



Stanislaus County Library

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PRESS RELEASE

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Local libraries to offer free informational classes for the business community

Participants can learn how to give their businesses a boost with the Stanislaus County Library's ReferenceUSA database

The local business community is invited to attend one of two instructional workshops about the ReferenceUSA database, a free resource available through the Stanislaus County Library. Participants will learn how to create customized business and consumer marketing lists, identify key business contacts, identify major industry groups, and more. Both workshops are sponsored by Infogroup.

"ReferenceUSA is a powerful database that provides comprehensive and up-to-date business and consumer data," said Vicki Salinas, reference librarian at the Modesto Library. "Small businesses in our community can use ReferenceUSA to grow their business, and this training will allow them to get one-on-one help and have their questions answered."

The first workshop will be held on Tuesday, Oct. 15 from 12:30 to 2 p.m. in the Modesto Library auditorium, located at 1500 I Street. A free lunch will be provided, courtesy of the Friends of the Modesto Library and Infogroup. Advance registration is required for this event; please call the Modesto Library's Reference Department at 209-558-7814 to sign up.

The second session will take place at the Nick W. Blom Salida Regional Library on Tuesday, Oct. 15 from 6 to 7:30 p.m. Registration is not required for this session. The Salida Library is located at 4835 Sisk Rd.

Information about regularly occurring library programs can be found at www.stanislauslibrary.org, under the "Events and Classes" tab.

About the Stanislaus County Library

The Stanislaus County Library engages all members of the community and offers access to information, knowledge, and the tools for innovation and personal development. With 13 locations throughout the county, the Library offers free access to a diverse collection of materials, computer access and Wi-Fi, Story Times, programming for all ages, and more. To learn more about the Library's wide array of programs and services, visit www.stanislauslibrary.org.

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