

**State of Washington Dept of Commerce Webinar
September 13, 2012**

Research Tips, Tricks and Techniques

Search Engines

Directories

- Work like a phone directory (e.g. YellowPages)
- Good for broad searches (e.g. an industry)
- Examples:
 - Yahoo! Directory: www.yahoo.com/dir

Index Engines:

- Work like the index of a book
- Good for specific searches (e.g. a company, person, or industry segment)
- Examples:
 - Google: www.google.com
 - Yahoo!: www.yahoo.com
 - Bing: www.bing.com
 - Ask: www.ask.com

Boolean Searches

Examples of Searches

- General
 - To find a document including *all* search terms
 - Word1 + Word2 + Word3
 - Word1 AND Word2 AND Word3
 - To find a document including *any* search terms
 - Word1 OR Word2 OR Word3
 - To find a document including Word1 but *not* including Word2
 - Word1 – Word2
 - Word1 NOT Word2
 - To find a document including a whole phrase
 - “Whole phrase here”
- To find lists or databases of companies

- “Industry segment here” + list
- “Industry segment here” + database
- Advanced Search
 - Remember to use the Advanced Search (sometimes called Power Search) feature as a “cheat sheet” for Boolean searches

Google Search Tips

Historical Search

- Limit your results by using a date range in your Boolean search. Separate the range by two periods.
- Example: To find information about mergers within the snack food industry over the past year, enter the search term *“snack food industry” + mergers 2011..2012*

"snack food industry" + mergers 2011..2012

About 683 results (0.15 seconds)

[Food Institute Press Releases](#)
www.foodinstitute.com/pressreleases.cfm
Food Industry Mergers And Acquisitions Up Sharply In 2011... Upper Saddle River, NJ (July 23, 2012) The newest reference guide to join The Food the **snack food industry**, the Food Business **Mergers & Acquisitions 2011** book recaps the ...

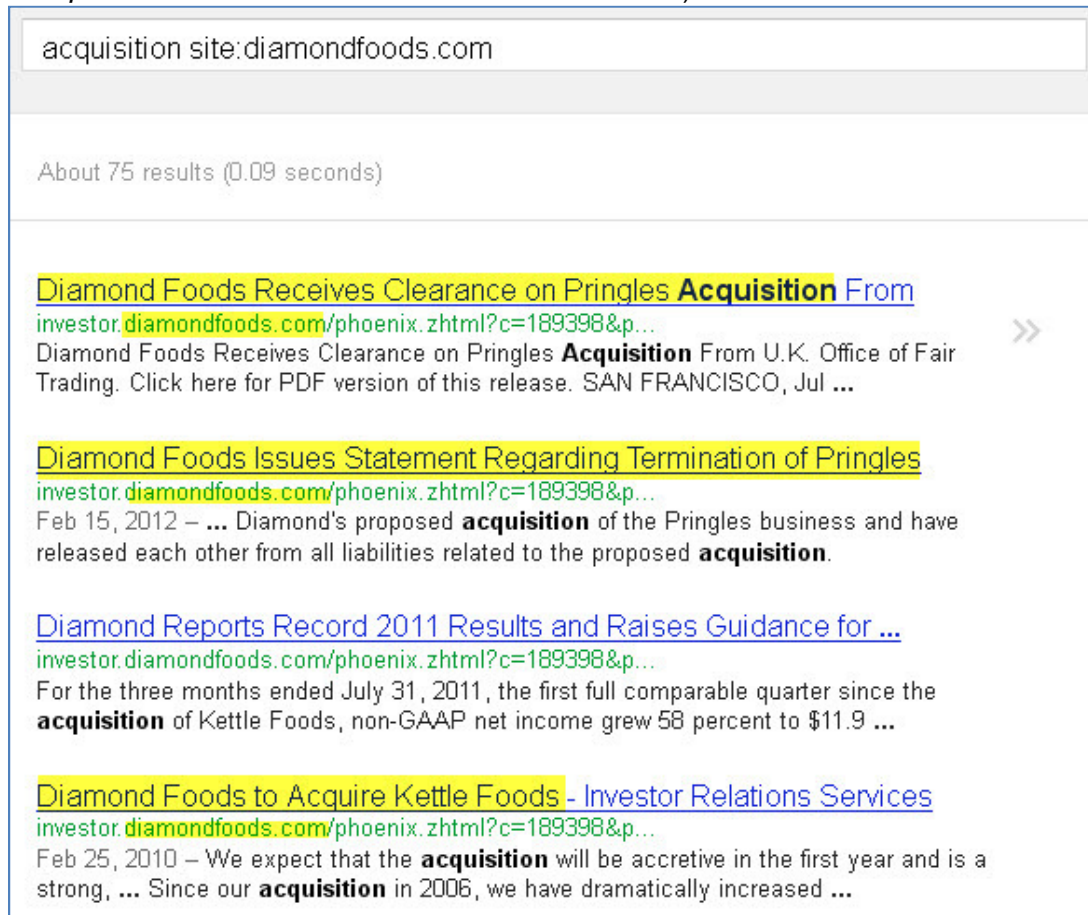
[M&A activity strong and growing | FoodProcessing Community](#)
community.foodprocessing.com/.../ma-activity-strong-and-growing
A record 381 mergers were executed in fiscal **2011**, an increase of about 20 percent over ... Submitted by Toops Scoops on Mon, 03/05/2012 - 15:06. ... business that would have reshaped the **snack food industry**, the Food Business **Mergers** ...

[M&As among makers of snack foods chip away at Frito-Lay ...](#)
bizmology.hoovers.com/.../mas-among-makers-of-snack-foods-chip-...
 Feb 9, 2011 – **Recent merger and acquisition activity among independent snack foods** ... It was then announced in January **2011** that **Utz** has agreed to ...

[\[PDF\] Diamond Foods](#)
uoinvestmentgroup.org/wp-content/uploads/2012/01/DMND.pdf
 File Format: PDF/Adobe Acrobat - [Quick View](#)
2011 retail sales of Diamond grew at a compounding rate of 23% a year. In the past five years ... 1/13/2012. University of Oregon Investment Group. **Pringles Merger** The price of commodities has a severe impact on the **snack food industry**, ...

Site Search

- Limit your results by searching only on a specific website. Use the command 'site:' followed by the website URL. Can be found in most Advanced Searches.
- Example: To search any mention of an acquisition on Diamond Food's website, enter the search term *acquisition site:diamondfoods.com*
 - For even more narrowed results, combine with the historical search (e.g. *acquisition site:diamondfoods.com 2011..2012*)



The screenshot shows a search engine interface with a search bar containing the text "acquisition site:diamondfoods.com". Below the search bar, it indicates "About 75 results (0.09 seconds)". The search results are listed below, with the first three results highlighted in yellow. Each result includes a title, a URL, and a brief description.

acquisition site:diamondfoods.com

About 75 results (0.09 seconds)

[Diamond Foods Receives Clearance on Pringles **Acquisition** From investor.diamondfoods.com/phoenix.zhtml?c=189398&p...](#) >>
Diamond Foods Receives Clearance on Pringles **Acquisition** From U.K. Office of Fair Trading. Click here for PDF version of this release. SAN FRANCISCO, Jul ...

[Diamond Foods Issues Statement Regarding Termination of Pringles investor.diamondfoods.com/phoenix.zhtml?c=189398&p...](#)
Feb 15, 2012 – ... Diamond's proposed **acquisition** of the Pringles business and have released each other from all liabilities related to the proposed **acquisition**.

[Diamond Reports Record 2011 Results and Raises Guidance for ... investor.diamondfoods.com/phoenix.zhtml?c=189398&p...](#)
For the three months ended July 31, 2011, the first full comparable quarter since the **acquisition** of Kettle Foods, non-GAAP net income grew 58 percent to \$11.9 ...

[Diamond Foods to Acquire Kettle Foods - Investor Relations Services investor.diamondfoods.com/phoenix.zhtml?c=189398&p...](#)
Feb 25, 2010 – We expect that the **acquisition** will be accretive in the first year and is a strong, ... Since our **acquisition** in 2006, we have dramatically increased ...

File/Document Search

- Limit your results by searching only for a specific type of file or document. Use the command 'filetype:' followed by the type of file you want to find (pdf, ppt, xls, doc, rtf....). Can be found in most Advanced Searches.
- This can be particularly helpful when trying to find product guides, user manuals, brochures, etc.

- Example: For product info, type in the search term, *site:diamondfoods.com filetype:pdf*

site:diamondfoods.com filetype:pdf

About 65 results (0.19 seconds)

[PDF] [January 6, 2004 This is to certify that the following products, listed ...](#)
www.diamondfoods.com/docs/foodservice/2004_KOSHER.pdf
 File Format: PDF/Adobe Acrobat
 11 Broadway New York, NY 10004 * Tel: (212) 563-4000 * Fax: (212) 564-9058 *
 www.ou.org. January 6, 2004. TO WHOM IT MAY CONCERN: This is to certify ...

[PDF] [California walnut acreage trending upward](#)
www.diamondfoods.com/docs/growers/News_Summer08.pdf
 File Format: PDF/Adobe Acrobat - [Quick View](#)
 IN THE NEWS: 2008 crop...3 Surround@ study...4 Marketing & sales report...6.
 Irrigation efficiency...8. SUMMER 2008. In late May, the California Agricultural ...

[PDF] [Download Nutritional Info - Diamond Foods](#)
www.diamondfoods.com/docs/foodservice/nutritionals.pdf
 File Format: PDF/Adobe Acrobat - [Quick View](#)
 Pa ck co de. Un it U. PC. Co de. Nu t T yp e. Bra nd. Pro du ct T yp e. Pro du ct N am e.
 e. Film. lte m. Nu m be r. Pa ck ag. eF orm at. Pa ck ag in g. Ma teria l. Ne t W ...

Finding Unknowns

- Use asterisks to fill in for unknown words.
- Example: Did you forget a contact's last name? Enter the information you do know, using an asterisks for the unknown factor: "*Jami **" + "*Whittaker Associates Inc*"
- Example: To find an email address for a person (Linda Segre), enter the search term: **@diamondfoods.com + "Linda Segre"*

*@diamondfoods.com + "linda segre"

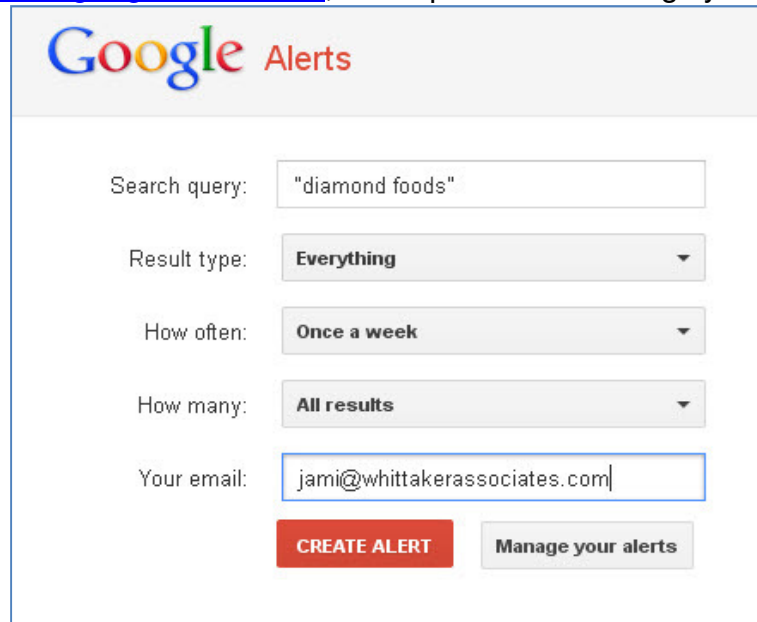
About 30,000 results (0.19 seconds)

[Linda Segre in Burlingame, CA | Boston Consulting Group | Profile ...](#)
www.peakyou.com/linda_segre/80891549
Linda Segre - Boston Consulting Group - See Linda's contact info, work history, school affiliations and other information on PeekYou.

[Diamond Foods Snack Brands Win Top Honors in Self Magazine's ...](#)
www.virtual-strategy.com/.../diamond-foods-snack-brands-win-top-h...
 May 24, 2012 – CONTACT: Investors: **Linda Segre** SVP, Corporate **Strategy Diamond Foods** (415)445-7444 lsegre@diamondfoods.com Media: Stephen ...

Google Alerts

- Set up Google Alerts to keep tabs on industries, companies, people, competitors, and products. Go to www.google.com/alerts, to keep current on things you are interested in.



The image shows a screenshot of the Google Alerts setup interface. At the top, the Google logo is followed by the word "Alerts" in red. Below this, there are several input fields and dropdown menus. The "Search query" field contains the text "diamond foods". The "Result type" dropdown is set to "Everything". The "How often" dropdown is set to "Once a week". The "How many" dropdown is set to "All results". The "Your email" field contains the email address "jami@whittakerassociates.com". At the bottom of the form, there are two buttons: a red "CREATE ALERT" button and a grey "Manage your alerts" button.

Google Alerts

Search query: "diamond foods"

Result type: Everything

How often: Once a week

How many: All results

Your email: jami@whittakerassociates.com

CREATE ALERT Manage your alerts