

Welcome to MeL Databases *MeL means business*
Michigan eLibrary
Brought to you by the Library of Michigan & MCLS

If you can hear the music or the presenter through your speakers/headphones, your audio is configured properly. If you can not hear, please try the following:

1. Adjust the volume of your computer.
2. Click on **“Meeting”** in upper left-hand corner and choose **“Audio Setup Wizard”** and move through the steps to connect for audio.
3. You may encounter a small Adobe window opening on your screen, click the **green “Allow”** button to enable your speakers or device.
4. Log out and back in if these steps do not help or review the troubleshooting tips in the login email you received this week.

Attendees can use the Text Chat and Question box to ask questions.

Participant Feedback –To the right of the microphone is icon of a person with a raised hand – click on the down arrow to see other options. When you need to clear your status click the down arrow again and go to the bottom of the list and click **“Clear Status.” You can use this to answer yes or no to presenter questions.**

Troubleshooting Tips: *Check the main volume control for your computer to make sure it is not set low or muted. You can access this control on a Windows operating system by clicking on the Speaker icon on the lower right hand corner tray of options. *If you continue to have trouble with the audio try to exit the meeting and log back into the meeting. *Be sure to turn off your pop-up blocking software.

The audio portion of the webinar is provided using Voice Over Internet Protocol, VoIP.

Telephone audio is NOT provided. Attendees need to use their computer speakers or headphones to hear the audio.

This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.



Welcome to MeL Databases *MeL means business*
Michigan eLibrary
Brought to you by the Library of Michigan & MCLS

The Library of Michigan and MCLS work together to bring relevant, timely, and accessible MeL Databases training to all Michigan library staff and teachers. The focus is to meet the needs in real time, and through MeL provide libraries with the tools and training to better serve and educate their communities; thereby strengthening our libraries and state. MCLS serves as a training provider to increase awareness and use of MeL

Archived copies of our previous webinars can be found at <https://www.mcls.org/mel/mel-training-events/>
That link will be provided again at the end of the webinar.

A PDF version of the slides in this webinar, and an additional guide to the resources in the related MeL portal, are available for downloading now at the bottom right of your screen.



MeL Means Business

Cara Cadena
Business Librarian
Grand Valley State University

Steven Assarian
Business Librarian
Grand Rapids Public Library



A word on
business
librarianship...



MeL BUSINESS

START. GROW. SUPPORT. SUCCEED.



HOW CAN...
MeL Business Help?



HOW CAN...
Your Library Help?



REACH OUT TO...
Support Organizations



TAKE ACTION...
Move Forward

SEE HOW MEL BUSINESS CAN HELP GROW YOUR BUSINESS

MeL Business provides support and resources for entrepreneurs and small businesses as they contribute to the Michigan and global economies. Explore core eResources, identify key partners, conduct research, and connect with your local library to succeed in running your business. MeL Business is here for you and has the tools and connections you need.

 **MeL Resources**

 **How To**

 **Business Support**

 **Social Media**

CORE RESOURCES

BusinessDecision



Business-to-consumer market data

DemographicsNow



Find your customers, assess location, and compare local markets

Small Business Resource Center



Business articles, sample business plans, how-to guides

Business Insights: Global



Global company and industry intelligence with case studies, financial reports and more

Gale Virtual Reference Library: Business Collection



Business-related reference titles including encyclopedias

Gale LegalForms



Michigan and national forms, legal Q&A

Start



Resources to help launch your business

Grow



Grow your business to the next level

Legal



Do it right! Legal resources for businesses

Operations



From day-to-day operations, to strategic planning, and more

Funding



Finding investment capital, financing, and more

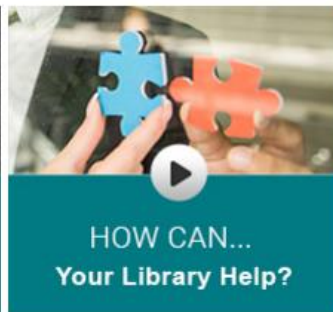
Government



Government resources at your fingertips

MeL BUSINESS

START. GROW. SUPPORT. SUCCEED.



SEE HOW MEL BUSINESS CAN HELP GROW YOUR BUSINESS

MeL Business provides support and resources for entrepreneurs and small businesses as they contribute to the Michigan and global economies. Explore core eResources, identify key partners, conduct research, and connect with your local library to succeed in running your business. MeL Business is here for you and has the tools and connections you need.

 [MeL Resources](#)

 [How To](#)

 [Business Support](#)

 [Social Media](#)



SEE HOW MEL BUSINESS CAN HELP GROW YOUR BUSINESS

MeL Business provides support and resources for entrepreneurs and small businesses as they contribute to the Michigan and global economies. Explore core eResources, identify key partners, conduct research, and connect with your local library to succeed in running your business. MeL Business is here for you and has the tools and connections you need.

 MeL Resources

 How To

 Business Support

 Social Media



PARTNERS OF MICHIGAN ELIBRARY



PromoteMichigan @PromoteMichigan



I've come across several sections this year on various trips - not looking for it, but finding it a pleasant surprise! twitter.com/thebrandybunch...



1m



Michigan Business @MIBizNetwork



Thanks to my top interactors! @SteveJapinga @atopouzian @TroyChamber @paulajohnson via tweetjukebox.com/thankyou



34m

[Embed](#)

[View on Twitter](#)

CONNECT WITH US...

Linked 

[FIND YOUR LOCAL LIBRARY](#)



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

START YOUR BUSINESS

Census Business Builder - Small Business Edition: Planning tool that uses key demographic and economic data to assist businesses/entrepreneurs as... [More...](#)

[+ Share This](#) | [Like This](#) 1 Person Likes This

Guide to Self-Employment: Assists persons with disabilities who are interested in self-employment or starting their own business. Michigan Rehabilitation... [More...](#)

[+ Share This](#) | [Like This](#)

LibraryBiz Connect: Network of business information and support services resources and groups working to bolster economic growth in Michigan. Libraries,... [More...](#)

[+ Share This](#) | [Like This](#) 4 People Like This

Michigan Economic Development Corporation (MEDC): Public/private partnership to market Michigan. Resources for start-up and growth to find talent,... [More...](#)

[+ Share This](#) | [Like This](#)

Michigan Small Business Development Center: Tools and resources to facilitate business plan development, financial management, workshops, technology,... [More...](#)

[+ Share This](#) | [Like This](#)



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

GROW YOUR BUSINESS

BusinessUSA: Services and resources available for small businesses and entrepreneurs from federal agencies. Start, grow, finance, manage,... [More...](#)

[+ Share This](#) | [Like This](#)

Buy Michigan Now: Dedicated to building a strong, vibrant, and diverse Michigan economy by connecting consumers and businesses with Michigan... [More...](#)

[+ Share This](#) | [Like This](#)

CEDAM - Community Economic Development Association of Michigan: Provides advocacy, resources and training to organizations working to create vibrant... [More...](#)

[+ Share This](#) | [Like This](#)

Gale Directory Library: Business. Provides access to Ward's Business Directory of Private and Public Companies in Canada and Mexico, and Business... [More...](#)

[+ Share This](#) | [Like This](#) 75 People Like This

InfoTrac Business Collection: General user. Indexing, abstracts and full text for nearly 4,000 leading business and trade publications from international,... [More...](#)

[+ Share This](#) | [Like This](#) 144 People Like This



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

LEGAL RESOURCES

Business Taxes - Michigan: New business registration, forms and instructions, e-file, news and notices. [More...](#)

[+ Share This](#) | [Like This](#)

IRS Small Business Resources: Tax information and links to industry specific information and resources for starting a business and the self-employed. ... [More...](#)

[+ Share This](#) | [Like This](#)

LegalTrac: General interest and professional. Some full text. Features a comprehensive collection of major legal publications and provides indexing... [More...](#)

[+ Share This](#) | [Like This](#) 86 People Like This

Michigan Business Tax: Imposes a 4.95% business income tax and a modified gross receipts tax at the rate of 0.8% on the business income of all taxpayers... [More...](#)

[+ Share This](#) | [Like This](#)

Michigan Online Business Services - Corporations, Securities & Commercial Licensing: File assumed name renewal, business entity search, state license... [More...](#)

[+ Share This](#) | [Like This](#)



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

BUSINESS OPERATIONS

[Accounting and Financial Statements - Khan Academy](#): Online lessons in cash versus accrual accounting, three core financial statements, and depreciation... [More...](#)

+ [Share This](#) | [Like This](#)

[Business Planning & Financial Statements Templates](#): Free templates and resources from SCORE for business planning, finance, marketing and sales, and... [More...](#)

+ [Share This](#) | [Like This](#)

[BusinessUSA](#): Services and resources available for small businesses and entrepreneurs from federal agencies. Start, grow, finance, manage,... [More...](#)

+ [Share This](#) | [Like This](#)

[Employment Law - CareerOneStop Business Center](#): Essential laws and requirements for Employment and Labor law, Internal Revenue Service, Workers' Compensation,... [More...](#)

+ [Share This](#) | [Like This](#)

[Hiring Employees](#): Help with recruiting, hiring, training, and retaining employees. Specify location by zip code, type of assistance, and funding to... [More...](#)

+ [Share This](#) | [Like This](#)



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

FUNDING YOUR BUSINESS

BusinessUSA - Financing: Discover state and federal funding resources based on location, financing needs, business ownership, and industry. [More...](#)

[+ Share This](#) |

Grants and Related Resources: Potential funding from federal, Michigan, and local sources. [More...](#)

[+ Share This](#) |

Michigan Economic Development Corporation (MEDC) - Access Capital: To start or to grow, find capital from a variety of sources - grants, venture capitalists,... [More...](#)

[+ Share This](#) |

Michigan Emerging Technologies Fund: Encourages and assists companies in pursuing SBIR/STTR funds and stimulate early stage technology activity in... [More...](#)

[+ Share This](#) |

Michipreneur - Michigan Startup Funding: Startup funding sources in the online publication built to empower entrepreneurs, encourage investment,... [More...](#)

[+ Share This](#) |



START!



GROW



LEGAL



OPERATIONS



FUNDING



GOVERNMENT

GOVERNMENT RESOURCES

Buy4Michigan: Official posting site for solicitations over \$10,000. Replaces the Bid4Michigan program. Browse and search open and active bid opportunities... [More...](#)

[+ Share This](#) | [Like This](#)

Contract and Payment Express (C&PE): Online registration for anyone who wants to do business with or receives payment from, the State of Michigan.... [More...](#)

[+ Share This](#) | [Like This](#)

Contract Connect - Michigan: Contracting opportunities, along with instructions on how to register and bid. Updated weekly. Includes all contracts... [More...](#)

[+ Share This](#) | [Like This](#)

EDGAR Company Search: All companies, foreign and domestic, are required to file registration statements, periodic reports, and other forms electronically... [More...](#)

[+ Share This](#) | [Like This](#)

Federal Business Opportunities (FedBizOpps): U.S. government's virtual marketplace. Post, search, monitor and retrieve opportunities solicited by... [More...](#)

[+ Share This](#) | [Like This](#)

How College Students use MeL

Demographics Now

Target Market demographics

Consumer Spending

Competitors

Business Insights Global

Industry Profiles

Company Information

Enter Geography (City, State, Zip, Address, Etc.) ?

Grand Rapids MI

[Geography Menu](#)

Report Type

Comparison Summary Rank

Custom Report

Demographic Detail Summary

[Getting Started: Demographic Reports](#)

File Options

Print Export As PDF E-mail

Demographic Detail Summary

Geography: City - Grand Rapids



Complete Demographic Summary Report

Geography: Grand Rapids
Date: September 26, 2016

Population Demographics

	2000 Census		2010 Census		2016A Estimates		2021 Projections		Percent Change	
	Population	Density	Population	Density	Population	Density	Population	Density	2000 to 2010	2016 to 2021
Total Population	196,970		187,613		197,196		198,081		-4.7%	0.4%
Population Density (Pop/Sq Mi)	4359.830000		4,183.37		4,364.82		4,384.43		-4.0%	0.4%
Total Households	73,017		71,999		75,423		76,594		-1.3%	1.5%
Population by Gender:										
Male	96,147	48.8%	91,419	48.7%	96,474	48.9%	97,241	49.0%	-4.9%	0.7%
Female	100,824	51.1%	96,193	51.2%	100,722	51.0%	100,841	50.9%	-4.5%	0.1%

Population by Race

	2000 Census		2010 Census		2016A Estimates		2021 Projections		Percent Change	
	Population	%	Population	%	Population	%	Population	%	2000 to 2010	2016 to 2021
White	131,856	66.9%	120,970	64.4%	124,097	62.9%	122,751	61.9%	-8.2%	-1.0%
Black	40,334	20.4%	39,269	20.9%	42,176	21.3%	42,247	21.3%	-2.6%	0.1%
American Indian or Alaska Native	1,625	0.8%	1,391	0.7%	1,356	0.6%	1,341	0.6%	-14.3%	-1.1%
Asian/Native Hawaiian/Other Pacific Islander	3,420	1.7%	3,607	1.9%	4,247	2.1%	4,555	2.2%	5.4%	7.2%
Some Other Race	12,992	6.5%	14,547	7.7%	16,155	8.1%	16,961	8.5%	11.9%	4.9%
Two or More Races	6,743	3.4%	7,828	4.1%	9,165	4.6%	10,227	5.1%	16.0%	11.5%

Population by Ethnicity

	2000 Census		2010 Census		2016A Estimates		2021 Projections		Percent Change	
	Population	%	Population	%	Population	%	Population	%	2000 to 2010	2016 to 2021
Hispanic	25,682	13.0%	29,268	15.6%	32,628	16.5%	34,327	17.3%	13.9%	5.2%
Not Hispanic or Latino	171,288	86.9%	158,345	84.3%	164,568	83.4%	163,754	82.6%	-7.5%	0.4%

Population by Age

	2000 Census		2010 Census		2016A Estimates		2021 Projections		Percent Change	
	Population	%	Population	%	Population	%	Population	%	2000 to 2010	2016 to 2021
0 to 4	15,997	8.1%	15,123	8.0%	15,750	7.9%	15,736	7.9%	-5.4%	0.0%

Local businesses by NAICS or SIC

Back Next 500 > New Search Revise Search View on Map Details Print Download v Email

Showing page 1 of 1.

<input type="checkbox"/> Company Name	Contact Name	Street Address	City, State	ZIP	Phone	Corp. Tree	Sales	Employees
<input type="checkbox"/> Animal Clinic Inc	Richard Bennett	133 28th St SE	Grand Rapids, MI	49548	(616) 241-3651		\$970,000	15
<input type="checkbox"/> Animal Emergency Hospital	Stephen Comer	3260 Plainfield Ave Ne	Grand Rapids, MI	49525	(616) 361-9911		\$557,884	9
<input type="checkbox"/> Coit Animal Clinic Inc	Michael Phelps	1958 Coit Ave Ne	Grand Rapids, MI	49505	(616) 363-5530		\$182,892	3
<input type="checkbox"/> Eastown Veterinary Clinic	Lynn Happel	1350 Lake Dr SE	Grand Rapids, MI	49506	(616) 451-1810		\$390,000	9
<input type="checkbox"/> Innis, James B Dvm	James B Innis	3425 Plainfield Ave Ne	Grand Rapids, MI	49525	(616) 363-3831		\$1,100,000	24
<input type="checkbox"/> Jennifer Wehler Dvm	Jennifer Wehler	680 Plymouth Ave Ne	Grand Rapids, MI	49505	(616) 456-9212		\$71,901	3
<input type="checkbox"/> Mackenzie's Animal Sanctuary Inc.	Daniel Mackenzie	201 Cottage Grove St SE	Grand Rapids, MI	49507	(616) 247-3611		\$109,260	3
<input type="checkbox"/> Madison C Store	Andy Chawla	1405 Burton St SE	Grand Rapids, MI	49507	(616) 452-6650		\$149,743	3
<input type="checkbox"/> Michigan Veterinary Specialists, P.C.	Dan W Lorimer	1425 Michigan St Ne	Grand Rapids, MI	49503	(616) 284-5300		\$0	0
<input type="checkbox"/> Modern Health Veterinary Hospital Pllc	Shane M Thellman	1971 E Beltline Ave Ne	Grand Rapids, MI	49525	(616) 551-3901		\$482,473	10
<input type="checkbox"/> Northeast Cat and Dog Hospital	Karyl Ropko	1527 Michigan St Ne	Grand Rapids, MI	49503	(616) 451-2694		\$800,000	20
<input type="checkbox"/> Plymouth Road Animal Clinic	Bradford Lemke	680 Plymouth Ave Ne	Grand Rapids, MI	49505	(616) 456-9212		\$382,369	6
<input type="checkbox"/> Company Name	Contact Name	Street Address	City, State	ZIP	Phone	Corp. Tree	Sales	Employees

Showing page 1 of 1.

CEX reports

CEX - Food and Beverage Detail Summary

Geography: City - Grand Rapids

Grand Rapids

2016A Household Demographics

Total Households	75,423
Average Household Income	\$54,921
Median Household Income	\$41,839

2016A Consumer Expenditure (Average Household Annual) Food & Beverages Detail

Food & Beverages

Alcoholic Beverages	\$397.76
Food At Home	\$4,019.63
Food Away From Home	\$2,074.38

Alcoholic Beverages

Alcoholic Beverages	\$397.76
Beer and Ale	\$194.81
Beer And Ale at Home	\$123.28
Beer And Ale away from Home	\$71.53
Whiskey	\$6.44
Other Alcoholic Beverages	\$51.07
Other Alcoholic Beverages at Home	\$14.94
Other Alcoholic Beverages away from Home	\$36.13
Wine	\$101.88
Wine at Home	\$78.48
Wine away From Home	\$23.39
Alcohol Purchased on Trips	\$43.56

Food: Away From Home

Food or Board at School	\$24.08
Breakfast And Brunch	\$215.55
Catered Affairs	\$40.89
Dinner	\$818.64
Food on Out-Of-Town Trips	\$214.58
Lunch	\$505.81
Snacks And Non-Alcoholic Beverages	\$186.12

[View Company Hierarchy](#)

URL: <http://www.nike.com>

Ticker (Stock Exchange): NKE (NYSE)

Key Information	Companies with Similar Revenue	Revenue	Industries	NAICS Code
Total Revenue: \$32,376,000,000	Bata Ltd.	\$11,121,000,000	Footwear Manufacturing Primary Industry	316210
Employees: 70,700	Paqueta Calcados Ltda.	\$9,486,000,000	Women's, Girls', and Infants' Cut and Sew Apparel Manufacturing	315240
Sales Per Employee: \$457,935	Yue Yuen Industrial Ltd.	\$8,013,430,000	Shoe Stores	448210
Location: United States	Belle International Holdings Ltd.	\$6,385,770,000		
	Belle International Holdings Ltd.	\$6,224,710,000		

Company Information:

- [Academic Journals](#)
- [Brands](#)
- [Case Studies](#)
- [Company Chronology](#)
- [Company Histories](#)
- [Financials](#)
- [Investment Reports](#)
- [Magazines](#)
- [Market Share Reports](#)
- [Rankings](#)
- [News](#)
- [SWOT Reports](#)
- [Trade Journals](#)

Related Articles by Subject:

- [Financial Data](#)
- [Legal Issues](#)
- [Management](#)
- [Operations & Technology](#)
- [People](#)
- [Products & Services](#)
- [Sales & Marketing](#)
- [Statistics](#)
- [Strategy & Planning](#)

Business Description:

The Company designs, develops and markets footwear, equipment, apparel and accessory products, including the marketing of apparel with licensed professional and college team logos. It is the largest seller of athletic apparel and footwear in the world. The Company sells products through retail stores, Internet sales, licensees and distributors worldwide. The Company produces all of its footwear and apparel products outside the United States, while equipment products are produced both in the United States and abroad. It focuses the product offerings in eight key categories: Running, Basketball, Football (Soccer), Men's Training, Women's Training, Action Sports, Sportswear (the Company's sports-inspired lifestyle products) and Golf. Basketball includes its Jordan Brand product offerings, and Men's Training includes its baseball and American football product offerings.

Fiscal Year:

May 31, 2016

Company Type:

Public, Business Firm, Import/Export, Headquarters

CIK:

0000320187

Auditor:

PricewaterhouseCoopers LLP

Contact Information:

1 Bowerman Dr.
Beaverton, OR
97005
United States
Tel: (503) 671-6453 (800) 344-6453
Fax: (503) 646-6926

Business Insights Global Company Profiles

Browse or search hundreds of industry overviews that include detailed information as well as interactive rankings and statistics, with quick links to associated content. Look to the left sidebar, below, to search within these results.

Limit By: **health care**

Displaying 1 - 36 of 36

Search by Industry Name (or 6-digit NAICS 2012 code):



★ [All Other Miscellaneous Ambulatory Health Care Services](#)

Industry Profile, Gale Business Insights Online Collection, 2016

This classification comprises establishments primarily engaged in providing health and allied services, not described under other classifications. This segment of the health services industry includes an array of ...

Number of Companies:	85
Employees:	143,572
Annual Revenue:	\$26,569,350,000
NAICS:	621999

★ [Home Health Care Services](#)

Industry Profile, Gale Business Insights Online Collection, 2016

This industry consists of establishments primarily engaged in providing skilled nursing or medical care in the home under the supervision of a physician. It includes home health care services and visiting nurse ...

Number of Companies:	78
Employees:	454,998
Annual Revenue:	\$25,134,560,000
NAICS:	621610

★ [All Other Health and Personal Care Stores](#)

Industry Profile, Gale Business Insights Online Collection, 2016

Please note: This essay is being provided for historical context only and is no longer being updated. The rise of the home diagnostics industry mirrors the increase of health awareness among medical consumers. Foremost ...

Number of Companies:	1
Employees:	13,000
Annual Revenue:	\$2,597,810,000
NAICS:	446199

★ [Health and Welfare Funds](#)

Industry Profile, Gale Business Insights Online Collection, 2016

Establishments primarily engaged in managing retirement, health, and welfare funds comprise what is commonly called the pension fund industry. Companies owning pension funds are called fund sponsors. Sponsors maintain ...

NAICS:	525120
--------	--------

★ [Administration of Public Health Programs](#)

Industry Profile, Gale Business Insights Online Collection, 2016

This category includes government establishments primarily engaged in planning, administration, and coordination of public health programs and services, including environmental health activities, mental health, ...

Number of Companies:	1
Employees:	213
Annual Revenue:	\$121,930,000
NAICS:	923120

★ [Administration of Human Resource Programs \(except Education, Public](#)

Industry Profiles

Questions?

Cara Cadena
Business Librarian
Grand Valley State University

Steven Assarian
Business Librarian
Grand Rapids Public Library

Thank you!

Archived copies of previous webinars can be found at <https://www.mcls.org/mel/mel-training-events/>
This webinar will be up there soon. Questions concerning access to the databases can be directed to melatabaseshelp@mcls.org

Additional questions/comments about MeL can be directed to BiggsD@michigan.gov or CSchneider.mel@gmail.com
This project is supported by the Library of Michigan with federal funds from the Institute of Museum and Library Services.

<https://goo.gl/forms/CSEmOot7waon9eUa2>

