Indianapolis: Indiana Dept. of Commerce).
- Modern Casting Buyers Guide Issue.* (Des Plaines, IL: American Foundrymen's Society).
- Office Products Dealer Product Buying Guide and Industry Directory.* (Wheaton, IL: Hitchcock).
- Paint Red Book.* (New York: Palmer-ton).
- Pet Dealer Purchasing Guide.* (New York: Howmark).
- Polk's World Bank Directory: North American Edition.* (Nashville: R.L. Polk).
- Regional, State, and Local Organizations: Volume 1, Great Lakes States.* (Detroit: Gale).
- Special Issues Index.* Sicignano, Robert. (Westport, CT: Greenwood).
- Standard & Poor's Register of Corporations, Directors and Executives.* (New York: Standard & Poor's).
- Standard Directory of Advertising Agencies.* (New York: National Register).
- Thomas Register of American Manufacturers and Thomas Register Catalog File.* (New York: Thomas).