

Small Business Sourcebook



Small Business Sourcebook

Small Business Sourcebook

The Entrepreneur's Resource

THIRTY-FIFTH EDITION

Volume 1

Specific Small Business Profiles

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Project Editor



Small Business Sourcebook, 35th edition

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Small Business Profiles 1

Provides start-up information, associations and other organizations, educational programs, directories of educational programs, reference works, sources of supply, statistical sources, trade periodicals, videocassettes/audiocassettes, trade shows and conventions, consultants, franchises and business opportunities, computerized databases, computer systems/software, libraries, and research centers.

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Offers sources of small business assistance by state, territory, and Canadian province, including small business development centers, small business assistance programs, SCORE offices, better business bureaus, chambers of commerce, minority business assistance programs, financing and loan programs, procurement assistance programs, incubators/research and technology parks, educational programs, legislative assistance, small business development consultants, and publications

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Lists U.S. federal government agencies and offices, including regional, branch, and district offices, which focus on small business issues, programs, assistance, and policy

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The appeal of small business ownership remains perpetually entrenched in American culture as one of the most viable avenues for achieving the American Dream. To many entrepreneurs going into business for themselves represents financial independence, an increased sense of identity and self-worth, and the fulfillment of personal goals. Small business owners strive to make their mark in today's competitive marketplace by establishing healthy businesses that can, over time, become legacies handed down from one generation to the next. Entrepreneurs from each generation tackle the obstacles and adversities of the current business and economic climate to test their business savvy and generate opportunities. Today's entrepreneurs face many of the problems of their predecessors, as well as some distinctly new challenges.

With the rightsizing, downsizing, and reorganization of corporate America, many individuals have decided to confront the risks of developing and operating their own businesses. Small business ownership is rapidly becoming a viable alternative to what is perceived as an equally unstable corporate environment. These entrepreneurs, many of whom have firsthand experience with the problems and inefficiencies inherent in today's large corporations, seek to improve upon an archaic business model and to capitalize on their own ingenuity and strengths. Led by their zeal, many would-be entrepreneurs let their desire, drive, and determination overshadow the need for business knowledge and skill. Ironically, aids in obtaining these components of entrepreneurial success are widely available, easily accessible, and often free of charge.

Small Business Sourcebook (SBS) is a six-volume annotated guide to more than 21,000 listings of live and print sources of information designed to facilitate the start-up, development, and growth of specific small businesses, as well as over 26,400 similar listings on general small business topics. An additional 10,952 state-specific listings and over 1,150 U.S. federal government agencies and offices specializing in small business issues, programs, and assistance are also included. *SBS* covers 340 specific small business profiles and 99 general small business topics.

Features of This Edition

This edition of *Small Business Sourcebook* has been revised and updated, incorporating thousand of changes to names, addresses, contacts, and descriptions of listings from the previous edition.

Contents and Arrangement

The geographical scope of *SBS* encompasses the United States and Canada, with expanded coverage for resources pertaining to international trade and for resources that have a U.S. or Canadian distributor or contact. Internet sites that are maintained outside of the U.S. and Canada are also included if they contain relevant information for North American small businesses. Resources that do not relate specifically to small businesses are generally not included.

The information presented in *SBS* is grouped within four sections: Specific Small Business Profiles, General Small Business Topics, State Listings, and Federal Government Assistance. Detailed outlines of these sections may be found in the Users' Guide following this Introduction. Also included is a Master Index to Volumes 1 through 6.

Specific Small Business Profiles This section includes the following types of resources: start-up information, associations and other organizations, educational programs, directories of educational programs, reference works, sources of supply, statistical sources, trade periodicals, videocassettes/audiocassettes, trade shows and conventions, consultants, franchises and business opportunities, computerized databases, computer systems/software, Internet databases, libraries, and research centers-all arranged by business type. Entries range from Accounting Service to Word Processing Service, and include such businesses as Airbag Replacement Service Centers, Computer Consulting, Damage Restoration Service, and Web Site Design.

General Small Business Topics This section offers such resources as associations, books, periodicals, articles, pamphlets, educational programs, directories of educational programs, videocassettes/audiocassettes, trade shows and

conventions, consultants, computerized databases, Internet databases, software, libraries, and research centers, arranged alphabetically by business topic.

State Listings Entries include government, academic, and commercial agencies and organizations, as well as select coverage of relevant state-specific publications; listings are arranged alphabetically by state, territory, and Canadian province. Some examples include small business development consultants, educational programs, financing and loan programs, better business bureaus, and chambers of commerce.

Federal Government Assistance Listings specializing in small business issues, programs, assistance, and policies are arranged alphabetically by U.S. government agency or office; regional or branch offices are listed alphabetically by state.

Master Index All entries in Volumes 1 through 6 are arranged in one alphabetic index for convenience.

Entries in *SBS* include (as appropriate and available):

- Organization, institution, or product name
- Contact information, including contact name, address and phone, toll-free, and fax numbers
- Author/editor, date(s), and frequency
- Availability, including price
- Brief description of purpose, services, or content
- Company and/or personal E-mail addresses
- Web site addresses

SBS also features the following:

Guide to Publishers—An alphabetic listing of 1,575 companies, associations, institutions, and individuals that publish the periodicals, directories, guidebooks, and other publications noted in the Small Business Profiles and General Topics sections. Users are provided with full contact information, including address, phone, fax, and e-mail and URL when available. The Guide to Publishers facilitates contact with publishers and provides a one-stop resource for valuable information.

Method of Compilation

SBS was compiled by consulting small business experts and entrepreneurs, as well as a variety of resources, including direct contact with the associations, organizations, and agencies through telephone surveys, Internet research, or through materials provided by those listees; government resources; and data obtained from other relevant Gale directories. *SBS* was reviewed by a team of small business advisors, all of whom have numerous years of expertise in small business counseling and identification of small business information resources. The last and perhaps most important resource we utilize is direct contact with our readers, who provide valuable comments and suggestions to improve our publication. *SBS* relies on these comprehensive market contacts to provide today's entrepreneurs with relevant, current, and accurate information on all aspects of small business.

Available in Electronic Formats

Licensing. *Small Business Sourcebook* is available for licensing. The complete database is provided in a fielded format and is deliverable on such media as disk or CD-ROM. For more information, contact Gale's Business Development Group at 1-800-877-GALE, or visit our website at www.gale.com/bizdev.

Comments and Suggestions Welcome

Associations, agencies, business firms, publishers, and other organizations that provide assistance and information to the small business community are encouraged to submit material about their programs, activities, services, or products. Comments and suggestions from users of this directory are also welcomed and appreciated. Please contact:

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Small Business Sourcebook (SBS) provides information in a variety of forms and presentations for comprehensive coverage and ease of use. The directory contains four parts within two volumes:

- Specific Small Business Profiles
- General Small Business Topics
- State Listings
- Federal Government Assistance

Information on specific businesses is arranged by type of business; the many general topics that are of interest to the owners, operators, or managers of all small businesses are grouped in a separate section for added convenience. Users should consult the various sections to benefit fully from the information *SBS* offers. For example, an entrepreneur with a talent or interest in the culinary arts could peruse a number of specific small business profiles, such as Restaurant, Catering, Cooking School, Specialty Food/Wine Shop, Bakery/Doughnut Shop, Healthy Restaurant, or Candy/Chocolate Store. Secondly, the General Small Business Topics section could be consulted for any applicable subjects, such as Service Industry, Retailing, Franchising, and other relevant topics. Then, the appropriate state within the State Listings section would offer area programs and offices providing information and support to small businesses, including venture capital firms and small business development consultants. Finally, the Federal Government Assistance section could supply relevant government offices, such as procurement contacts.

Features Included in Volumes 1 through 3

List of Small Business Profiles. This list provides an alphabetic outline of the small businesses profiled, with cross-references for related profiles and for alternate names by which businesses may be identified. The page number for each profile is indicated.

Standard Industrial Classification (SIC) Codes for Profiled Small Businesses. This section lists four-digit SIC codes and corresponding classification descriptions for the small businesses profiled in this edition. The SIC system,

which organizes businesses by type, is a product of the Statistical Policy Division of the U.S. Office of Management and Budget. Statistical data produced by government, public, and private organizations is usually categorized according to SIC codes, thereby facilitating the collection, comparison, and analysis of data as well as providing a uniform method for presenting statistical information. Hence, knowing the SIC code for a particular small business increases access and the use of a variety of statistical data from many sources.

Guide to Publishers. This resource lists alphabetically the companies, associations, institutions, and individuals that publish the periodicals, directories, guidebooks, and other publications noted in the "Small Business Profiles" and "General Topics" sections. Users are provided with full contact information, including address, phone, fax, and e-mail and URL when available. The "Guide" facilitates contact with publishers and provides a one-stop resource for valuable information.

Glossary of Small Business Terms. This glossary defines nearly 400 small business terms, including financial, governmental, insurance, procurement, technical, and general business definitions. Cross-references and acronyms are also provided.

Small Business Profiles A-Z. A total of 340 small businesses is represented in volumes 1 through 3. Profiles are listed alphabetically by business name. Entries within each profile are arranged alphabetically by resource type, within up to 17 subheadings. These subheadings are detailed below:

- **Start-up Information**—Includes periodical articles, books, manuals, book excerpts, kits, and other sources of information. Entries offer title; publisher; address; phone, fax, toll-free numbers; company e-mail and URL addresses; and a description. Bibliographic data is provided for cited periodical articles whenever possible.
- **Associations and Other Organizations**—Includes trade and professional associations whose members gather and disseminate information of interest to small business owners. Entries offer the association's

name; address; phone, toll-free and fax numbers; company e-mail address; contact name; purpose and objective; a description of membership; telecommunication services; and a listing of its publications, including publishing frequency.

- **Educational Programs**—Includes university and college programs, schools, training opportunities, association seminars, correspondence courses, and other educational programs. Entries offer name of program or institution, sponsor name, address, phone, toll-free and fax numbers, e-mail and URL addresses; and description of program.
- **Directories of Educational Programs**—Includes directories and other publications that list educational programs. Entries offer name of publication; publisher name, address, and phone, toll-free and fax numbers; editor; frequency or date of publication; price; and description of contents, including directory arrangement and indexes.
- **Reference Works**—Includes handbooks, manuals, textbooks, guides, directories, dictionaries, encyclopedias, and other published reference materials. Entries offer name of publication; publisher name, address, and phone, toll-free and fax numbers; e-mail and URL addresses; and, when available, name of author or editor, publication year or frequency, and price. A brief description is often featured.
- **Sources of Supply**—Includes buyer's guides, directories, special issues of periodicals, and other publications that list sources of equipment, supplies, and services related to the operation of the profiled small business. Entries offer publication name; publisher name, address, and phone, toll-free and fax numbers; e-mail and URL addresses; and, when available, editor's name, frequency or publication year, and price. A brief description of the publication, including directory arrangement and indexes, is often provided.
- **Statistical Sources**—Includes books, reports, pamphlets, and other sources of statistical data of interest to an owner, operator or manager of the profiled small business, such as wage, salary, and compensation data; financial and operating ratios; prices and costs; demographics; and other statistical information. Entries offer publication/data source name; publisher (if applicable); address; phone, toll-free and fax numbers of data source; publication date or frequency; and price. A brief description of the publication/data source is often provided.
- **Trade Periodicals**—Includes trade journals, newsletters, magazines, and other serials that offer information about the management and operation of the profiled small business. Such periodicals often contain industry news; trends and developments; reviews; articles about new equipment and supplies;

and other information related to business operations. Entries offer publication name; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; editor name; publication frequency; and price. A brief description of the publication's content is also included, when known.

- **Videocassettes/Audiocassettes**—Includes videocassettes, audiocassettes, and other audiovisual media offering information on the profiled small business. Entries offer program title; distributor name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; description of program; release date; price; and format(s).
- **Trade Shows and Conventions**—Includes trade shows, exhibitions, expositions, conventions, and other industry meetings that provide prospective and existing business owners with the opportunity to meet and exchange information with their peers, review commercial exhibits, establish business or sales contacts, and attend educational programs. Entries offer event name; sponsor or management company name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; a description of the event, including audience, frequency, principal exhibits, and dates and locations of event for as many years ahead as provided by the event's sponsor.
- **Consultants**—Includes consultants and consulting organizations that provide services specifically related to the profiled small business. Entries offer individual consultant or consulting organization name, address, and phone, toll-free and fax numbers; company and individual e-mail addresses; and a brief description of consulting services. (For e-mail and URL addresses, see the Small Business Development Consultants subheadings in the State Listings section in Volume 2.)
- **Franchises and Business Opportunities**—Includes companies granting franchise licenses for enterprises falling within the scope of the profiled small business, as well as other non-franchised business opportunities that operate within a given network or system. Entries offer franchise name, address, phone, toll-free and fax numbers, and e-mail and URL addresses, as well as a description of the franchise or business opportunity, which has been expanded whenever possible to include the number of existing franchises, the founding date of the franchise, franchise fees, equity capital requirements, royalty fees, any managerial assistance offered, and available training.
- **Computerized Databases**—Includes diskettes, magnetic tapes, CD-ROMs, online systems, and other computer-readable databases. Entries offer database name; producer name, address, phone, toll-free and fax numbers, e-mail and URL addresses; description; and available format(s), including vendor name.

(Many university and public libraries offer online information retrieval services that provide searches of databases, including those listed in this category.)

- **Computer Systems/Software**—Includes software and computerized business systems designed to assist in the operation of the profiled small business. Entries offer name of the software or system; publisher name, address, phone, toll-free and fax numbers; price; and description.
- **Libraries**—Includes libraries and special collections that contain material especially applicable to the profiled small business. Entries offer library or collection name; parent organization (where applicable); address; phone, toll-free and fax numbers; e-mail and URL addresses; contact name and title; scope of collection; and description of holdings, subscriptions, and services.
- **Research Centers**—Includes university-related and independently operated research institutes and information centers that generate, through their research programs, data related to the operation of the profiled small business. Also listed are associations and other business-related organizations that conduct research programs. Entries offer name of organization; address; phone, toll-free and fax numbers; company web site address; contact name and personal e-mail; a description of principal fields of research or services; publications, including title and frequency; and related conferences.

Features Included in Volumes 2 through 6

General Small Business Topics. This section offers chapters on different topics in the operation of any small business, for example, venture capital and other funding, or compensation. Chapters are listed alphabetically by small business topic; entries within each chapter are arranged alphabetically, within up to 14 subheadings, by resource type:

- **Associations and Other Organizations**—Includes trade and professional associations that gather and disseminate information of interest to small business owners. Entries offer the association's name; address; phone, toll-free and fax numbers; organization e-mail and URL addresses; contact name; purpose and objectives; a description of membership; telecommunication services; and a listing of its publications, including publishing frequency.
- **Educational Programs**—Includes university and college programs, schools, training opportunities, association seminars, correspondence courses, and other educational programs. Entries offer name of program or institution, sponsor name, address, phone, toll-free and fax numbers, e-mail and URL addresses, and description of program.

- **Directories of Educational Programs**—Includes directories and other publications that list educational programs. Entries offer name of publication; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; editor; frequency or date of publication; price; and description of contents, including arrangement and indexes.
- **Reference Works**—Includes articles, handbooks, manuals, textbooks, guides, directories, dictionaries, encyclopedias, and other published reference materials. Entries offer title of article, including bibliographic information; name of publication; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; and, when available, name of author or editor, publication year or frequency, and price. A brief description is often featured.
- **Sources of Supply**—Includes buyer's guides, directories, special issues of periodicals, and other publications that list sources of equipment, supplies, and services. Entries offer publication name; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; editor's name, frequency or publication year, price, and a brief description of the publication, when available.
- **Statistical Sources**—Includes books, reports, pamphlets, and other sources of statistical data of interest to an owner, operator, or manager of a small business, such as wage, salary, and compensation data; financial and operating ratios; prices and costs; demographics; and other statistical information. Entries offer publication/data source name; publisher (if applicable); address; phone, toll-free and fax numbers of data source; publication date or frequency; and price. A brief description is often provided.
- **Trade Periodicals**—Includes journals, newsletters, magazines, and other serials. Entries offer name of publication; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; and name of editor, frequency, and price. A brief description of the periodical's content is included when known.
- **Videocassettes/Audiocassettes**—Includes videocassettes, audiocassettes, and other audiovisual media. Entries offer program title; distributor name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; price; description of program; release date; and format(s).
- **Trade Shows and Conventions**—Includes trade shows, exhibitions, expositions, seminars, and conventions. Entries offer event name; sponsor or management company name, address, phone, toll-free and fax numbers, and e-mail and URL ad-

resses; frequency of event; and dates and locations of the event for as many years ahead as known.

- **Consultants**—Includes consultants and consulting organizations. Entries offer individual consultant or consulting organization name, address, and phone, toll-free and fax numbers; company and individual e-mail addresses; and a brief description of consulting services. (See also Consultants in the State Listings section.)
- **Computerized Databases**—Includes diskettes, CD-ROMs, magnetic tape, online systems and other computer-readable databases. Entries offer database name; producer, address, phone, toll-free and fax numbers, and e-mail and URL addresses; description; and available format(s), including vendor name. (Many university and public libraries offer online information retrieval services that provide searches of databases, including those listed in this category.)
- **Computer Systems/Software**—Includes software and computerized business systems. Entries offer name of the software or system; publisher name, address, phone, toll-free and fax numbers, and e-mail and URL addresses; price; and description.
- **Libraries**—Includes libraries and special collections that contain material applicable to the small business topic. Entries offer library or collection name, parent organization (where applicable), address, phone and fax numbers, e-mail and URL addresses, scope of collection, and description of holdings and services.
- **Research Centers**—Includes university-related and independently operated research institutes and information centers that generate, through their research programs, data related to specific small business topics. Entries offer name of organization, address, phone, toll-free and fax numbers, e-mail and URL addresses, a description of principal fields of research or services, and related conferences.

State Listings. This section lists various sources of information and assistance available within given states, territories, and Canadian provinces; entries include governmental, academic, and commercial agencies, and are arranged alphabetically within up to 15 subheadings by resource type:

- **Small Business Development Center Lead Office**—Includes the lead small business development center (SBDC) for each state.
- **Small Business Development Centers**—Includes any additional small business development centers (SBDC) in the state, territory, or province. SBDCs provide support services to small businesses, including individual counseling, seminars, conferences, and learning center activities.

- **Small Business Assistance Programs**—Includes state small business development offices and other programs offering assistance to small businesses.
- **SCORE Offices**—Includes SCORE office(s) for each state. The Service Corps of Retired Executives Association (SCORE), a volunteer program sponsored by the Small Business Administration, offers counseling, workshops, and seminars across the U.S. for small business entrepreneurs.
- **Better Business Bureaus**—Includes various better business bureaus within each state. By becoming a member of the local Better Business Bureau, a small business owner can increase the prestige and credibility of his or her business within the community, as well as make valuable business contacts.
- **Chambers of Commerce**—Includes various chambers of commerce within each state. Chambers of Commerce are valuable sources of small business advice and information; often, local chambers sponsor SCORE counseling several times per month for a small fee, seminars, conferences, and other workshops to its members. Also, by becoming a member of the local Chamber of Commerce, a small business owner can increase the prestige and credibility of his or her business within the community, as well as make valuable business contacts.
- **Minority Business Assistance Programs**—Includes minority business development centers and other sources of assistance for minority-owned business.
- **Financing and Loan Programs**—Includes venture capital firms, small business investment companies (SBIC), minority enterprise small business investment companies (MESBIC), and other programs that provide funding to qualified small businesses.
- **Procurement Assistance Programs**—Includes state services such as counseling, set-asides, and sheltered-market bidding, which are designed to aid small businesses in bidding on government contracts.
- **Incubators/Research and Technology Parks**—Includes small business incubators, which provide newly established small business owners with work sites, business services, training, and consultation; also includes research and technology parks, which sponsor research and facilitate commercialization of new technologies.
- **Educational Programs**—Includes university and college programs, as well as those sponsored by other organizations that offer degree, nondegree, certificate, and correspondence programs in entrepreneurship and in small business development.
- **Legislative Assistance**—Includes committees, subcommittees, and joint committees of each state's

senate and house of representatives that are concerned with small business issues and regulations.

- **Consultants**—Includes consultants and consulting firms offering expertise in small business development.
- **Publications**—Includes publications related to small business operations within the profiled state.
- **Publishers**—Includes publishers operating in or for the small business arena within the profiled state.

Federal Government Assistance. This section lists federal government agencies and offices, many with additional listings for specific offices, as well as regional or district branches. Main agencies or offices are listed alphabetically; regional, branch, or district offices are listed after each main office or agency.

Master Index. This index provides an alphabetic listing of all entries contained in Volumes 1 through 6. Citations are referenced by their entry numbers. Publication titles are rendered in italics.

List of Small Business Profiles

This list is an outline of the small businesses profiled in this edition of Small Business Sourcebook. The beginning page number of each profile is provided. For convenience, this index also provides cross-references to small businesses known by alternate names, businesses contained within other small business profiles, and synonymous or related businesses.

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Telemarketing Service	1325	Management Service	1355	Web Site Design	1403
Telephone Answering Service	1326	Translating/Interpreting Service	1364	Weight Reduction/Control Center	1415
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Standard Industrial Classification (SIC) Codes for Profiled Small Businesses

Included here are the four-digit SIC codes and corresponding classification descriptions for the businesses profiled in this edition. The SIC system, which organizes businesses by type, is a product of the Statistical Policy Division of the U.S. Office of Management and Budget. Statistical data produced by government, public, and private organizations usually are categorized according to SIC codes, thereby facilitating the collection, comparison, and analysis of data as well as providing a uniform method for presenting statistical information. Hence, knowing the SIC code for a particular small business increases the access to, and the use of, a variety of statistical data from many sources. The following SIC codes were obtained from the 1987 edition of the Standard Industrial Classification Manual, the most recent version available. (The term "nec" stands for "not elsewhere classified.")

Accounting Service

- 7291 Tax return preparation services
- 8721 Accounting, auditing, and bookkeeping services

Adult Day Care Center

- 8322 Individual and family social services (includes adult day carecenters)

Advertising Service

- 7311 Advertising agencies (includes advertising consultants)
- 7312 Outdoor advertising agencies
- 7313 Radio, television, and publishers' advertising representatives
- 7319 Advertising, nec
- 7331 Direct mail advertising services
- 8999 Services, nec (includes advertising copywriters)

Airbag Replacement Service Centers

- 7538 General automotive repair shops
- 7539 Automotive repair shops, nec

Air Charter Service

- 4512 Air transportation, scheduled (includes air cargo and passenger carriers)
- 4513 Air courier services
- 4522 Air transportation, nonscheduled (includes charter service)

Air-conditioning/Heating and Cooling Contractor

- 1711 Plumbing, heating, and air-conditioning contractors

Air Purification/Cleaning Service

- 7699 Repair shops and related services, nec (includes furnace cleaning service)

Ambulance Service

- 4119 Local passenger transportation, nec (includes ambulance service, road)
- 4522 Air transportation, nonscheduled (includes ambulance service, air)

Amusement Arcade

- 7993 Coin-operated amusement devices

Amusement/Water Park

- 7996 Amusement parks
- 7999 Amusement and recreation services, nec (includes waterslides and wave pools)

Animal Breeder

- 0279 Animal specialties, nec (includes kennels, breeding and raising own stock)
- 0752 Animal specialty services, except veterinary (includes breeding of animals other than farm animals)

Animal Clinic

- 0742 Veterinary service for animal specialties (includes animal hospitals for pets and other animals)

Antique Shop

- 5932 Used merchandise stores (includes retail antique stores)

- 7641 Reupholstery and furniture repair (includes antique furniture repair and restoration)

- 7699 Repair shops and related services, nec (includes antique repair and restoration, except furniture)

Apartment Locating Service

- 6531 Real Estate Agents and Managers

Appliance Store

- 5722 Household appliance stores

Appraisal Service

- 7389 Business services, nec (includes appraisers, except real estate)
- 6531 Real estate agents and managers (includes appraisers, realestate)

Aquarium Maintenance/Leasing Service

- 7359 Equipment rental and leasing, nec
- 8999 Services, nec

Archery/Target/Shooting Range

- 7999 Amusement and recreation services, nec (includes archery ranges, shooting galleries, shooting ranges, and trap-shooting facilities, except membership)

Architectural Restoration/Conservation

- 8712 Architectural Services

Art Gallery

- 5932 Used merchandise stores (includes retailers of art objects)

5999 Miscellaneous retail stores, nec (includes art dealers)

8412 Museums and art galleries (includes noncommercial art galleries)

Art Supplies Store

5999 Miscellaneous retail stores, nec (includes retail artists' supplies and materials stores)

Assisted Living Facilities

8051 Skilled nursing care facilities (includes extended care facilities and skilled nursing homes)

8052 Intermediate care facilities (includes intermediate care nursing homes)

8059 Nursing and personal care facilities, nec (includes rest homes with health care)

Association Management Service

8611 Business associations

8621 Professional membership organizations

8631 Labor unions and similar labor organizations

8641 Civic, social, and fraternal associations

8699 Membership organizations, nec

8741 Management services (does not include operating staff)

Auctioneer

5154 Livestock (includes wholesale livestock auctioning)

5999 Miscellaneous retail stores, nec (includes retail general merchandise auction rooms)

7389 Business services, nec (includes auctioneering services)

Auto Supply Store

5531 Auto and home supply stores

Automobile Detailing/Painting Service

7532 Automotive paint shops

7542 Carwashes (includes detailing, cleaning and polishing, new autos on a contract or fee basis; washing and polishing, automotive; waxing and polishing, automotive)

Automobile/Truck Leasing Service

7513 Truck rental and leasing, without drivers

7514 Passenger car rental, without drivers

7515 Passenger car leasing, without drivers

Baby Store

5999 Miscellaneous retail stores, nec (includes retail baby)

Bagel Shop

2051 Bread and other bakery products, except cookies and crackers (includes bagels)

5461 Retail bakeries (includes retail bagel stores)

Bait and Tackle Shop

5941 Sporting goods stores and bicycle shops (includes bait and tackle shops and fishing equipment, retail)

Bakery/Doughnut Shop

5461 Retail bakeries

Bar/Cocktail Lounge

5813 Drinking places alcoholic beverages (includes bars, cocktail lounges, saloons, tap rooms, taverns, and like establishments)

Beauty Supply Center

5087 Service establishment equipment and supplies (includes wholesale barber shop and beauty parlor equipment and supplies)

Bed and Breakfast Operation

7011 Hotels and motels (includes bed and breakfast inns)

Beekeeping

0279 Animal specialties, nec (includes apiaries and bee farms)

Beeper/Paging Service

4812 Radiotelephone communications (includes beeper and paging services)

Bicycle Shop

5941 Sporting goods stores and bicycle shops

7699 Repair shops and related services, nec (includes bicycle repair shops)

Billiards Hall

7999 Amusement and recreation services, nec (includes billiard parlors)

Blacktop Surfacing Business

1771 Concrete work (includes blacktop work: private driveways and private parking areas contractors)

Blind Cleaning/Installation

2431 Millwork (includes wood blinds and shutters)

2591 Drapery hardware and window blinds and shades

Body Care Shop

5999 Miscellaneous retail stores, nec (includes cosmetics stores)

Book Publishing

2731 Books; publishing or publishing and printing

Bookbinder

2789 Bookbinding and related work

Bookkeeping

8721 Accounting, auditing, and bookkeeping services

Bookstore

5932 Used merchandise stores (includes used book retailers)

5942 Bookstores

Bottled Water Service

5149 Groceries and related products, nec (includes natural spring and mineral water bottling and distribution services)

5499	Miscellaneous food stores (includes mineral water, retail)	5499	Miscellaneous food stores (includes retail poultry dealers)	Car Wash	7542	Car washes	
Bowling Alley		Cable Network		Career Counseling		7389	Business services, nec (includes career counseling service)
7933	Bowling centers	1623	Water, Sewer, Pipeline, and Communications and Power Line Construction (includes cable television line construction-contractors)	Carpentry Service		1751	Carpentry work
Brewery Operation		1731	Electrical Work (includes cable television hookup-contractors)	Catering Service		5812	Eating places (includes caterers)
2082	Malt beverages	4841	Cable and Other Pay Television Services	CD-ROM Developer/Producer		7372	Prepackaged software (includes pre-packaged computer software publishers)
Bridal Shop/Bridal Consultant		Calligraphy Service		7379	Computer related services, nec (includes database developers)	Cellular Phone/Telephone Business	
5621	Women's clothing stores (includes retail bridal shops, except custom designers)	7389	Business services, nec (includes lettering services)	4812	Radiotelephone communications	5999	Miscellaneous retail stores, nec (includes telephone stores, retail)
Building/Home Inspection		Camera Shop		Charter Boat Service		4499	Water transportation service, nec (includes boat rental, commercial)
7389	Business services, nec (includes safety inspection, except automotive)	5946	Camera and photographic supply stores	Check Cashing Service		6099	Functions related to depository banking, nec (includes check cashing agencies)
Building Maintenance/Custodial Service		7699	Repair shops and related services, nec (includes camera repair shops)	Children's Apparel Shop		5611	Men's and boys' clothing stores
7349	Building cleaning and maintenance services, nec (includes interior building cleaning services, contract janitorial services, and like enterprises)	Campground Management		5641	Children's and infants' wear stores	5651	Family clothing stores
Bulletin Board Service		7033	Recreational vehicle parks and campsites	5699	Miscellaneous apparel and accessory stores (includes children's wear)	5932	Used merchandise stores (includes retail second hand clothing stores)
4822	Telegraph and other message communications (includes electronic mail services)	Candy/Chocolate Shop		Children's Day Care Center		8351	Child day care services
7379	Computer related services, nec	5441	Candy, nut, and confectionery stores				
Business Broker Service		Car Alarm and Stereo Store					
7389	Business services, nec (includes business brokers buying and selling business enterprises)	5531	Auto and home supply stores (includes automobile accessory dealers, retail)				
Business Consulting Service		5731	Radio, television, and consumer electronics stores (includes automotive stereo equipment, retail)				
8748	Business consulting services, nec	Car Inspection Service					
Business Services Operation		7549	Automotive services, except repair services and car washes (includes inspection service, automotive)				
8744	Facilities support management services (includes base maintenance, providing personnel on continuing basis)	Car Towing Service					
Butcher Shop		7549	Automotive services, except repair services and car washes (includes automotive towing and wrecker services)				
5423	Meat and fish (seafood) markets, including freezer provisioners						

Chimney Sweeping Business

7349 Building cleaning and maintenance services, nec (includes chimney cleaning service)

Christmas Decoration Store

5999 Miscellaneous retail stores, nec

Christmas Tree Farm

0811 Timber tracts (includes Christmas tree growing)

Clipping Service

7389 Business services, nec (includes press clipping service)

Clothing Designer

2311 Men's and boys' suits, coats, and overcoats

2325 Men's and boys' separate trousers and slacks

2329 Men's and boys' clothing, nec

2331 Women's, misses', and juniors' blouses and shirts

2335 Women's, misses', and juniors' dresses

2337 Women's, misses', and juniors' suits, skirts, and coats

2361 Girls', children's, and infants' dresses, blouses, and shirts

Clothing Store

5611 Men's and boys' clothing and accessory stores

5621 Women's clothing stores

5632 Women's accessory and specialty stores

5641 Children's and infants' wear stores

5651 Family clothing stores

5699 Miscellaneous apparel and accessory stores

5932 Used merchandise stores (includes retail secondhand clothing stores)

Coffee Service

5149 Groceries and related products, nec (includes coffee, wholesale)

Coin/Stamp Dealer

5961 Catalog and mail order houses (includes retail mail order coin and stamp businesses)

5999 Miscellaneous retail stores, nec

Comedy Club

5813 Drinking places alcoholic beverages (includes nightclubs)

Comic Book/Collectibles Store

5999 Miscellaneous retail stores, nec

Commercial/Graphic Art Business

7336 Commercial art and graphic design

Commercial Mail Receiving Agency

7389 Business services, nec (includes post office contract stations)

Compact Disc/Record Store

5735 Recorded and prerecorded tape stores

Computer Consulting

7379 Computer related services, nec (includes computer consultants)

Computer Data Storage Company

3572 Computer storage devices

Computer Learning/Training Center

8243 Data processing schools

Computer Maintenance and Repair Service

7378 Computer maintenance and repair

Computer Programming and Data Processing Service

7374 Computer processing and data preparation services

Computer Store

5734 Computer and computer software stores

Computer System Integrators

7371 Computer programming services

7373 Computer integrated systems design

7379 Computer related services, nec (includes computer consultants and database developers)

Computerized Billing Service

7374 Computer processing and data preparation and processing services

Computerized Matching Service

7299 Miscellaneous personal services, nec (includes dating services)

7375 Information retrieval services

Concession Stand Business

5812 Eating places (includes concession stands in airports and sports arenas, and refreshment stands)

7999 Amusement and recreation services, nec (concession operators and amusement concessions)

Consignment Shop

5932 Used merchandise stores (includes clothing stores, secondhand retail; furniture stores, secondhand retail; home furnishing stores, secondhand retail)

Construction Company

1521 General contractors—single family houses

1522 General contractors—residential buildings other than single-family

Consumer Electronics Store

5731 Radio, television, and consumer electronics stores

Convenience Store

5411 Grocery stores (includes retail convenience food stores)

Cooking School

8299 Schools and educational services, nec (includes cooking schools)

Copy Shop

7334 Photocopying and duplicating services

Cosmetics Business

2844 Perfumes, cosmetics, and other toilet preparations

5122 Drugs, drug proprietaries, and druggists' sundries (includes cosmetics—wholesale)

5963 Direct selling establishments (includes canvassers, headquarters for retail sale of merchandise, and direct selling organizations—retail)

5999 Miscellaneous retail stores, nec (includes cosmetics—retail)

Costume Shop

7299 Miscellaneous personal services, nec (includes costume rental)

7922 Theatrical producers and miscellaneous theatrical services (includes theatrical costume design)

Craft Artisan

3269 Pottery products, nec (includes art and ornamental ware; pottery; ceramic articles for craft shops; cookware; crockery; china, earthenware and stoneware figures; kitchen articles; coarse earthenware; lamp bases; and vases)

Craft/Hobby Shop

5945 Hobby, toy, and game shops (includes retail hobby stores and craft kit and supply retailers)

5947 Gift, novelty, and souvenir shops pottery; ceramic articles for craft shops; cookware; crockery; china, earthenware and stoneware figures; kitchen articles; coarse earthenware; lamp bases; and vases)

Create Your Own...Store

3269 Pottery Products, nec

5947 Gift, Novelty, and Souvenir Shops

5999 Miscellaneous Retail Stores, nec

Credit Card Issuing Service

6153 Short-Term Business Credit Institutions, Except Agricultural (includes credit card service, collection by central agency)

7389 Business Services, nec (includes credit card service collection by individual firms)

Credit Repair Service

7299 Miscellaneous personal services, nec (includes debt counseling and adjustment services)

Credit Reporting and Collection Service

7322 Adjustment and collection services

7323 Credit reporting services

Damage Restoration Service

1790 Special trade contractors, nec (includes cleaning building exteriors, damp-proofing buildings, dewatering, fireproofing buildings, steam cleaning of building exteriors, and waterproofing)

Dance School

7911 Dance studios, schools, and halls

Delicatessen/Sandwich Shop

5812 Eating places (includes sandwich bars or shops and submarine sandwich shops)

Desktop Publishing Company

2711 Publishing, or publishing and printing newspapers

2721 Publishing, or publishing and printing periodicals

2731 Publishing, or publishing and printing books

2741 Miscellaneous publishing

Dial-it Services

4813 Telephone communications, except radio-telephone

Diaper Service

7219 Laundry and garment services, nec

Disc Jockey Service

8999 Services, nec

Domestic Help/Maid Service

7349 Building cleaning and maintenance services, nec (includes housekeeping and office cleaning services)

8811 Private households (includes private households employing cooks, maids, and other domestic help)

Driving School

8249 Vocational schools, nec (includes truck driving schools)

8299 Schools and educational services, nec (includes automobile driving instruction)

Drug Store/Pharmacy

5912 Drug stores and proprietary stores

Dry Cleaning Service/Coin-Operated Laundry

7215 Coin-operated laundries and dry cleaning services

7216 Dry cleaning plants, except rug cleaning

Editorial/Freelance Writing Business

8999 Services, nec (includes writing and ghostwriting services)

Electrical Contractor

1731 Electrical work (includes trade contractors engaged in on-site electrical work)

Electrical Lighting Supply Store

5719 Miscellaneous home furnishings stores (includes retail lamp and shade shops)

Employee Leasing Service

7363 Help supply services

Employment Agency

361 Employment agencies

Engraving/Monogramming Service

3479 Coating, engraving, and allied services, nec (includes jewelry and silverware engraving)

7389 Business services, nec (includes advertising embroidery services, embossing services, and identification engraving services)

Environmental Consultant

8748 Business consulting services, nec

Environmental Store

5999 Miscellaneous retail stores, nec

Estate Planning

8811 Private Households

Estate Sales Business

6530 Real estate agents and managers

Executive Recruiting Agency

7361 Employment agencies (includes executive placement)

Fashion Accessories Business

3961 Costume jewelry and costume novelties, except precious metal

5137 Women's, children's, and infants' clothing and accessories

5632 Women's accessory and specialty stores

Fax Service

4822 Telegraph and other message communications (includes facsimile transmission services)

Film and Video Production Operation

7812 Motion picture and videotape production services

Financial Planning Service

282 Investment Advice

Fish and Seafood Store

5421 Meat and fish (seafood) markets, including freezer provisioners

Fish Farm

0273 Animal aquaculture (includes fish farms except hatcheries)

Floor Covering/Restoration Business

5713 Floor covering stores—retail

Florist

5992 Florists

Food Delivery Service

5812 Eating places

5963 Direct selling establishments (includes door-to-door selling organizations and mobile lunch wagons)

5999 Miscellaneous retail stores, nec

Formalwear Rental Business

7299 Miscellaneous personal services, nec (includes tuxedo rental)

Freight Forwarding Service

4731 Arrangement of transportation of freight and cargo (includes freight forwarding services)

Fund Raising Consultant

7389 Business services, nec (includes fund raising on a contract or fee basis)

Funeral Service

7261 Funeral services and crematories

Fur Farm

0271 Fur-bearing animals and rabbits

Fur Store

5632 Women's accessory and specialty stores (includes fur shops and furriers)

Furniture Restoration Service

7641 Reupholstery and furniture repair

Gambling Organizations/Service

7011 Hotels and Motels (includes casino hotels)

7993 Coin-Operated Amusement Devices

7999 Amusement and Recreation Services, nec (includes gambling establishments not primarily operating coin-operated machines and lotteries, operation of)

9311 Public Finance Taxation, and Monetary Policy (includes gambling control boards—government and lottery control boards—government)

Genealogy Service

7299 Miscellaneous personal services, nec (includes genealogical investigation service)

Gift Basket Service

5961 Catalog and mail-order houses

Gift/Card Shop

5943 Stationery stores

5947 Gift, novelty, and souvenir shops (includes card shops)

Glass Repair and Replacement Service

1751 Carpentry work (includes prefabricated window and door installation)

7536 Automotive glass replacement shops

Golf Shop

5941 Sporting goods stores and bicycle shops (includes retail golf goods and equipment stores)

Gourmet Coffee/Tea House

5499 Miscellaneous food stores (includes coffee stores, retail)

5812 Eating places (includes coffee shops)

Greenhouse/Garden Center/Nursery Business

0181 Ornamental floricultural and nursery products (includes greenhouses for floral products, growing of nursery stock, growing of potted plants)

5261	Retail nurseries, lawn and garden supply stores (includes nursery stock, seeds, and bulbs, retail)	Health Food Store	5812	Eating places (includes retail dairy bars)	
Greeting Card Publishing		5499	Miscellaneous food stores (includes health food stores)	563	Direct selling establishments (includes ice cream wagons)
2771	Greeting card publishing and printing	Hearing Aid Testing and Fitting Service		Image Consultant	
8999	Services, nec (includes hand painting of greeting cards)	5999	Miscellaneous retail stores, nec (includes hearing aids, retail)	8299	Schools and educational services, nec (includes personal development schools)
Grocery Store		8099	Health and allied services, nec (includes hearing testing service)	8743	Public relations services
5411	Grocery stores	Herb Farm		Import/Export Service	
Gunsmith/Gun Shop		0191	General farms, primarily crop	4731	Arrangement of the transportation of freight and cargo
5941	Sporting good stores and bicycle shops (includes firearms, retail)	2833	Medical chemicals and botanical products (includes herb grinding, grading, and milling)	Incubator	
7699	Repair shops and related services, nec (includes gunsmith shops)	5499	Miscellaneous food stores (includes spice and herb stores)	7389	Business services, nec
Hair Replacement/Electrolysis Clinic		Home Accessory Store		8748	Business consulting services, nec
7299	Miscellaneous personal services, nec (includes depilatory salons, electrolysis, and hair weaving or replacement services)	5714	Drapery, curtain, and upholstery stores	Information Broker	
Hair Salon/Barber Shop		5719	Miscellaneous home furnishings stores	7375	Information retrieval services
7231	Beauty shops (includes beauty and barber shops combined)	Home Furnishings Store		Insulation Contractor	
7241	Barber shops	5712	Furniture stores	1742	Plastering, dry wall, acoustical, and insulation work (includes insulation installation contractors)
Handwriting Analysis Consultant		5719	Miscellaneous home furnishings stores	Insurance Agency	
7389	Business services, nec (includes handwriting analysis)	5932	Used merchandise stores (including antique and secondhand retail furniture stores)	6411	Insurance agents, brokers, and services
Hardware Store		Home Health Care Service		Interior Design Service	
5251	Hardware stores	8082	Home health care services	7389	Business services, nec (includes interior decoration consulting services and interior design services)
Hat Store		Horse Riding Academy		Internet/Online Service Provider	
5611	Men's and boys' clothing and accessory stores (includes retail hat stores)	752	Animal specialty services, except veterinary (includes boarding and training horses)	4822	Telegraph and other message communications (includes electronicmail services)
5621	Women's accessory and specialty stores (includes retail millinery stores)	Hotel/Motel/Resort Operation		7379	Computer related services, nec
Hazardous Waste Disposal Business		7011	Hotels and motels (includes resort hotels)	Investment/Securities Broker	
4953	Refuse systems (includes hazardous waste material disposal sites)	Housesitting Service		6211	Security brokers, dealers, and flotation companies
Healthy Restaurants		8999	Services, nec	Jewelry Store	
5812	Eating Places	Ice Cream/Frozen Yogurt Shop		5632	Women's accessory and specialty stores (includes costume jewelry stores)
		5451	Dairy products stores (includes retail packaged ice cream stores)		

5944	Jewelry stores	Luggage and Leather Goods Business	5948	Luggage and leather goods stores	Massage Therapist	7299	Massage parlor 8049 Offices and clinics of health practitioners,nec	
7631	Watch, clock, and jewelry repair							
Job Training/Retraining		Lumberyard	5211	Lumber and other building materials dealers	Mediation Service	7389	Business services, nec (includes arbitration and conciliationservices)	
8331	Job training and vocational rehabilitation services (includesjob training)	Machine Shop/Metalorking Shop	3541	Machine tools, metal cutting types	Medical and Dental Instrument Manufacturing	3841	Surgical and medical instruments and apparatus	
Kiosk/Pushcart/Vendor Business		3542	Machine tools, metal forming types	3544	Special dies and tools, die sets, jigs and fixtures, and industrial molds	3843	Dental equipment and supplies	
5812	Eating places (includes box lunch stands, concession stands,food bars, hamburger and hot dog stands, ice cream stands, refreshment stands, and soft drink stands)	3545	Cutting tools, machine tool accessories, and machinists' precision measuring devices	3549	Metalworking machinery, nec	Medical Claims Service	6411	Insurance agents, brokers, and service (includes processing ofmedical claims on a contract or fee basis)
Landscaping Service		Mail Order Business	5961	Catalog and mail order houses	Medical Laboratory Service	8071	Medical laboratories	
0781	Landscape counseling and planning services	Management Consulting Service	8742	Management consulting services	Medical Supplies Store	5047	Medical, dental, and hospital equipment and supplies	
0782	Lawn and garden services	Manufacturer's Representative	7389	Business services, nec	Medical Transcription Service	7374	Computer processing and data preparation and processing services	
0783	Ornamental shrub and tree services	Marine Shop	5551	Boat dealers (includes retail marine supply dealers)	Messenger/Delivery/Subpoena Service	4215	Courier services, except by air (includes letter, mail, package,and parcel delivery services)	
Lawn Maintenance Service		Market Research and Analysis	8732	Commercial, economic, sociological, and educational research	4822	Telegraph and other message communication (includes cablegrams, mailgrams, electronic mail, and other message services)		
0782	Lawn and garden services	8742	Management consulting services	7389	Business services, nec (includes process serving services)	Miniature Golf Course Operation	7999	Amusement and recreation services, nec (includes miniature golf course operations)
0783	Ornamental shrub and tree services	Martial Arts Studio	7999	Amusement and recreation services, nec (includes Judo and Karate instruction)	Modeling School/Agency	7363	Help supply services (includes modeling services)	
Limousine Service		Masonry, Stonework, and Plastering Contractors	1741	Masonry, stone setting, and other stonework				
4119	Local passenger transportation, nec (includes hearse and limousine rental, with drivers)	1742	Plastering, dry wall, acoustical, and insulation work					
7514	Passenger car rental (includes limo rental, w/o drivers)							
Lingerie Shop								
5632	Lingerie storesMretail							
Liquor Store								
5921	Liquor stores							
Literary Agency								
7389	Business services, nec (includes agents and brokers for authors and non-performing artists)							
Locksmith								
7699	Repair shops and related services, nec (includes locksmith shops and made-to order lock parts)							

8299	Schools and educational services, nec (includes modeling schools)	Nail Salon		3999	Manufacturing industries, nec (includes bone, beaded and shell novelties)
	Mortgage Broker	7231	Beauty shops (includes manicure and pedicure salons)		Nursing Home/Long-Term Care Center
6162	Mortgage bankers and loan correspondents (includes mortgage brokers using own money)		Nanny Service	8051	Skilled nursing care facilities
6163	Loan brokers (includes mortgage brokers arranging for loans but using money of others)	7299	Miscellaneous personal services, nec (includes babysitting bureaus)	8052	Intermediate care facilities (includes intermediate care nursing homes)
6211	Security brokers, dealers, and flotation companies (includes buying and selling mortgages)		New Age Services and Supplies	8059	Nursing and personal care facilities, nec (includes convalescent homes, rest homes, and like facilities)
	Motorcycle/Moped Store	5999	Miscellaneous retail stores, nec		Nutritional Consultant/Diet Planner
5571	Motorcycle dealers	8999	Services, nec	7299	Miscellaneous personal services, nec (includes diet workshops)
	Movie Theatre Operation		New and Used Car Dealer	8049	Offices and clinics of health practitioners, nec (includes offices of nutritionists and offices of dietitians)
7832	Motion picture theatres, except drive-ins	5511	Motor vehicle dealers (new and used)		Office Design Service
7833	Drive-in motion picture theatres	5521	Motor vehicle dealers (used only)	7389	Business services, nec (includes interior decorating and design services)
	Moving Service		Newsletter Publishing		Office Supply/Equipment Store
4212	Local trucking, without storage (includes furniture and other moving services)	2721	Periodicals; publishing or publishing and printing	5943	Stationery stores (includes retail office forms and supplies stores)
4214	Local trucking, with storage (includes furniture and household goods moving services)	2741	Miscellaneous publishing (includes business service newsletters publishing and/or printing)		Online Store
	Music School		Novelty Items Business	5734	Computer and computer software stores
8299	Schools and educational services, nec (includes music schools)	2499	Wood products, nec (includes wood and wood fiber novelties)	7375	Information retrieval services
	Music Shop	2514	Metal household furniture (includes metal novelty furniture)		Paint/Wall Covering Center
5736	Musical instrument stores	2679	Converted paper and paperboard products, nec (includes papernovelties)	5231	Paint, glass, and wallpaper stores
5932	Used merchandise stores (includes retailers of secondhand musical instruments)	3199	Leather goods, nec (includes leather novelties)		Painting Contractors
7699	Repair shops and related services, nec (includes musical instrument repair shops)	3229	Pressed and blown glass and glassware, nec (includes novelty glassware made in glassmaking plants)	1721	Painting and paperhanging contractors
	Musical Instrument Repair/Piano Tuning Service	3231	Glass products, made of purchased glass (includes glass novelties)		Party Entertainment Services
7699	Repair shops and related services, nec (includes musical instrument repair shops and piano tuning and repair)	3499	Fabricated metal products, nec (includes metal novelties and specialties, except advertising novelties)	7929	Bands, orchestras, actors, and other entertainers and entertainment groups
		3961	Costume jewelry and costume novelties, except precious metal and gems		Party/Reunion Planning Service
				7359	Equipment rental and leasing, nec (includes party supplies rental and leasing)
				8999	Services, nec

Pawnbroker

5932 Used merchandise stores
(includes pawnshops)

Payroll Preparation Service

8721 Accounting, auditing, and
bookkeeping services
(includes payroll accounting
service)

Periodical/Newspaper Publishing

2721 Periodicals; publishing or
publishing and printing

Personal Shopping Service

7299 Miscellaneous personal
services, nec (includes
shopping services for
individuals)

Pest Control Service

0851 Forestry services (includes
forest pest control)

7342 Disinfecting and pest control
services

Pet Boarding/Grooming Service

0279 Animal specialties, nec
(includes breeding kennels)

0752 Animal specialty services
(includes boarding kennels,
doggrooming services, and
related services)

Pet Cemetery

0782 Lawn and garden services
(includes independent
cemetery upkeep services)

6531 Real estate agents and
managers (includes
cemetery management
services)

6553 Cemetery subdividers and
developers (includes
animal cemetery opera-
tions)

Pet Obedience School

0752 Animal specialty services,
except veterinary (includes
training of pets and other
animal specialties)

Pet Shop

5999 Miscellaneous retail stores,
nec (includes pet shops)

Pet Sitting Service

0752 Animal specialty services,
except veterinary

Photo Finishing Center

7384 Photo finishing laboratories

7819 Services allied to motion
picture production (includes
motion picture film process-
ing)

Photographer, Commercial

7335 Commercial photography

Photographic Studio

7221 Photographic studios, portrait

Physical Fitness Center

7991 Physical fitness facilities

Physical Therapy Clinic/Practice

8049 Offices and clinics of health
practitioners, nec (includes
offices of physical
therapists)

Pizzeria

5812 Eating places (includes pizza
parlors and pizzerias)

Plant Leasing Service

7359 Equipment rental and leas-
ing, nec (includes plants)

Plumbing Service

1711 Plumbing, heating, and air-
conditioning contractors

Porcelain Refinishing Service

1799 Special trade contractors,
nec

Power Washing Service

1799 Special trade contractors,
nec (includes cleaning of
building exteriors)

7349 Building cleaning and
maintenance services, nec
(includes cleaning of build-
ing interiors)

7542 Car washes (includes
automotive washing and
polishing)

Prepaid Phone Card Business

4812 Radiotelephone communica-
tions

4813 Telephone communications,
except radiotelephone

Print/Frame Shop

7699 Repair shops and related
services, nec (includes
custom picture framing
services)

Printing Business

2752 Commercial printing,
lithographic

2754 Commercial printing, gravure

2759 Commercial printing, nec

2761 Manifold business form print-
ers

Private Investigation/Personal Security Service

7381 Detective, guard, and
armored car services

Private Label Product Manufacturer/Retailer

3999 Manufacturing industries,
nec

5399 Miscellaneous general mer-
chandise stores

5499 Miscellaneous food stores
5699 Miscellaneous ap-
parel and accessory stores

5999 Miscellaneous retail stores,
nec

Professional Organizer

7299 Miscellaneous personal
services, nec

7389 Business services, nec

Property Management

6531 Real estate agents and
managers

Public Relations Consultant

8743 Public relations services

Public Warehousing/Ministorage Operation

4221 Farm product warehousing
and storage

4222 Refrigerated warehousing
and storage

4225 General warehousing and
storage

4226 Special warehousing and
storage, nec (includes fur
storage, household goods)

	warehousing and storage, whiskey warehousing, and like enterprises)				
Quick Oil Change Service		Restaurant		7537	Automotive transmission repair shops
5541	Gasoline service stations (includes automobile service stations—retail)	5812	Eating places (includes sit-down, carry-out, and fast food)	7538	General automotive repair shops
7538	General automotive repair shops	Resume Service		7539	Automotive repair shops, nec
Radio Station		7338	Secretarial and court reporting services (includes resumé writing services)	Sewer and Drain Cleaning Business	
4832	Radio broadcasting stations	Roofing Contractor		7699	Repair shops and related services, nec (includes sewer cleaning and rodding and septic tank cleaning)
Radon Testing Service		1761	Roofing, siding, and sheet metal work		Sewing Center 5722 Household appliance stores (includes retail sewing machine stores)
1799	Special trade contractors, nec	Satellite Dish Service		5949	Sewing, needlework, and piece goods stores
8734	Testing laboratories	4841	Cable and other pay television services (includes direct broadcast satellite services and satellite master antenna systems services)	7699	Repair shops and related services, nec (includes sewing machine repair shops)
Real Estate Agency		Screen Printing Business		Shoe Repair Shop	
6531	Real estate agents and managers	2261	Finishers of broadwoven fabrics of cotton (includes printing and finishing of cotton broadwoven fabrics)	7251	Shoe repair shops and shoe shine parlors
Real Estate Investment Service		2262	Finishers of broadwoven fabrics of manmade fiber and silk (includes printing manmade fiber and silk broadwoven fabrics)	Shoe Store	
6798	Real estate investment trusts	2759	Commercial printing, nec (includes screen printing on glass, plastics, paper, and metal, including highway signs)	5661	Shoe stores
Recording Studio		Security Systems Service		Sign Shop	
7399	Business services, nec (includes recording studios operating on a contract or fee basis)	7382	Security systems services	3993	Signs and advertising specialties
Recreational Vehicle Dealer		Seminar Planner/Lecturer		7389	Business services, nec (includes sign painting shops)
5561	Recreational vehicle dealers	8999	Services, nec (including lecturers)	Silk Plant Shop	
Recycling Business		Service Station/Auto Repair and Service Shop		5999	Miscellaneous retail stores, nec (includes artificial flowers—retail)
5093	Scrap and waste materials	5541	Gasoline service stations	Skating Rink Operation	
Rental Service		7532	Top, body, and upholstery repair shops and paint shops	7999	Amusement and recreation services, nec (includes ice and rollerskating rink operations)
7299	Miscellaneous personal services, nec (includes clothing rental)	7533	Automotive exhaust system repair shops	Ski Shop	
7352	Medical equipment rental and leasing	7534	Tire retreading and repair shops	5941	Sporting goods stores and bicycle shops
7353	Heavy construction equipment and leasing	7536	Automotive glass replacement shops	Software Publishing	
7359	Equipment rental and leasing, nec			7372	Packaged software
7377	Computer rental and leasing			Solar Energy Design/Contracting Business	
7999	Amusement and recreation services, nec (includes pleasure boat rental, canoe and rowboat rental, bicycle, motorcycle and moped rental, and sporting goods rental)			1711	Plumbing, heating, and air-conditioning contractors (includes solar heating apparatus contractors)

1742 Plastering, dry wall, acoustical, and insulation work (includes solar reflecting insulation film contractors)

Specialized Staffing

7361 Employment Agencies
7363 Help Supply Services

Specialty Foods/Wine Shop

5499 Miscellaneous food stores
5921 Liquor stores (includes packaged wine—retail)

Sports Promotional Services

7941 Professional Sports Clubs and Promoters

Sporting Goods Store

5941 Sporting goods stores and bicycle shops

Surveying Service

8713 Surveying services (includes surveying: land, water, and aerial)

Swimming Pool/Hot Tub Business

1799 Special trade contractors, nec (includes swimming pool construction contractors)
5999 Miscellaneous retail stores, nec (includes hot tubs, retail)
7389 Business services, nec (includes swimming pool cleaning and maintenance services)
7999 Amusement and recreation services, nec (includes swimming pool operations)

Tailor Shop

5699 Miscellaneous apparel and accessory stores (includes customtailor shops) 7219 Laundry and garment services, nec (includes tailorshops, except custom or merchant tailors)

Talent Agency

7922 Theatrical producers and miscellaneous theatrical services (includes agents)

Tanning Parlor/Sauna

7299 Miscellaneous personal services (includes steam baths and tanning salons)

Tattoo Parlor

7299 Miscellaneous personal services, nec (includes tattoo parlors)

Tax Preparation Business

7291 Tax return preparation services
8721 Accounting, auditing, and bookkeeping services

Taxicab/Van Shuttle Service

4121 Taxicabs

Taxidermy Service

7699 Repair shops and related services, nec (includes taxidermy)

Teacher Supply Store

5999 Miscellaneous retail stores, nec

Telemarketing Service

7389 Business services, nec (includes telemarketing services operating on a contract or fee basis)

Telephone Answering Service

7389 Business services, nec (includes answering services)

Television/Radio Repair Service

7622 Radio and television repair shops

Television Station

4833 Television broadcasting stations

Temporary Employment Agency

7363 Help supply services (includes temporary help services)

Tennis Court/Racquet Club Operation

7997 Membership sports and recreation clubs (includes racquetball and tennis clubs)
7999 Amusement and recreation services, nec (includes nonmembership racquetball and tennis court operations)

Tire Dealer

5531 Auto and home supply stores (includes retail tire dealers) 7534 Tire retreading and repair shops

Tobacco Shop

5993 Tobacco stores and stands

Tour Guide Operation/Adventure Service

4725 Tour operations
7999 Amusement and recreation services, nec (includes tour guides)

Toy Business

5945 Hobby, toy, and game shops

Trade Show/Conference Management Service

7389 Business services, nec (includes trade show arrangement)

Translating/Interpreting Service

7389 Business services, nec (includes translation service)

Travel Agency

4724 Travel agencies

Trucking Business

4212 Local trucking, without storage services
4213 Trucking, except local
4214 Local trucking, with storage services

Tutoring Service

8299 Schools and educational services, nec (includes tutoring services)

Typesetting Business

2791 Typesetting

Typing/Stenographic Service

7338 Secretarial and court reporting services (includes stenographic and typing services)

Upholstery/Carpet Services

1752 Floor laying and other floor work, nec (includes carpet laying and removing services)

5714 Drapery, curtain, and upholstery stores (includes upholstery materials stores)

7217 Carpet and upholstery cleaning

Vending Machine Merchandising and Service Business

5962 Automatic merchandising machine operators (includes retail sale of products through vending machines)

7359 Equipment rental and leasing services, nec (includes vending machine rental businesses)

Videocassette Rental Store

5735 Recorded and prerecorded tape stores (includes retail videotape stores)

7841 Videotape rental establishments

Vision Center

5995 Optical goods stores

Voice Mail Service

4813 Telephone communications, except radiotelephone (includes voice telephone communications)

Water Conditioning Service

7389 Business services, nec (includes water softener services)

Web Site Design

7371 Computer programming services (includes custom computer programs or systems software development and computer software systems analysis and design)

Weight Reduction/Control Center

7991 Physical fitness facilities (includes reducing facilities and slenderizing salons)

Welcome Service

7389 Business service, nec (includes welcoming service)

Window Dressing Business

3993 Signs and advertising specialties (includes advertising displays, except printed, and window and lobby cutouts and displays)

7319 Advertising, nec (includes display advertising services, except outdoor)

Word Processing Service

7338 Secretarial and court reporting services (includes wordprocessing services)

Licensing Assistance Programs

Included here are state offices that provide information and assistance to small business owners and entrepreneurs concerning business licensing requirements and regulations.

ALABAMA

Dept. of Revenue—Business Licensing
50 N. Ripley
Montgomery, AL 36132
334-242-1170
URL: <http://www.revenue.alabama.gov/licenses/index.html>

ALASKA

Corporations, Business and Professional Licensing
PO Box 110806
Juneau, AK 99811-0806
907-465-2534
Fax: 907-465-2974
Email: businesslicense@alaska.gov
URL: <http://www.dced.state.ak.us/occ/home.htm>

ARIZONA

Arizona Dept. of Commerce
1700 W. Washington, Ste. 600
Phoenix, AZ 85007
602-771-1100
Toll-Free: 800-528-8421
URL: <http://www.azcommerce.com/BusAsst/SmallBiz>

CALIFORNIA

Consumer Affairs Dept
1625 N. Market Blvd., Ste. 112
Sacramento, CA 95814
916-445-1254
Toll-Free: 800-952-5210
URL: <http://www.dca.ca.gov>
URL: <http://www.2dca.ca.gov/licensee/shtml>

COLORADO

Dept. of Regulatory Agencies
1560 Broadway, Ste. 1550
Denver, CO 80202
303-894-7855

Fax: 303-894-7885
URL: <http://www.dora.state.co.us>

CONNECTICUT

Dept. of Consumer Protection—DCP License Services Division
165 Capitol Ave.
Hartford, CT 06106
800-842-2649
Fax: 860-713-7239
Email: license.services@po.state.ct.us
URL: <http://www.ct.gov/dcp/site/default.asp>
URL: <http://www.ct-clic.com>

DELAWARE

Dept. of State — Professional Regulation Division
Cannon Bldg.
861 Silver Lake Blvd., Ste. 203
Dover, DE 19904
302-744-4500
Fax: 302-739-2711
URL: <http://dpr.delaware.gov>

DISTRICT OF COLUMBIA

Dept. of Consumer and Regulatory Affairs
1100 4th St., SW
Washington, DC 20024
202-442-4400
URL: <http://dcra.dc.gov/drca/site/default.asp>

FLORIDA

Business & Professional Regulation Dept.
1940 N. Monroe St.
Tallahassee, FL 32399
850-487-1395
<http://www.myfloridalicense.com/dbpr>

GEORGIA

Georgia Secretary of State— Professional Licensing Boards Division
237 Coliseum Dr.
Macon, GA 31217-3858

478-207-2440
Fax: 877-588-0446
URL: <http://www.sos.georgia.gov/plb/>
URL: <http://www.georgia.gov>

HAWAII

State Dept. of Commerce and Consumer Affairs—Professional and Vocational Licensing
Street Address:
335 Merchant St. 3rd Fl, Rm. 301
Honolulu, HI 96813

Mailing Address:
PO Box 3469
Honolulu, HI 96801
808-587-3295
URL: <http://hawaii.gov/dbedt/business>

IDAHO

Occupational Licenses Bureau
Owyhee Plaza
1109 Main St., Ste. 220
Boise, ID 83702-5642
208-334-3233
Fax: 208-334-3945
Email: ibol@ibol.idaho.gov
URL: <http://www.secure.ibol.idaho.gov/IBOL/home.aspx>

ILLINOIS

Illinois Professional Regulation Dept
320 W. Washington St.
Springfield, IL 62786
217-785-0800
URL: <http://www.idfpr.com>

INDIANA

Professional Licensing Agency
302 W. Washington St., Rm. EO-34
Indianapolis, IN 46204
317-232-2980

Fax: 317-232-231
 URL: <http://www.in.gov/pla/>

IOWA

Professional Licensing Division
 1920 SE Hulsizer Rd.
 Ankeny, IA 50021
 515-281-7393
 Fax: 515-281-7411
 URL: <http://www.state.ia.us/government/com/prof/home.html>

KENTUCKY

Secretary of State—One-Stop Business Licensing Program
 700 Capital Ave., Ste. 152
 State Capitol Frankfort, KY 40601
 502-564-3490
 Fax: 502-564-5687
 URL: <http://sos.ky.gov/business/onestop.htm>

LOUISIANA

Secretary of State—Commercial Div.
 URL: <http://www.sos.louisiana.gov>

MAINE

URL: <http://www.maine.gov/portal/business/licensing.html>

MARYLAND

Labor, Licensing and Regulation Dept.— Division of Occupational and Professional Licensing
 500 N. Calvert St., 3rd. Fl.
 Baltimore, MD 21202
 410-230-6020
 Email: op@dllr.state.md.us
 URL: <http://www.dllr.state.md.us/license/>

MASSACHUSETTS

Division of Professional Licensure
 239 Causeway
 Boston, MA 02114
 617-727-3074
 Fax: 517-727-2197
 URL: <http://www.mass.gov/dpl>

MICHIGAN

Dept. of Energy, Labor and Economic Growth
 525 W. Ottawa
 PO Box 30004
 Lansing, MI 48909
 517-373-1820

Fax: 517-373-2129
 URL: <http://www.michigan.gov/dleg>

MINNESOTA

Commerce Dept.
 85 7th Place East, Ste. 500
 St Paul, MN 55101
 651-296-6319
 Toll-Free: 800-657-3978
 Email: licensing.commerce@state.mn.us
 URL: <http://www.state.mn.us/>

MISSISSIPPI

Mississippi Secretary of State— Business Services
 PO Box 136
 Jackson, MS 39205
 601-359-1350
 Fax: 601-359-1633
 Email: Wthompson@sos.state.ms.us
 URL: http://www.sos.ms.gov/business_services.aspx
 URL: <http://www.ms.gov>

MISSOURI

Dept. of Economic Development— Professional Registration Division
 3605 Missouri Blvd.
 Jefferson City, MO 65102 PO Box 1335
 573-751-0293
 Email: profreg@pr.mo.gov
 URL: <http://www.pr.mo.gov/>

MONTANA

Department of Labor and Industry
 PO Box 1728
 Helena, MT 59624
 406-841-2300
 URL: <http://dli.mt.gov>

NEBRASKA

See Nebraska Online for more information
 Toll Free: 800-747-8177
 URL: <http://www.nol.org/business/>
 URL: <http://www.sos.ne.gov>

NEVADA

Nevada Secretary of State
 101 North Carson St.
 Carson City, NV 89701-4786
 775-684-5708
 URL: <http://www.nvsos.gov>

NEW HAMPSHIRE

Joint Board of Licensure & Certification
 57 Regional Dr.
 Concord, NH 03301

603-271-2219
 Fax: 603-271-6990
 Email: llavertu@nhsa.state.nh.us
 URL: <http://www.nh.gov/jtboard/>

NEW JERSEY

New Jersey Dept. of Law and Public Safety—Consumer Affairs Division
 124 Halsey St.
 Newark, NJ 07102
 973-504-6534
 URL: <http://www.state.nj.us/lps/ca/boards.htm>

NEW MEXICO

Regulation & Licensing Dept
 2550 Cerrillos Rd
 Santa Fe, NM 87505
 505-476-4500
 URL: <http://www.rld.state.nm.us/>

NEW YORK

New York State Dept. of State, Division of Licensing Services
 99 Washington Ave.
 Albany, NY 12231
 518-474-4752
 Fax: 518-474-4597
 Email: licensing@dos.state.ny.us
 URL: <http://www.dos.state.ny.us/lcns/licensing.html>

NORTH CAROLINA

Dept. of the Secretary of State— Business Information Office (BLIO)
 301 N. Wilmington St.
 Raleigh, NC 27601
 919-733-4151
 Toll-Free: 800-228-8443
 URL: <http://www.nccommerce.com/en/BusinessServices/startyourbusiness>

NORTH DAKOTA

Secretary of State—Business Information and Registration
 600 E. Boulevard Ave., Dept. 108
 Bismarck, ND 58505-0500
 701-328-4284
 800-352-0867 ext. 4284
 Fax: 701-328-2992
 Email: sosbir@nd.gov
 URL: <http://www.nd.gov/sos/Businessserve/>

OHIO

Commerce Dept.
 77 S. High St.
 Columbus, OH 43215

614-466-4100
 URL: <http://www.com.ohio.gov/>

OKLAHOMA

Dept. of Commerce—Oklahoma Business Licensing System

877-879-6552
 URL: <http://www.okonestop.com>

OREGON

Secretary of State—Corporate Division

255 Capitol St. NE, Ste. 151
 Salem, OR 97310-1327
 503-986-2200
 URL: <http://www.oregon.gov/lic>

Portland Bureau of Licenses

111 SW Columbia St., Ste. 600
 Portland, OR 97201
 503-823-5157
 Fax: 503-823-5192
 URL: <http://www.pdxbl.org>

PENNSYLVANIA

Professional & Occupational Affairs Bureau

Secretary of Commonwealth (State Dept.)
 302 North Office Bldg.
 Harrisburg, PA 17120
 717-787-8503
 URL: <http://www.mylicense.state.pa.us/>

RHODE ISLAND

Office of the Secretary of State

82 Smith St., Rm. 217
 Providence, RI 02903
 401-222-2357
 Fax: 401-222-1356
 URL: <http://www.state.ri.us/>

SOUTH CAROLINA

Dept. of Labor, Licensing and Regulation Dept.

PO Box 11329
 Columbia, SC 29211

803-896-4300
 Email: contactllr@mail.llr.state.sc.us
 URL: <http://www.llr.state.sc.us/pol.asp>

SOUTH DAKOTA

Dept. of Labor Boards, Commissions and Councils

700 Governors Dr.
 Pierre, SD 57501
 605-773-3101
 Fax: 605-773-6184
 URL: <http://www.state.sd.us>
 URL: <http://dol.sd.gov/bdcomm/>

TENNESSEE

State of Tennessee

500 James Robertson Pkwy.
 Nashville, TN 37243-0572
 615-741-3449
 URL: www.state.tn.us/
 URL: <http://www.tennesseeanytme.org/business>

TEXAS

Licensing and Regulation Dept.

PO Box 12157
 Austin, TX 78711
 512-463-6599
 Toll-Free: 800-803-9202
 Fax: 512-475-2854
 URL: <http://www.license.state.tx.us>

UTAH

Occupational & Professional Licensing Div.—Commerce Dept.

PO Box 146741
 Salt Lake City, UT 84114-6741
 801-530-6628

Toll-Free: 866-275-3675
 Fax: 801-530-6511
 URL: <http://www.commerce.state.ut.us/>

VERMONT

Office of Professional Regulation

26 Terrace St.
 Montpelier, VT 05609
 802-828-2363
 URL: <http://www.sec.state.vt.us/>
 URL: <http://vtprofessionals.org>

VIRGIN ISLANDS

Licensing & Consumer Affairs Dept.

Golden Rock Shopping Ctr.
 Christiansted
 340-773-2226
 Fax: 340-778-8250
 URL: [http:// dlca.vi.gov/links/](http://dlca.vi.gov/links/)

VIRGINIA

Professional and Occupational Regulations Dept.

9960 Maryland Dr., Ste. 400
 Richmond, VA 23233
 804-367-8500
 Email: dpor@dpor.state.va.us
 URL: <http://www.state.va.us/dpor/>

WASHINGTON

Dept. of Licensing

405 Black Lake Blvd., Bldg. 2
 Olympia, WA 98502
 360-664-1400
 URL: <http://www.dol.wa.gov/business>

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If you should need to directly contact the publisher, you can locate the contact information in this Guide. Note that some publications listed provide the specific name and e-mail address of an individual to be contacted regarding the publication; this information can be found in the text of the entry. Please use that contact information when available. Listings in this *Guide* provide full publisher name, address, phone and fax numbers, and e-mail and URL when available.

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ASET - The Neurodiagnostic Society

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Absolute liability ■ Liability that is incurred due to product defects or negligent actions. Manufacturers or retail establishments are held responsible, even though the defect or action may not have been intentional or negligent.

ACE ■ See Active Corps of Executives.

Accident and health benefits ■ Benefits offered to employees and their families in order to offset the costs associated with accidental death, accidental injury, or sickness.

Account statement ■ A record of transactions, including payments, new debt, and deposits, incurred during a defined period of time.

Accounting system ■ System capturing the costs of all employees and/or machinery included in business expenses.

Accounts payable ■ See Trade credit.

Accounts receivable ■ Unpaid accounts which arise from unsettled claims and transactions from the sale of a company's products or services to its customers.

Active Corps of Executives (ACE) ■ (See also Service Corps of Retired Executives) A group of volunteers for a management assistance program of the U.S. Small Business Administration; volunteers provide one-on-one counseling and teach workshops and seminars for small firms.

ADA ■ See Americans with Disabilities Act.

Adaptation ■ The process whereby an invention is modified to meet the needs of users.

Adaptive engineering ■ The process whereby an invention is modified to meet the manufacturing and commercial requirements of a targeted market.

Adverse selection ■ The tendency for higher-risk individuals to purchase health care and more comprehensive plans, resulting in increased costs.

Advertising ■ A marketing tool used to capture public attention and influence purchasing decisions for a product or service. Utilizes various forms of media to generate consumer response, such as flyers, magazines, newspapers, radio, and television.

Age discrimination ■ The denial of the rights and privileges of employment based solely on the age of an individual.

Agency costs ■ Costs incurred to insure that the lender or investor maintains control over assets while allowing the borrower or entrepreneur to use them. Monitoring and information costs are the two major types of agency costs.

Agribusiness ■ The production and sale of commodities and products from the commercial farming industry.

America Online ■ (See also Prodigy) An online service which is accessible by computer modem. The service features Internet access, bulletin boards, online periodicals, electronic mail, and other services for subscribers.

Americans with Disabilities Act (ADA) ■ Law designed to ensure equal access and opportunity to handicapped persons.

Annual report ■ (See also Securities and Exchange Commission) Yearly financial report prepared by a business that adheres to the requirements set forth by the Securities and Exchange Commission (SEC).

Antitrust immunity ■ (See also Collective ratemaking) Exemption from prosecution under antitrust laws. In the transportation industry, firms with antitrust immunity are permitted—under certain conditions—to set schedules and sometimes prices for the public benefit.

Applied research ■ Scientific study targeted for use in a product or process.

Asians ■ A minority category used by the U.S. Bureau of the Census to represent a diverse group that includes Aleuts, Eskimos, American Indians, Asian Indians, Chinese, Japanese, Koreans, Vietnamese, Filipinos, Hawaiians, and other Pacific Islanders.

Assets ■ Anything of value owned by a company.

Audit ■ The verification of accounting records and business procedures conducted by an outside accounting service.

Average cost ■ Total production costs divided by the quantity produced.

Balance Sheet ■ A financial statement listing the total assets and liabilities of a company at a given time.

Bankruptcy ■ (See also Chapter 7 of the 1978 Bankruptcy Act; Chapter 11 of the 1978 Bankruptcy Act) The condition in which a business cannot meet its debt obligations and petitions a federal district court either for reorganization of its debts (Chapter 11) or for liquidation of its assets (Chapter 7).

Basic research ■ Theoretical scientific exploration not targeted to application.

Basket clause ■ A provision specifying the amount of public pension funds that may be placed in investments not included on a state's legal list (see separate citation).

BBS ■ See Bulletin Board Service.

BDC ■ See Business development corporation.

Benefit ■ Various services, such as health care, flextime, day care, insurance, and vacation, offered to employees as part of a hiring package. Typically subsidized in whole or in part by the business.

BIDCO ■ See Business and industrial development company

Billing cycle ■ A system designed to evenly distribute customer billing throughout the month, preventing clerical backlogs.

Birth ■ See Business birth.

Blue chip security ■ A low-risk, low-yield security representing an interest in a very stable company.

Blue sky laws ■ A general term that denotes various states' laws regulating securities.

Bond ■ (*See also* General obligation bond; Taxable bonds; Treasury bonds) A written instrument executed by a bidder or contractor (the principal) and a second party (the surety or sureties) to assure fulfillment of the principal's obligations to a third party (the obligee or government) identified in the bond. If the principal's obligations are not met, the bond assures payment to the extent stipulated of any loss sustained by the obligee.

Bonding requirements ■ Terms contained in a bond (*see* separate citation).

Bonus ■ An amount of money paid to an employee as a reward for achieving certain business goals or objectives.

Brainstorming ■ A group session where employees contribute their ideas for solving a problem or meeting a company objective without fear of retribution or ridicule.

Brand name ■ The part of a brand, trademark, or service mark that can be spoken. It can be a word, letter, or group of words or letters.

Bridge financing ■ A short-term loan made in expectation of intermediate-term or long-term financing. Can be used when a company plans to go public in the near future.

Broker ■ One who matches resources available for innovation with those who need them.

Budget ■ An estimate of the spending necessary to complete a project or offer a service in comparison to cash-on-hand and expected earnings for the coming year, with an emphasis on cost control.

Bulletin Board Service (BBS) ■ An online service enabling users to communicate with each other about specific topics.

Business birth ■ The formation of a new establishment or enterprise. The appearance of a new establishment or enterprise in the Small Business Data Base (*see* separate citation).

Business conditions ■ Outside factors that can affect the financial performance of a business.

Business contractions ■ The number of establishments that have decreased in employment during a specified time.

Business cycle ■ A period of economic recession and recovery. These cycles vary in duration.

Business death ■ The voluntary or involuntary closure of a firm or establishment. The disappearance of an establishment or enterprise from the Small Business Data Base (*see* separate citation).

Business development corporation (BDC) ■ A business financing agency, usually composed of the financial institutions in an area or state, organized to assist in financing businesses unable to obtain assistance through normal channels; the risk is spread among various members of the business development corporation, and interest rates may vary somewhat from those charged by member institutions. A venture capital firm in which shares of ownership are publicly held and to which the Investment Act of 1940 applies.

Business dissolution ■ For enumeration purposes, the absence of a business that was present in the prior time period from any current record.

Business entry ■ *See* Business birth.

Business ethics ■ Moral values and principles espoused by members of the business community as a guide to fair and honest business practices.

Business exit ■ *See* Business death.

Business expansions ■ The number of establishments that added employees during a specified time.

Business failure ■ Closure of a business causing a loss to at least one creditor.

Business format franchising ■ (*See also* Franchising) The purchase of the name, trademark, and an ongoing business plan of the parent corporation or franchisor by the franchisee.

Business and industrial development company (BIDCO) ■ A private, for-profit financing corporation chartered by the state to provide both equity and long-term debt capital to small business owners (*see* separate citations for equity and debt capital).

Business license ■ A legal authorization issued by municipal and state governments and required for business operations.

Business name ■ (*See also* Business license; Trademark) Enterprises must register their business names with local governments usually on a "doing business as" (DBA) form. (This name is sometimes referred to as a "fictional name.") The procedure is part of the business licensing process and prevents any other business from using that same name for a similar business in the same locality.

Business norms ■ *See* Financial ratios.

Business permit ■ *See* Business license.

Business plan ■ A document that spells out a company's expected course of action for a specified period, usually including a detailed listing and analysis of risks and uncertainties. For the small business, it should examine the proposed products, the market, the industry, the management policies, the marketing policies, production needs, and financial needs. Frequently, it is used as a prospectus for potential investors and lenders.

Business proposal ■ *See* Business plan.

Business service firm ■ A business primarily engaged in rendering services to other businesses on a fee or contract basis.

Business start ■ For enumeration purposes, a business with a name or similar designation that did not exist in a prior time period.

Cafeteria plan ■ See Flexible benefit plan.

Capacity ■ Level of a firm's, industry's, or nation's output corresponding to full practical utilization of available resources.

Capital ■ Assets less liabilities, representing the ownership interest in a business. A stock of accumulated goods, especially at a specified time and in contrast to income received during a specified time period. Accumulated goods devoted to production. Accumulated possessions calculated to bring income.

Capital expenditure ■ Expenses incurred by a business for improvements that will depreciate over time.

Capital gain ■ The monetary difference between the purchase price and the selling price of capital. Capital gains are taxed at a rate of 28% by the federal government.

Capital intensity ■ (*See also* Debt capital; Equity midrisk venture capital; Informal capital; Internal capital; Owner's capital; Secondhand capital; Seed capital; Venture capital) The relative importance of capital in the production process, usually expressed as the ratio of capital to labor but also sometimes as the ratio of capital to output.

Capital resource ■ The equipment, facilities and labor used to create products and services.

Caribbean Basin Initiative ■ An interdisciplinary program to support commerce among the businesses in the nations of the Caribbean Basin and the United States. Agencies involved include: the Agency for International Development, the U.S. Small Business Administration, the International Trade Administration of the U.S. Department of Commerce, and various private sector groups.

Catastrophic care ■ Medical and other services for acute and long-term illnesses that cost more than insurance coverage limits or that cost the amount most families may be expected to pay with their own resources.

CDC ■ See Certified development corporation.

CD-ROM ■ Compact disc with read-only memory used to store large amounts of digitized data.

Certified development corporation (CDC) ■ A local area or statewide corporation or authority (for profit or nonprofit) that packages U.S. Small Business Administration (SBA), bank, state, and/or private money into financial assistance for existing business capital improvements. The SBA holds the second lien on its maximum share of 40 percent involvement. Each state has at least one certified development corporation. This program is called the SBA 504 Program.

Certified lenders ■ Banks that participate in the SBA guaranteed loan program (*see separate citation*). Such banks must have a good track record with the U.S. Small Business Administration (SBA) and must agree to certain conditions set forth by the agency. In return, the SBA agrees to process any guaranteed loan application within three business days.

Champion ■ An advocate for the development of an innovation.

Channel of distribution ■ The means used to transport merchandise from the manufacturer to the consumer.

Chapter 7 of the 1978 Bankruptcy Act ■ Provides for a court-appointed trustee who is responsible for liquidating a company's assets in order to settle outstanding debts.

Chapter 11 of the 1978 Bankruptcy Act ■ Allows the business owners to retain control of the company while working with their creditors to reorganize their finances and establish better business practices to prevent liquidation of assets.

Closely held corporation ■ A corporation in which the shares are held by a few persons, usually officers, employees, or others close to the management; these shares are rarely offered to the public.

Code of Federal Regulations ■ Codification of general and permanent rules of the federal government published in the Federal Register.

Code sharing ■ See Computer code sharing.

Coinsurance ■ (*See also* Cost sharing) Upon meeting the deductible payment, health insurance participants may be required to make additional health care cost-sharing payments. Coinsurance is a payment of a fixed percentage of the cost of each service; copayment is usually a fixed amount to be paid with each service.

Collateral ■ Securities, evidence of deposit, or other property pledged by a borrower to secure repayment of a loan.

Collective ratemaking ■ (*See also* Antitrust immunity) The establishment of uniform charges for services by a group of businesses in the same industry.

Commercial insurance plan ■ See Underwriting.

Commercial loans ■ Short-term renewable loans used to finance specific capital needs of a business.

Commercialization ■ The final stage of the innovation process, including production and distribution.

Common stock ■ The most frequently used instrument for purchasing ownership in private or public companies. Common stock generally carries the right to vote on certain corporate actions and may pay dividends, although it rarely does in venture investments. In liquidation, common stockholders are the last to share in the proceeds from the sale of a corporation's assets; bondholders and preferred shareholders have priority. Common stock is often used in first-round start-up financing.

Community development corporation ■ A corporation established to develop economic programs for a community and, in most cases, to provide financial support for such development.

Competitor ■ A business whose product or service is marketed for the same purpose/use and to the same consumer group as the product or service of another.

Computer code sharing ■ An arrangement whereby flights of a regional airline are identified by the two-letter code of a major carrier in the computer reservation system to help direct passengers to new regional carriers.

Consignment ■ A merchandising agreement, usually referring to secondhand shops, where the dealer pays the owner of an item a percentage of the profit when the item is sold.

Consortium ■ A coalition of organizations such as banks and corporations for ventures requiring large capital resources.

Consultant ■ An individual that is paid by a business to provide advice and expertise in a particular area.

Consumer price index ■ A measure of the fluctuation in prices between two points in time.

Consumer research ■ Research conducted by a business to obtain information about existing or potential consumer markets.

Continuation coverage ■ Health coverage offered for a specified period of time to employees who leave their jobs and to their widows, divorced spouses, or dependents.

Contractions ■ See Business contractions.

Convertible preferred stock ■ A class of stock that pays a reasonable dividend and is convertible into common stock (See separate citation). Generally the convertible feature may only be exercised after being held for a stated period of time. This arrangement is usually considered second-round financing when a company needs equity to maintain its cash flow.

Convertible securities ■ A feature of certain bonds, debentures, or preferred stocks that allows them to be exchanged by the owner for another class of securities at a future date and in accordance with any other terms of the issue.

Copayment ■ See Coinsurance.

Copyright ■ A legal form of protection available to creators and authors to safeguard their works from unlawful use or claim of ownership by others. Copyrights may be acquired for works of art, sculpture, music, and published or unpublished manuscripts. All copyrights should be registered at the Copyright Office of the Library of Congress.

Corporate financial ratios ■ (See also Industry financial ratios) The relationship between key figures found in a company's financial statement expressed as a numeric value. Used to evaluate risk and company performance. Also known as Financial averages, Operating ratios, and Business ratios.

Corporation ■ A legal entity, chartered by a state or the federal government, recognized as a separate entity having its own rights, privileges, and liabilities distinct from those of its members.

Cost containment ■ Actions taken by employers and insurers to curtail rising health care costs; for example, increasing employee cost sharing (see separate citation), requiring second opinions, or preadmission screening.

Cost sharing ■ The requirement that health care consumers contribute to their own medical care costs through deductibles and coinsurance (see separate citations). Cost sharing does not include the amounts paid in premiums. It is used to control utilization of services; for example, requiring a fixed amount to be paid with each health care service.

Cottage industry ■ (See also Home-based business) Businesses based in the home in which the family members are the labor force and family-owned equipment is used to process the goods.

Credit Rating ■ A letter or number calculated by an organization (such as Dun & Bradstreet) to represent the ability and disposition of a business to meet its financial obligations.

Customer service ■ Various techniques used to ensure the satisfaction of a customer.

Cyclical peak ■ The upper turning point in a business cycle.

Cyclical trough ■ The lower turning point in a business cycle.

DBA ■ See Business name.

Death ■ See Business death.

Debenture ■ A certificate given as acknowledgment of a debt (see separate citation) secured by the general credit of the issuing corporation. A bond, usually without security, issued by a corporation and sometimes convertible to common stock.

Debt ■ (See also Long-term debt; Mid-term debt; Securitized debt; Short-term debt) Something owed by one person to another. Financing in which a company receives capital that must be repaid; no ownership is transferred.

Debt capital ■ Business financing that normally requires periodic interest payments and repayment of the principal within a specified time.

Debt financing ■ See Debt capital.

Debt securities ■ Loans such as bonds and notes that provide a specified rate of return for a specified period of time.

Deductible ■ A set amount that an individual must pay before any benefits are received.

Demand shock absorbers ■ A term used to describe the role that some small firms play by expanding their output levels to accommodate a transient surge in demand.

Demographics ■ Statistics on various markets, including age, income, and education, used to target specific products or services to appropriate consumer groups.

Demonstration ■ Showing that a product or process has been modified sufficiently to meet the needs of users.

Deregulation ■ The lifting of government restrictions; for example, the lifting of government restrictions on the entry of new businesses, the expansion of services, and the setting of prices in particular industries.

Desktop Publishing ■ Using personal computers and specialized software to produce camera-ready copy for publications.

Digital cash ■ A system that allows a person to make financial transactions over the Internet. This system allows a person to purchase goods or services by transmitting a number from one computer to another.

Disaster loans ■ Various types of physical and economic assistance available to individuals and businesses through the U.S. Small Business Administration (SBA). This is the only SBA loan program available for residential purposes.

Discrimination ■ The denial of the rights and privileges of employment based on factors such as age, race, religion, or gender.

Diseconomies of scale ■ The condition in which the costs of production increase faster than the volume of production.

Dissolution ■ See Business dissolution.

Distribution ■ Delivering a product or process to the user.

Distributor ■ One who delivers merchandise to the user.

Diversified company ■ A company whose products and services are used by several different markets.

Doing business as (DBA) ■ See Business name.

- Dow Jones** ■ An information services company that publishes the Wall Street Journal and other sources of financial information.
- Dow Jones Industrial Average** ■ An indicator of stock market performance.
- Earned income** ■ A tax term that refers to wages and salaries earned by the recipient, as opposed to monies earned through interest and dividends.
- E-commerce** ■ *See* Electronic commerce.
- Economic efficiency** ■ The use of productive resources to the fullest practical extent in the provision of the set of goods and services that is most preferred by purchasers in the economy.
- Economic indicators** ■ Statistics used to express the state of the economy. These include the length of the average work week, the rate of unemployment, and stock prices.
- Economically disadvantaged** ■ *See* Socially and economically disadvantaged.
- Economies of scale** ■ *See* Scale economies.
- EEOC** ■ *See* Equal Employment Opportunity Commission.
- 8(a) Program** ■ A program authorized by the Small Business Act that directs federal contracts to small businesses owned and operated by socially and economically disadvantaged individuals.
- Electronic mail (e-mail)** ■ The electronic transmission of mail via phone lines.
- Electronic commerce (e-commerce)** ■ Buying and selling goods and services through the Internet.
- E-mail** ■ *See* Electronic mail.
- Employee leasing** ■ A contract by which employers arrange to have their workers hired by a leasing company and then leased back to them for a management fee. The leasing company typically assumes the administrative burden of payroll and provides a benefit package to the workers.
- Employee tenure** ■ The length of time an employee works for a particular employer.
- Employer identification number** ■ The business equivalent of a social security number. Assigned by the U.S. Internal Revenue Service.
- Enterprise** ■ An aggregation of all establishments owned by a parent company. An enterprise may consist of a single, independent establishment or include subsidiaries and other branches under the same ownership and control.
- Enterprise zone** ■ A designated area, usually found in inner cities and other areas with significant unemployment, where businesses receive tax credits and other incentives to entice them to establish operations there.
- Entrepreneur** ■ A person who takes the risk of organizing and operating a new business venture.
- Entry** ■ *See* Business entry
- Equal Employment Opportunity Commission (EEOC)** ■ A federal agency that ensures nondiscrimination in the hiring and firing practices of a business.
- Equal opportunity employer** ■ An employer who adheres to the standards set by the Equal Employment Opportunity Commission (*see* separate citation).
- Equity** ■ (*See also* Common Stock; Equity midrisk venture capital) The ownership interest. Financing in which partial or total ownership of a company is surrendered in exchange for capital. An investor's financial return comes from dividend payments and from growth in the net worth of the business.
- Equity capital** ■ *See* Equity; Equity midrisk venture capital.
- Equity financing** ■ *See* Equity; Equity midrisk venture capital.
- Equity midrisk venture capital** ■ An unsecured investment in a company. Usually a purchase of ownership interest in a company that occurs in the later stages of a company's development.
- Equity partnership** ■ A limited partnership arrangement for providing start-up and Seed capital to businesses.
- Equity securities** ■ *See* Equity.
- Equity-type** ■ Debt financing subordinated to conventional debt.
- Establishment** ■ A single-location business unit that may be independent (a single-establishment enterprise) or owned by a parent enterprise.
- Establishment and Enterprise Microdata File** ■ *See* U.S. Establishment and Enterprise Microdata File.
- Establishment birth** ■ *See* Business birth.
- Establishment Longitudinal Microdata File** ■ *See* U.S. Establishment Longitudinal Microdata File.
- Ethics** ■ *See* Business ethics.
- Evaluation** ■ Determining the potential success of translating an invention into a product or process.
- Experience rating** ■ *See* Underwriting.
- Exit** ■ *See* Business exit.
- Export** ■ A product sold outside of the country.
- Export license** ■ A general or specific license granted by the U.S. Department of Commerce required of anyone wishing to export goods. Some restricted articles need approval from the U.S. Departments of State, Defense, or Energy.
- Extranet** ■ (*See also* Intranet) An intranet that provides various levels of accessibility to outsiders. Access to an extranet can only be obtained if you have a valid username and password.
- Failure** ■ *See* Business failure.
- Fair share agreement** ■ (*See also* Franchising) An agreement reached between a franchisor and a minority business organization to extend business ownership to minorities by either reducing the amount of capital required or by setting aside certain marketing areas for minority business owners.
- Feasibility study** ■ A study to determine the likelihood that a proposed product or development will fulfill the objectives of a particular investor.
- Federal Trade Commission (FTC)** ■ Federal agency that promotes free enterprise and competition within the U.S.

Federal Trade Mark Act of 1946 ■ See Lanham Act.

Fictional name ■ See Business name.

Fiduciary ■ An individual or group that hold assets in trust for a beneficiary.

Financial analysis ■ The techniques used to determine money needs in a business. Techniques include ratio analysis, calculation of return on investment, guides for measuring profitability, and break-even analysis to determine ultimate success.

Financial intermediary ■ A financial institution that acts as the intermediary between borrowers and lenders. Banks, savings and loan associations, finance companies, and venture capital companies are major financial intermediaries in the United States.

Financial ratios ■ See Corporate financial ratios; Industry financial ratios.

Financial statement ■ A written record of business finances, including balance sheets and profit and loss statements.

Financing ■ See First-stage financing; Second-stage financing; Third-stage financing.

First-stage financing ■ (See also Second-stage financing; Third-stage financing) Financing provided to companies that have expended their initial capital, and require funds to start full-scale manufacturing and sales. Also known as First-round financing.

Fiscal year ■ Any twelve-month period used by businesses for accounting purposes.

504 Program ■ See Certified development corporation.

Flexible benefit plan ■ A plan that offers a choice among cash and/or qualified benefits such as group term life insurance, accident and health insurance, group legal services, dependent care assistance, and vacations.

FOB ■ See Free on board

Format franchising ■ See Business format franchising; Franchising.

401(k) plan ■ A financial plan where employees contribute a percentage of their earnings to a fund that is invested in stocks, bonds, or money markets for the purpose of saving money for retirement.

Four Ps ■ Marketing terms: Product, Price, Place, and Promotion.

Franchising ■ A form of licensing by which the owner—the franchisor—distributes or markets a product, method, or service through affiliated dealers called franchisees. The product, method, or service being marketed is identified by a brand name, and the franchisor maintains control over the marketing methods employed. The franchisee is often given exclusive access to a defined geographic area.

Free on board (FOB) ■ A pricing term indicating that the quoted price includes the cost of loading goods into transport vessels at a specified place.

Frictional unemployment ■ See Un-employment.

FTC ■ See Federal Trade Commission.

Fulfillment ■ The systems necessary for accurate delivery of an ordered item, including subscriptions and direct marketing.

Full-time workers ■ Generally, those who work a regular schedule of more than 35 hours per week.

Garment registration number ■ A number that must appear on every garment sold in the U.S. to indicate the manufacturer of the garment, which may or may not be the same as the label under which the garment is sold. The U.S. Federal Trade Commission assigns and regulates garment registration numbers.

Gatekeeper ■ A key contact point for entry into a network.

GDP ■ See Gross domestic product.

General obligation bond ■ A municipal bond secured by the taxing power of the municipality. The Tax Reform Act of 1986 limits the purposes for which such bonds may be issued and establishes volume limits on the extent of their issuance.

GNP ■ See Gross national product.

Good Housekeeping Seal ■ Seal appearing on products that signifies the fulfillment of the standards set by the Good Housekeeping Institute to protect consumer interests.

Goods sector ■ All businesses producing tangible goods, including agriculture, mining, construction, and manufacturing businesses.

GPO ■ See Gross product originating.

Gross domestic product (GDP) ■ The part of the nation's gross national product (see separate citation) generated by private business using resources from within the country.

Gross national product (GNP) ■ The most comprehensive single measure of aggregate economic output. Represents the market value of the total output of goods and services produced by a nation's economy.

Gross product originating (GPO) ■ A measure of business output estimated from the income or production side using employee compensation, profit income, net interest, capital consumption, and indirect business taxes.

HAL ■ See Handicapped assistance loan program.

Handicapped assistance loan program (HAL) ■ Low-interest direct loan program through the U.S. Small Business Administration (SBA) for handicapped persons. The SBA requires that these persons demonstrate that their disability is such that it is impossible for them to secure employment, thus making it necessary to go into their own business to make a living.

Health maintenance organization (HMO) ■ Organization of physicians and other health care professionals that provides health services to subscribers and their dependents on a prepaid basis.

Health provider ■ An individual or institution that gives medical care. Under Medicare, an institutional provider is a hospital, skilled nursing facility, home health agency, or provider of certain physical therapy services.

Hispanic ■ A person of Cuban, Mexican, Puerto Rican, Latin American (Central or South American), European Spanish, or other Spanish-speaking origin or ancestry.

HMO ■ See Health maintenance organization.

Home-based business ■ (See also Cottage industry) A business with an operating address that is also a residential address (usually the residential address of the proprietor).

Hub-and-spoke system ■ A system in which flights of an airline from many different cities (the spokes) converge at a single airport (the hub). After allowing passengers sufficient time to make connections, planes then depart for different cities.

Human Resources Management ■ A business program designed to oversee recruiting, pay, benefits, and other issues related to the company's work force, including planning to determine the optimal use of labor to increase production, thereby increasing profit.

Idea ■ An original concept for a new product or process.

Import ■ Products produced outside the country in which they are consumed.

Income ■ Money or its equivalent, earned or accrued, resulting from the sale of goods and services.

Income statement ■ A financial statement that lists the profits and losses of a company at a given time.

Incorporation ■ The filing of a certificate of incorporation with the secretary of state, thereby limiting the business owner's liability.

Incubator ■ A facility designed to encourage entrepreneurship and minimize obstacles to new business formation and growth, particularly for high-technology firms, by housing a number of fledgling enterprises that share an array of services, such as meeting areas, secretarial services, accounting, research library, on-site financial and management counseling, and word processing facilities.

Independent contractor ■ An individual considered self-employed (*see* separate citation) and responsible for paying Social Security taxes and income taxes on earnings.

Indirect health coverage ■ Health insurance obtained through another individual's health care plan; for example, a spouse's employer-sponsored plan.

Industrial development authority ■ The financial arm of a state or other political subdivision established for the purpose of financing economic development in an area, usually through loans to nonprofit organizations, which in turn provide facilities for manufacturing and other industrial operations.

Industry financial ratios ■ (*See also* Corporate financial ratios) Corporate financial ratios averaged for a specified industry. These are used for comparison purposes and reveal industry trends and identify differences between the performance of a specific company and the performance of its industry. Also known as Industrial averages, Industry ratios, Financial averages, and Business or Industrial norms.

Inflation ■ Increases in volume of currency and credit, generally resulting in a sharp and continuing rise in price levels.

Informal capital ■ Financing from informal, unorganized sources; includes informal debt capital such as trade credit or loans from friends and relatives and equity capital from informal investors.

Initial public offering (IPO) ■ A corporation's first offering of stock to the public.

Innovation ■ The introduction of a new idea into the marketplace in the form of a new product or service or an improvement in organization or process.

Intellectual property ■ Any idea/work that can be considered proprietary in nature and thus protected from infringement by others.

Internal capital ■ Debt or equity financing obtained from the owner or through retained business earnings.

Internet ■ A government-designed computer network that contains large amounts of information and is accessible through various vendors for a fee.

Intranet ■ (*See also* Extranet) A web site belonging to an organization or a corporation, that is accessible only to employees, members, or others that have authorization.

Intrapreneurship ■ The state of employing entrepreneurial principles to nonentrepreneurial situations.

Invention ■ The tangible form of a technological idea, which could include a laboratory prototype, drawings, formulas, etc.

IPO ■ *See* Initial public offering.

Job description ■ The duties and responsibilities required in a particular position.

Job tenure ■ A period of time during which an individual is continuously employed in the same job.

Joint marketing agreements ■ Agreements between regional and major airlines, often involving the coordination of flight schedules, fares, and baggage transfer. These agreements help regional carriers operate at lower cost.

Joint venture ■ Venture in which two or more people combine efforts in a particular business enterprise, usually a single transaction or a limited activity, and agree to share the profits and losses jointly or in proportion to their contributions.

Keogh plan ■ Designed for self-employed persons and unincorporated businesses as a tax-deferred pension account.

Labor force ■ Civilians considered eligible for employment who are also willing and able to work.

Labor force participation rate ■ The civilian labor force as a percentage of the civilian population.

Labor intensity ■ (*See also* Capital intensity) The relative importance of labor in the production process, usually measured as the capital-labor ratio; i.e., the ratio of units of capital (typically, dollars of tangible assets) to the number of employees. The higher the capital-labor ratio exhibited by a firm or industry, the lower the capital intensity of that firm or industry is said to be.

Labor surplus area ■ An area in which there exists a high unemployment rate. In procurement (*see* separate citation), extra points are given to firms in counties that are designated a labor surplus area; this information is requested on procurement bid sheets.

Labor union ■ An organization of similarly-skilled workers who collectively bargain with management over the conditions of employment.

Laboratory prototype ■ *See* Prototype.

LAN ■ *See* Local Area Network.

Lanham Act ■ Refers to the Federal Trade Mark Act of 1946. Protects registered trademarks, trade names, and other service marks used in commerce.

Large business-dominated industry ■ Industry in which a minimum of 60 percent of employment or sales is in firms with more than 500 workers.

LBO ■ See Leveraged buy-out.

Leader pricing ■ A reduction in the price of a good or service in order to generate more sales of that good or service.

Legal list ■ A list of securities selected by a state in which certain institutions and fiduciaries (such as pension funds, insurance companies, and banks) may invest. Securities not on the list are not eligible for investment. Legal lists typically restrict investments to high quality securities meeting certain specifications. Generally, investment is limited to U.S. securities and investment-grade blue chip securities (see separate citation).

Leveraged buy-out (LBO) ■ The purchase of a business or a division of a corporation through a highly leveraged financing package.

Liability ■ An obligation or duty to perform a service or an act. Also defined as money owed.

License ■ (See also Business license) A legal agreement granting to another the right to use a technological innovation.

Limited partnerships ■ See Venture capital limited partnerships

Liquidity ■ The ability to convert a security into cash promptly.

Loans ■ See Commercial loans; Disaster loans; SBA direct loans; SBA guaranteed loans; SBA special lending institution categories.

Local Area Network (LAN) ■ Computer networks contained within a single building or small area; used to facilitate the sharing of information.

Local development corporation ■ An organization, usually made up of local citizens of a community, designed to improve the economy of the area by inducing business and industry to locate and expand there. A local development corporation establishes a capability to finance local growth.

Long-haul rates ■ Rates charged by a transporter in which the distance traveled is more than 800 miles.

Long-term debt ■ An obligation that matures in a period that exceeds five years.

Low-grade bond ■ A corporate bond that is rated below investment grade by the major rating agencies (Standard and Poor's, Moody's).

Macro-efficiency ■ (See also Economic efficiency) Efficiency as it pertains to the operation of markets and market systems.

Managed care ■ A cost-effective health care program initiated by employers whereby low-cost health care is made available to the employees in return for exclusive patronage to program doctors.

Management and technical assistance ■ A term used by many programs to mean business (as opposed to technological) assistance.

Management Assistance Programs ■ See SBA Management Assistance Programs

Mandated benefits ■ Specific treatments, providers, or individuals required by law to be included in commercial health plans.

Market evaluation ■ The use of market information to determine the sales potential of a specific product or process.

Market failure ■ The situation in which the workings of a competitive market do not produce the best results from the point of view of the entire society.

Market information ■ Data of any type that can be used for market evaluation, which could include demographic data, technology forecasting, regulatory changes, etc.

Market research ■ A systematic collection, analysis, and reporting of data about the market and its preferences, opinions, trends, and plans; used for corporate decision-making.

Market share ■ In a particular market, the percentage of sales of a specific product.

Marketing ■ Promotion of goods or services through various media.

Master Establishment List (MEL) ■ A list of firms in the United States developed by the U.S. Small Business Administration; firms can be selected by industry, region, state, standard metropolitan statistical area (see separate citation), county, and zip code.

Maturity ■ (See also Term) The date upon which the principal or stated value of a bond or other indebtedness becomes due and payable.

Medicaid (Title XIX) ■ A federally aided, state-operated and administered program that provides medical benefits for certain low-income persons in need of health and medical care who are eligible for one of the government's welfare cash payment programs, including the aged, the blind, the disabled, and members of families with dependent children where one parent is absent, incapacitated, or unemployed.

Medicare (Title XVIII) ■ A nationwide health insurance program for disabled and aged persons. Health insurance is available to insured persons without regard to income. Monies from payroll taxes cover hospital insurance and monies from general revenues and beneficiary premiums pay for supplementary medical insurance.

MEL ■ See Master Establishment List.

Metropolitan statistical area (MSA) ■ A means used by the government to define large population centers that may transverse different governmental jurisdictions. For example, the Washington, D.C., MSA includes the District of Columbia and contiguous parts of Maryland and Virginia because all of these geopolitical areas comprise one population and economic operating unit.

Mezzanine financing ■ See Third-stage financing.

MESBIC ■ See Minority enterprise small business investment corporation.

MET ■ See Multiple employer trust.

Micro-efficiency ■ (See also Economic efficiency) Efficiency as it pertains to the operation of individual firms.

Microdata ■ Information on the characteristics of an individual business firm.

Mid-term debt ■ An obligation that matures within one to five years.

Midrisk venture capital ■ See Equity midrisk venture capital.

Minimum premium plan ■ A combination approach to funding an insurance plan aimed primarily at premium tax savings. The employer self-funds a fixed percentage of estimated monthly claims and the insurance company insures the excess.

Minimum wage ■ The lowest hourly wage allowed by the federal government.

Minority Business Development Agency ■ Contracts with private firms throughout the nation to sponsor Minority Business Development Centers which provide minority firms with advice and technical assistance on a fee basis.

Minority Enterprise Small Business Investment Corporation (MESBIC) ■ A federally funded private venture capital firm licensed by the U.S. Small Business Administration to provide capital to minority-owned businesses (*see separate citation*).

Minority-owned business ■ Businesses owned by those who are socially or economically disadvantaged (*see separate citation*).

Mom and Pop business ■ A small store or enterprise having limited capital, principally employing family members.

Moonlighter ■ A wage-and-salary worker with a side business.

MSA ■ *See* Metropolitan statistical area.

Multi-employer plan ■ A health plan to which more than one employer is required to contribute and that may be maintained through a collective bargaining agreement and required to meet standards prescribed by the U.S. Department of Labor.

Multi-level marketing ■ A system of selling in which you sign up other people to assist you, and they, in turn, recruit others to help them. Some entrepreneurs have built successful companies on this concept because the main focus of their activities is their product and product sales.

Multimedia ■ The use of several types of media to promote a product or service. Also refers to the use of several different types of media (sight, sound, pictures, text) in a CD-ROM (*see separate citation*) product.

Multiple employer trust (MET) ■ A self-funded benefit plan generally geared toward small employers sharing a common interest.

NAFTA ■ *See* North American Free Trade Agreement.

NASDAQ ■ *See* National Association of Securities Dealers Automated Quotations.

National Association of Securities Dealers Automated Quotations ■ Provides price quotes on over-the-counter securities as well as securities listed on the New York Stock Exchange.

National income ■ Aggregate earnings of labor and property arising from the production of goods and services in a nation's economy.

Net assets ■ *See* Net worth.

Net income ■ The amount remaining from earnings and profits after all expenses and costs have been met or deducted. Also known as Net earnings.

Net profit ■ Money earned after production and overhead expenses (*see separate citations*) have been deducted.

Net worth ■ (*See also* Capital) The difference between a company's total assets and its total liabilities.

Network ■ A chain of interconnected individuals or organizations sharing information and/or services.

New York Stock Exchange (NYSE) ■ The oldest stock exchange in the U.S. Allows for trading in stocks, bonds, warrants, options, and rights that meet listing requirements.

Niche ■ A career or business for which a person is well-suited. Also, a product which fulfills one need of a particular market segment, often with little or no competition.

Nodes ■ One workstation in a network, either local area or wide area (*see separate citations*).

Nonbank bank ■ A bank that either accepts deposits or makes loans, but not both. Used to create many new branch banks.

Noncompetitive awards ■ A method of contracting whereby the federal government negotiates with only one contractor to supply a product or service.

Nonmember bank ■ A state-regulated bank that does not belong to the federal bank system.

Nonprofit ■ An organization that has no shareholders, does not distribute profits, and is without federal and state tax liabilities.

Norms ■ *See* Financial ratios.

North American Free Trade Agreement (NAFTA) ■ Passed in 1993, NAFTA eliminates trade barriers among businesses in the U.S., Canada, and Mexico.

NYSE ■ *See* New York Stock Exchange

Occupational Safety & Health Administration (OSHA) ■ Federal agency that regulates health and safety standards within the workplace.

Optimal firm size ■ The business size at which the production cost per unit of output (average cost) is, in the long run, at its minimum.

Organizational chart ■ A hierarchical chart tracking the chain of command within an organization.

OSHA ■ *See* Occupational Safety & Health Administration.

Overhead ■ Expenses, such as employee benefits and building utilities, incurred by a business that are unrelated to the actual product or service sold.

Owner's capital ■ Debt or equity funds provided by the owner(s) of a business; sources of owner's capital are personal savings, sales of assets, or loans from financial institutions.

P & L ■ *See* Profit and loss statement.

Part-time workers ■ Normally, those who work less than 35 hours per week. The Tax Reform Act indicated that part-time workers who work less than 17.5 hours per week may be excluded from health plans for purposes of complying with federal nondiscrimination rules.

Part-year workers ■ Those who work less than 50 weeks per year.

Partnership ■ Two or more parties who enter into a legal relationship to conduct business for profit. Defined by the U.S. Internal Revenue Code as joint ventures, syndicates, groups, pools, and other associations of two or more persons organized for profit that are not specifically classified in the IRS code as corporations or proprietorships.

Patent ■ A grant by the government assuring an inventor the sole right to make, use, and sell an invention for a period of 17 years.

PC ■ See Professional corporation.

Peak ■ See Cyclical peak.

Pension ■ A series of payments made monthly, semiannually, annually, or at other specified intervals during the lifetime of the pensioner for distribution upon retirement. The term is sometimes used to denote the portion of the retirement allowance financed by the employer's contributions.

Pension fund ■ A fund established to provide for the payment of pension benefits; the collective contributions made by all of the parties to the pension plan.

Performance appraisal ■ An established set of objective criteria, based on job description and requirements, that is used to evaluate the performance of an employee in a specific job.

Permit ■ See Business license.

Plan ■ See Business plan.

Pooling ■ An arrangement for employers to achieve efficiencies and lower health costs by joining together to purchase group health insurance or self-insurance.

PPO ■ See Preferred provider organization

Preferred lenders program ■ See SBA special lending institution categories

Preferred provider organization (PPO) ■ A contractual arrangement with a health care services organization that agrees to discount its health care rates in return for faster payment and/or a patient base.

Premiums ■ The amount of money paid to an insurer for health insurance under a policy. The premium is generally paid periodically (e.g., monthly), and often is split between the employer and the employee. Unlike deductibles and coinsurance or copayments, premiums are paid for coverage whether or not benefits are actually used.

Prime-age workers ■ Employees 25 to 54 years of age.

Prime contract ■ A contract awarded directly by the U.S. Federal Government.

Private company ■ See Closely held corporation. Private placement A method of raising capital by offering for sale an investment or business to a small group of investors (generally avoiding registration with the Securities and Exchange Commission or state securities registration agencies). Also known as Private financing or Private offering.

Pro forma ■ The use of hypothetical figures in financial statements to represent future expenditures, debts, and other potential financial expenses.

Proactive ■ Taking the initiative to solve problems and anticipate future events before they happen, instead of reacting to an already existing problem or waiting for a difficult situation to occur.

Procurement ■ (See also 8(a) Program; Small business set asides) A contract from an agency of the federal government for goods or services from a small business.

Prodigy ■ (See also America Online) An online service which is accessible by computer modem. The service features Internet access, bulletin boards, online periodicals, electronic mail, and other services for subscribers.

Product development ■ The stage of the innovation process where research is translated into a product or process through evaluation, adaptation, and demonstration.

Product franchising ■ An arrangement for a franchisee to use the name and to produce the product line of the franchisor or parent corporation.

Production ■ The manufacture of a product.

Production prototype ■ See Prototype.

Productivity ■ A measurement of the number of goods produced during a specific amount of time.

Professional corporation (PC) ■ Organized by members of a profession such as medicine, dentistry, or law for the purpose of conducting their professional activities as a corporation. Liability of a member or shareholder is limited in the same manner as in a business corporation.

Profit and loss statement (P & L) ■ The summary of the incomes and costs of a company's operation during a specific period of time. Also known as Income and expense statement.

Proposal ■ See Business plan.

Proprietorship ■ The most common legal form of business ownership; about 85 percent of all small businesses are proprietorships. The liability of the owner is unlimited in this form of ownership.

Prospective payment system ■ A cost-containment measure included in the Social Security Amendments of 1983 whereby Medicare payments to hospitals are based on established prices, rather than on cost reimbursement.

Prototype ■ A model that demonstrates the validity of the concept of an invention (laboratory prototype); a model that meets the needs of the manufacturing process and the user (production prototype).

Prudent investor rule or standard ■ A legal doctrine that requires fiduciaries to make investments using the prudence, diligence, and intelligence that would be used by a prudent person in making similar investments. Because fiduciaries make investments on behalf of third-party beneficiaries, the standard results in very conservative investments. Until recently, most state regulations required the fiduciary to apply this standard to each investment. Newer, more progressive regulations permit fiduciaries to apply this standard to the portfolio taken as a whole, thereby allowing a fiduciary to balance a portfolio with higher-yield, higher-risk investments. In states with more progressive regulations, practically every type of security is eligible for inclusion in the portfolio of investments made by a fiduciary, provided that the portfolio investments, in their totality, are those of a prudent person.

Public equity markets ■ Organized markets for trading in equity shares such as common stocks, preferred stocks, and warrants. Includes markets for both regularly traded and nonregularly traded securities.

Public offering ■ General solicitation for participation in an investment opportunity. Interstate public offerings are supervised by the U.S. Securities and Exchange Commission (see separate citation).

Quality control ■ The process by which a product is checked and tested to ensure consistent standards of high quality.

Rate of return z ■ (*See also* Yield) The yield obtained on a security or other investment based on its purchase price or its current market price. The total rate of return is current income plus or minus capital appreciation or depreciation.

Real property ■ Includes the land and all that is contained on it.

Realignment ■ *See* Resource realignment.

Recession ■ Contraction of economic activity occurring between the peak and trough (*see* separate citations) of a business cycle.

Regulated market ■ A market in which the government controls the forces of supply and demand, such as who may enter and what price may be charged.

Regulation D ■ A vehicle by which small businesses make small offerings and private placements of securities with limited disclosure requirements. It was designed to ease the burdens imposed on small businesses utilizing this method of capital formation.

Regulatory Flexibility Act ■ An act requiring federal agencies to evaluate the impact of their regulations on small businesses before the regulations are issued and to consider less burdensome alternatives.

Research ■ The initial stage of the innovation process, which includes idea generation and invention.

Research and development financing ■ A tax-advantaged partnership set up to finance product development for start-ups as well as more mature companies.

Resource mobility ■ The ease with which labor and capital move from firm to firm or from industry to industry.

Resource realignment ■ The adjustment of productive resources to interindustry changes in demand.

Resources ■ The sources of support or help in the innovation process, including sources of financing, technical evaluation, market evaluation, management and business assistance, etc.

Retained business earnings ■ Business profits that are retained by the business rather than being distributed to the shareholders as dividends.

Revolving credit ■ An agreement with a lending institution for an amount of money, which cannot exceed a set maximum, over a specified period of time. Each time the borrower repays a portion of the loan, the amount of the repayment may be borrowed yet again.

Risk capital ■ *See* Venture capital.

Risk management ■ The act of identifying potential sources of financial loss and taking action to minimize their negative impact.

Routing ■ The sequence of steps necessary to complete a product during production.

S corporations ■ *See* Sub chapter S corporations.

SBA ■ *See* Small Business Administration.

SBA direct loans ■ Loans made directly by the U.S. Small Business Administration (SBA); monies come from funds appropriated specifically for this purpose. In general, SBA direct loans

carry interest rates slightly lower than those in the private financial markets and are available only to applicants unable to secure private financing or an SBA guaranteed loan.

SBA 504 Program ■ *See* Certified development corporation.

SBA guaranteed loans ■ Loans made by lending institutions in which the U.S. Small Business Administration (SBA) will pay a prior agreed-upon percentage of the outstanding principal in the event the borrower of the loan defaults. The terms of the loan and the interest rate are negotiated between the borrower and the lending institution, within set parameters.

SBA loans ■ *See* Disaster loans; SBA direct loans; SBA guaranteed loans; SBA special lending institution categories.

SBA Management Assistance Programs ■ (*See also* Active Corps of Executives; Service Corps of Retired Executives; Small business institutes program) Classes, workshops, counseling, and publications offered by the U.S. Small Business Administration.

SBA special lending institution categories ■ U.S. Small Business Administration (SBA) loan program in which the SBA promises certified banks a 72-hour turnaround period in giving its approval for a loan, and in which preferred lenders in a pilot program are allowed to write SBA loans without seeking prior SBA approval.

SBDB ■ *See* Small Business Data Base.

SBDC ■ *See* Small business development centers.

SBI ■ *See* Small business institutes program.

SBIC ■ *See* Small business investment corporation.

SBIR Program ■ *See* Small Business Innovation Development Act of 1982.

Scale economies ■ The decline of the production cost per unit of output (average cost) as the volume of output increases.

Scale efficiency ■ The reduction in unit cost available to a firm when producing at a higher output volume.

SCORE ■ *See* Service Corps of Retired Executives.

SEC ■ *See* Securities and Exchange Commission.

SECA ■ *See* Self-Employment Contributions Act.

Second-stage financing ■ (*See also* First-stage financing; Third-stage financing) Working capital for the initial expansion of a company that is producing, shipping, and has growing accounts receivable and inventories. Also known as Second-round financing.

Secondary market ■ A market established for the purchase and sale of outstanding securities following their initial distribution.

Secondary worker ■ Any worker in a family other than the person who is the primary source of income for the family.

Secondhand capital ■ Previously used and subsequently resold capital equipment (e.g., buildings and machinery).

Securities and Exchange Commission (SEC) ■ Federal agency charged with regulating the trade of securities to prevent unethical practices in the investor market.

- Securitized debt** ■ A marketing technique that converts long-term loans to marketable securities.
- Seed capital** ■ Venture financing provided in the early stages of the innovation process, usually during product development.
- Self-employed person** ■ One who works for a profit or fees in his or her own business, profession, or trade, or who operates a farm.
- Self-Employment Contributions Act (SECA)** ■ Federal law that governs the self-employment tax (*see* separate citation).
- Self-employment income** ■ Income covered by Social Security if a business earns a net income of at least \$400.00 during the year. Taxes are paid on earnings that exceed \$400.00.
- Self-employment retirement plan** ■ *See* Keogh plan.
- Self-employment tax** ■ Required tax imposed on self-employed individuals for the provision of Social Security and Medicare. The tax must be paid quarterly with estimated income tax statements.
- Self-funding** ■ A health benefit plan in which a firm uses its own funds to pay claims, rather than transferring the financial risks of paying claims to an outside insurer in exchange for premium payments.
- Service Corps of Retired Executives (SCORE)** ■ (*See also* Active Corps of Executives) Volunteers for the SBA Management Assistance Program who provide one-on-one counseling and teach workshops and seminars for small firms.
- Service firm** ■ *See* Business service firm.
- Service sector** ■ Broadly defined, all U.S. industries that produce intangibles, including the five major industry divisions of transportation, communications, and utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.
- Set asides** ■ *See* Small business set asides.
- Short-haul service** ■ A type of transportation service in which the transporter supplies service between cities where the maximum distance is no more than 200 miles.
- Short-term debt** ■ An obligation that matures in one year.
- SIC codes** ■ *See* Standard Industrial Classification codes.
- Single-establishment enterprise** ■ *See* Establishment.
- Small business** ■ An enterprise that is independently owned and operated, is not dominant in its field, and employs fewer than 500 people. For SBA purposes, the U.S. Small Business Administration (SBA) considers various other factors (such as gross annual sales) in determining size of a business.
- Small Business Administration (SBA)** ■ An independent federal agency that provides assistance with loans, management, and advocating interests before other federal agencies.
- Small Business Data Base** ■ (*See also* U.S. Establishment and Enterprise Microdata File; U.S. Establishment Longitudinal Microdata File) A collection of microdata (*see* separate citation) files on individual firms developed and maintained by the U.S. Small Business Administration.
- Small business development centers (SBDC)** ■ Centers that provide support services to small businesses, such as individual counseling, SBA advice, seminars and conferences, and other learning center activities. Most services are free of charge, or available at minimal cost.
- Small business development corporation** ■ *See* Certified development corporation.
- Small business-dominated industry** ■ Industry in which a minimum of 60 percent of employment or sales is in firms with fewer than 500 employees.
- Small Business Innovation Development Act of 1982** ■ Federal statute requiring federal agencies with large extramural research and development budgets to allocate a certain percentage of these funds to small research and development firms. The program, called the Small Business Innovation Research (SBIR) Program, is designed to stimulate technological innovation and make greater use of small businesses in meeting national innovation needs.
- Small business institutes (SBI) program** ■ Cooperative arrangements made by U.S. Small Business Administration district offices and local colleges and universities to provide small business firms with graduate students to counsel them without charge.
- Small business investment corporation (SBIC)** ■ A privately owned company licensed and funded through the U.S. Small Business Administration and private sector sources to provide equity or debt capital to small businesses.
- Small business set asides** ■ Procurement (*see* separate citation) opportunities required by law to be on all contracts under \$10,000 or a certain percentage of an agency's total procurement expenditure.
- Smaller firms** ■ For U.S. Department of Commerce purposes, those firms not included in the Fortune 1000.
- SMSA** ■ *See* Metropolitan statistical area.
- Socially and economically disadvantaged** ■ Individuals who have been subjected to racial or ethnic prejudice or cultural bias without regard to their qualities as individuals, and whose abilities to compete are impaired because of diminished opportunities to obtain capital and credit.
- Sole proprietorship** ■ An unincorporated, one-owner business, farm, or professional practice.
- Special lending institution categories** ■ *See* SBA special lending institution categories.
- Standard Industrial Classification (SIC) codes** ■ Four-digit codes established by the U.S. Federal Government to categorize businesses by type of economic activity; the first two digits correspond to major groups such as construction and manufacturing, while the last two digits correspond to subgroups such as home construction or highway construction.
- Standard metropolitan statistical area (SMSA)** ■ *See* Metropolitan statistical area.
- Start-up** ■ A new business, at the earliest stages of development and financing.
- Start-up costs** ■ Costs incurred before a business can commence operations.
- Start-up financing** ■ Financing provided to companies that have either completed product development and initial marketing or have been in business for less than one year but have not yet sold their product commercially.
- Stock** ■ (*See also* Common stock; Convertible preferred stock) A certificate of equity ownership in a business.

Stop-loss coverage ■ Insurance for a self-insured plan that reimburses the company for any losses it might incur in its health claims beyond a specified amount.

Strategic planning ■ Projected growth and development of a business to establish a guiding direction for the future. Also used to determine which market segments to explore for optimal sales of products or services.

Structural unemployment ■ See Un-employment.

Sub chapter S corporations ■ Corporations that are considered noncorporate for tax purposes but legally remain corporations.

Subcontract ■ A contract between a prime contractor and a subcontractor, or between subcontractors, to furnish supplies or services for performance of a prime contract (see separate citation) or a subcontract.

Surety bonds ■ Bonds providing reimbursement to an individual, company, or the government if a firm fails to complete a contract. The U.S. Small Business Administration guarantees surety bonds in a program much like the SBA guaranteed loan program (see separate citation).

Swing loan ■ See Bridge financing.

Target market ■ The clients or customers sought for a business' product or service.

Targeted Jobs Tax Credit ■ Federal legislation enacted in 1978 that provides a tax credit to an employer who hires structurally unemployed individuals.

Tax number ■ (See also Employer identification number) A number assigned to a business by a state revenue department that enables the business to buy goods without paying sales tax.

Taxable bonds ■ An interest-bearing certificate of public or private indebtedness. Bonds are issued by public agencies to finance economic development.

Technical assistance ■ See Management and technical assistance

Technical evaluation ■ Assessment of technological feasibility.

Technology ■ The method in which a firm combines and utilizes labor and capital resources to produce goods or services; the application of science for commercial or industrial purposes.

Technology transfer ■ The movement of information about a technology or intellectual property from one party to another for use.

Tenure ■ See Employee tenure.

Term ■ (See also Maturity) The length of time for which a loan is made.

Terms of a note ■ The conditions or limits of a note; includes the interest rate per annum, the due date, and transferability and convertibility features, if any.

Third-party administrator ■ An outside company responsible for handling claims and performing administrative tasks associated with health insurance plan maintenance.

Third-stage financing ■ (See also First-stage financing; Second-stage financing) Financing provided for the major expansion of a company whose sales volume is increasing and that is break-

ing even or profitable. These funds are used for further plant expansion, marketing, working capital, or development of an improved product. Also known as Third-round or Mezzanine financing.

Time deposit ■ A bank deposit that cannot be withdrawn before a specified future time.

Time management ■ Skills and scheduling techniques used to maximize productivity.

Trade credit ■ Credit extended by suppliers of raw materials or finished products. In an accounting statement, trade credit is referred to as "accounts payable."

Trade name ■ The name under which a company conducts business, or by which its business, goods, or services are identified. It may or may not be registered as a trademark.

Trade periodical ■ A publication with a specific focus on one or more aspects of business and industry.

Trade secret ■ Competitive advantage gained by a business through the use of a unique manufacturing process or formula.

Trade show ■ An exhibition of goods or services used in a particular industry. Typically held in exhibition centers where exhibitors rent space to display their merchandise.

Trademark ■ A graphic symbol, device, or slogan that identifies a business. A business has property rights to its trademark from the inception of its use, but it is still prudent to register all trademarks with the Trademark Office of the U.S. Department of Commerce.

Translation ■ See Product development.

Treasury bills ■ Investment tender issued by the Federal Reserve Bank in amounts of \$10,000 that mature in 91 to 182 days.

Treasury bonds ■ Long-term notes with maturity dates of not less than seven and not more than twenty-five years.

Treasury notes ■ Short-term notes maturing in less than seven years.

Trend ■ A statistical measurement used to track changes that occur over time.

Trough ■ See Cyclical trough.

UCC ■ See Uniform Commercial Code. UL See Underwriters Laboratories.

Underwriters Laboratories (UL) ■ One of several private firms that tests products and processes to determine their safety. Although various firms can provide this kind of testing service, many local and insurance codes specify UL certification.

Underwriting ■ A process by which an insurer determines whether or not and on what basis it will accept an application for insurance. In an experience-rated plan, premiums are based on a firm's or group's past claims; factors other than prior claims are used for community-rated or manually rated plans.

Unfair competition ■ Refers to business practices, usually unethical, such as using unlicensed products, pirating merchandise, or misleading the public through false advertising, which give the offending business an unequitable advantage over others.

Unfunded accrued liability ■ The excess of total liabilities, both present and prospective, over present and prospective assets.

Unemployment ■ The joblessness of individuals who are willing to work, who are legally and physically able to work, and who are seeking work. Unemployment may represent the temporary joblessness of a worker between jobs (frictional unemployment) or the joblessness of a worker whose skills are not suitable for jobs available in the labor market (structural unemployment).

Uniform Commercial Code (UCC) ■ A code of laws governing commercial transactions across the U.S., except Louisiana. Their purpose is to bring uniformity to financial transactions.

Uniform product code (UPC symbol) ■ A computer-readable label comprised of ten digits and stripes that encodes what a product is and how much it costs. The first five digits are assigned by the Uniform Produce Code Council, and the last five digits by the individual manufacturer.

Unit cost ■ See Average cost.

UPC symbol ■ See Uniform product code.

US Establishment and Enterprise Microdata (USEEM) File ■ A cross-sectional database containing information on employment, sales, and location for individual enterprises and establishments with employees that have a Dun & Bradstreet credit rating.

US Establishment Longitudinal Microdata (USELM) File ■ A database containing longitudinally linked sample microdata on establishments drawn from the U.S. Establishment and Enterprise Microdata file (see separate citation).

US Small Business Administration 504 Program ■ See Certified development corporation.

USEEM ■ See U.S. Establishment and Enterprise Microdata File.

USELM ■ See U.S. Establishment Longitudinal Microdata File.

VCN ■ See Venture capital network.

Venture capital ■ (See also Equity; Equity midrisk venture capital) Money used to support new or unusual business ventures that exhibit above-average growth rates, significant potential for market expansion, and are in need of additional financing to sustain growth or further research and development; equity or equity-type financing traditionally provided at the commercialization stage, increasingly available prior to commercialization.

Venture capital company ■ A company organized to provide seed capital to a business in its formation stage, or in its first or second stage of expansion. Funding is obtained through public

or private pension funds, commercial banks and bank holding companies, small business investment corporations licensed by the U.S. Small Business Administration, private venture capital firms, insurance companies, investment management companies, bank trust departments, industrial companies seeking to diversify their investment, and investment bankers acting as intermediaries for other investors or directly investing on their own behalf.

Venture capital limited partnerships ■ Designed for business development, these partnerships are an institutional mechanism for providing capital for young, technology-oriented businesses. The investors' money is pooled and invested in money market assets until venture investments have been selected. The general partners are experienced investment managers who select and invest the equity and debt securities of firms with high growth potential and the ability to go public in the near future.

Venture capital network (VCN) ■ A computer database that matches investors with entrepreneurs.

WAN ■ See Wide Area Network.

Wide Area Network (WAN) ■ Computer networks linking systems throughout a state or around the world in order to facilitate the sharing of information.

Withholding ■ Federal, state, social security, and unemployment taxes withheld by the employer from employees' wages; employers are liable for these taxes and the corporate umbrella and bankruptcy will not exonerate an employer from paying back payroll withholding. Employers should escrow these funds in a separate account and disperse them quarterly to withholding authorities.

Workers' compensation ■ A state-mandated form of insurance covering workers injured in job-related accidents. In some states, the state is the insurer; in other states, insurance must be acquired from commercial insurance firms. Insurance rates are based on a number of factors, including salaries, firm history, and risk of occupation.

Working capital ■ Refers to a firm's short-term investment of current assets, including cash, short-term securities, accounts receivable, and inventories.

Yield ■ (See also Rate of return) The rate of income returned on an investment, expressed as a percentage. Income yield is obtained by dividing the current dollar income by the current market price of the security. Net yield or yield to maturity is the current income yield minus any premium above par or plus any discount from par in purchase price, with the adjustment spread over the period from the date of purchase to the date of maturity.

ASSOCIATIONS AND OTHER ORGANIZATIONS

1 ■ American Society for Indexing (ASI)

1628 E Southern Ave., No. 9-223
Tempe, AZ 85282

Ph: (480)245-6750

Co. E-mail: info@asindexing.org

URL: <http://www.asindexing.org>

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E-mail: president@asindexing.org

Description: Professional indexers, librarians, editors, publishers, and organizations employing indexers. Works to improve the quality of indexing and adherence to indexing standards; to encourage members to increase their professional indexing capabilities and performance; to advise authors, editors, and publishers on the qualifications and remuneration of indexers; to protect the professional interests of indexers; to facilitate communication among members concerning methods and developments in the field; to maintain liaison with related organizations. Members' activities include indexing books, databases, and periodicals, teaching indexing courses, and conducting research on indexing problems. **Publications:** *Indexer Locator* (Annual); *Education and Training in Indexing and Abstracting: A Directory*; *Directory of Indexing and Abstracting*

Courses and Seminars; The Indexer: The International Journal of Indexing (Quarterly); *A Guide to Indexing Software; Generic Markup of Electronic Index Manuscripts; The Indexer* (Quarterly); *Indexing from A to Z; Key Words: American Society of Indexers* (Bimonthly). **Educational Activities:** American Society for Indexing Conference (Annual). **Awards:** Hines Award (Annual); ASI/EIS Publishing Award (Annual). **Geographic Preference:** National.

2 ■ Indexing Society of Canada (ISC) [Societe Canadienne D'indexation Societe canadienne pour l'analyse de documents (SCAD);]

133 Major St.

Toronto, ON, Canada M5S 2K9

URL: <http://indexers.ca>

Contact: Margaret de Boer, President

LinkedIn: www.linkedin.com/groups?home=&gid=8248555

Twitter: twitter.com/indexerscanada

Description: Indexing and abstracting services; corporations; institutions; interested individuals. Works to: promote production and use of indexes and abstracts; further the recognition of indexers and abstracters; develop improvements in indexing and abstracting techniques; facilitate communication among members. **Founded:** 1977. **Publications:**

Register of Indexers (Annual); *ISC/SCI Bulletin* (3/year). **Geographic Preference:** National.

3 ■ ISC/SCI Bulletin

133 Major St.

Toronto, ON, Canada M5S 2K9

URL: <http://indexers.ca>

Contact: Margaret de Boer, President

URL(s): indexers.ca/isc-publications/iscsci-bulletin-bulletin-sciisc

Released: 3/year **Price:** Free for members.

4 ■ Register of Indexers

133 Major St.

Toronto, ON, Canada M5S 2K9

URL: <http://indexers.ca>

Contact: Margaret de Boer, President

Released: Annual

REFERENCE WORKS

5 ■ "IRS Announces New Standards for Tax Preparers" in *Bellingham Business Journal* (Vol. February 2010, pp. 9)

Pub: Sound Publishing Inc.

Contact: Gloria G. Fletcher, President

Ed: Isaac Bonnell. **Description:** A new oversight plan was announced by the Internal Revenue Services (IRS) that will require tax professionals to pass a competency test and register with the government in order to ensure greater accountability in the industry.