



Wondering how to find employers in industries that interest you? Look no more! Don't wait for OPPORTUNITIES to come to you... Go out there and make things happen!

Note: We're using Hoovers.com to illustrate this process, but there are many other well known and easy to use employer research engines - go wild! Here are just a few other staff favorites including:

- FlipDog.com
- Jobweb.com
- Vault.com
- WetFeet.com

Follow this easy process designed to help you research companies to uncover hidden job leads.

Step 1: Go to Hoovers.com. Here you will be able to research individual companies or entire industries.

- To learn more about a specific company, click on the "**Companies**" tab and enter the name of a company you want to research. On the "**Company Results**" page, select the main headquarters for the company you wish to learn more about and click on the company name. Check out other locations if desired. On the next page, you will find a full range of information including:
 - An Overview
 - Key Information, Numbers and People
 - Industry Information
 - Top Competitors (excellent resource to identify similar companies)
 - Rankings/Stock Indexes

NOTE: *The toolbar on the left provides even more detail about each company.*

- To see a full list of industries, click on the "**Industries**" tab and select "**Browse Industries.**" On the "**Industry Search Results**" page, select the industry list that best represents the information you are seeking. On the next page, you will find:
 - Industry Family Tree
 - Most Viewed Companies
 - Industry Watch
 - Web Resources
 - Associated SIC Codes
 - Associated NAICS Codes

NOTE: These are just suggestions to get you started using Hoovers or any other employer research site - it's up to you to seek out the information you need to make well informed job search decisions.

Step 3: Create a list of your newly identified and researched companies. Next, select a method of initiating contact. Do not be concerned about job openings - if you think there might be a match, take the initiative and introduce yourself to the company. This could include: e-mailing your resume to a specific contact, applying directly on the company's website, mailing a resume and cover letter, making a phone call or actually visiting a company, when possible.

Step 4: If you need further assistance with your Job Search, meet with a Career Counselor in the CDC. Quick questions can be handled during our **Daily Walk-in Hours** ~ Monday, 1 – 3 pm; Tuesday & Wednesday, 2 – 4 pm, Thursday 10-12 and Friday 11 am – 1 pm (first come, first served basis). To schedule a longer appointment, use our **on-line appointment scheduler**.