

STEP-BY-STEP:

HOW TO USE TRADE ASSOCIATIONS TO LOCATE INDUSTRY INFORMATION

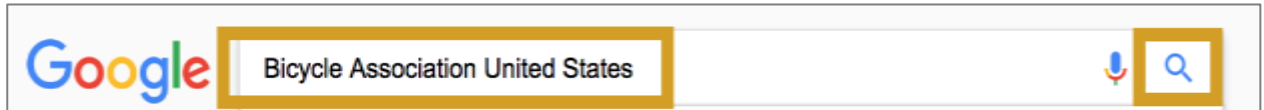
Use this document to learn how to locate industry information using the following online resources:

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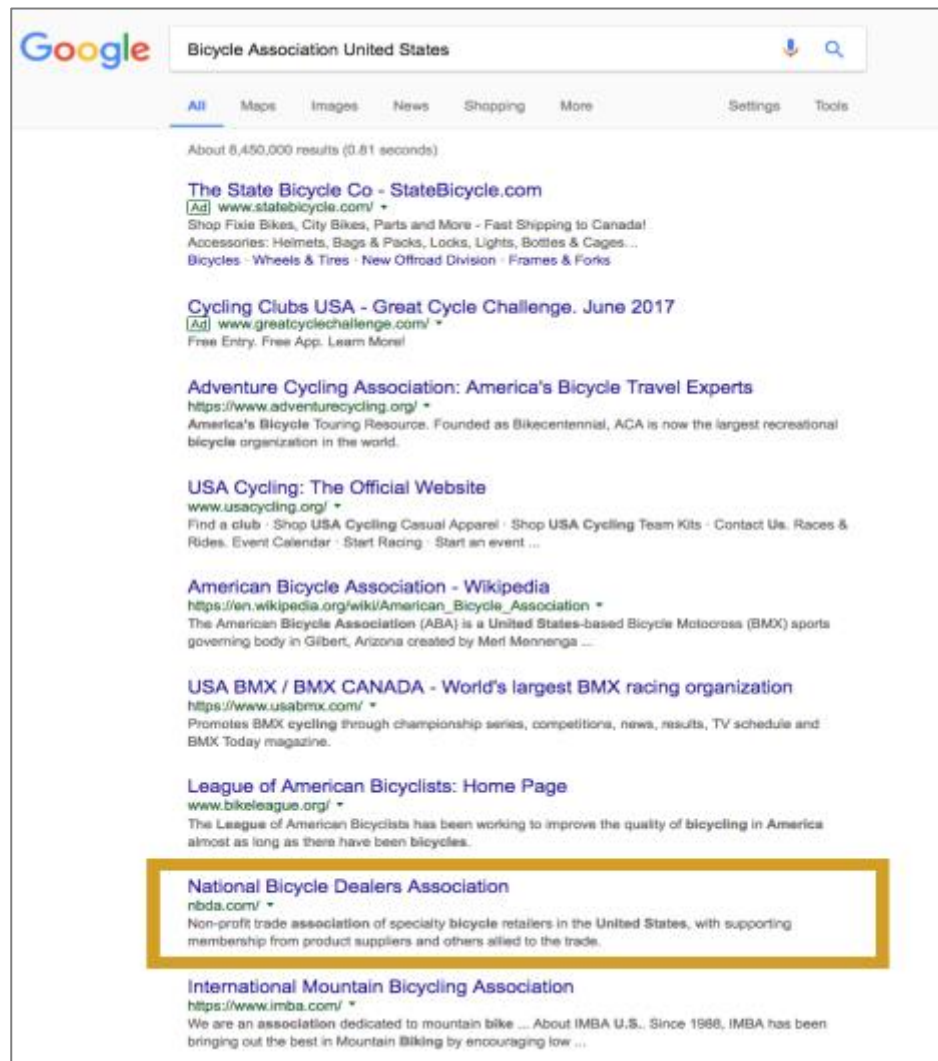
GOOGLE

Google is an easy-to-use search engine that generates results quickly and can be a good starting point when searching for large national and international trade associations.

- 1 Start at **Google** and type in keywords that you think should return a list of useful results in the industry you are researching. Then click the **search** icon.
 - **Tip:** Your keywords should include one or two **keywords** for the industry, the term **association** and the **location**.



- 2 Click **National Bicycle Association Dealers** from the list of Google search results. This will take you to the association's home page.



3 The home page has different sections that you can explore to retrieve industry information. Some useful sections to look for include **Research, Members List, Trends**, and sections providing free resources such as **Quarterly Statistics, Online Newsletters** or other types of content. For example, the National Bicycle Dealers Association includes a **Research section** and a **Dealer Finder** tool.

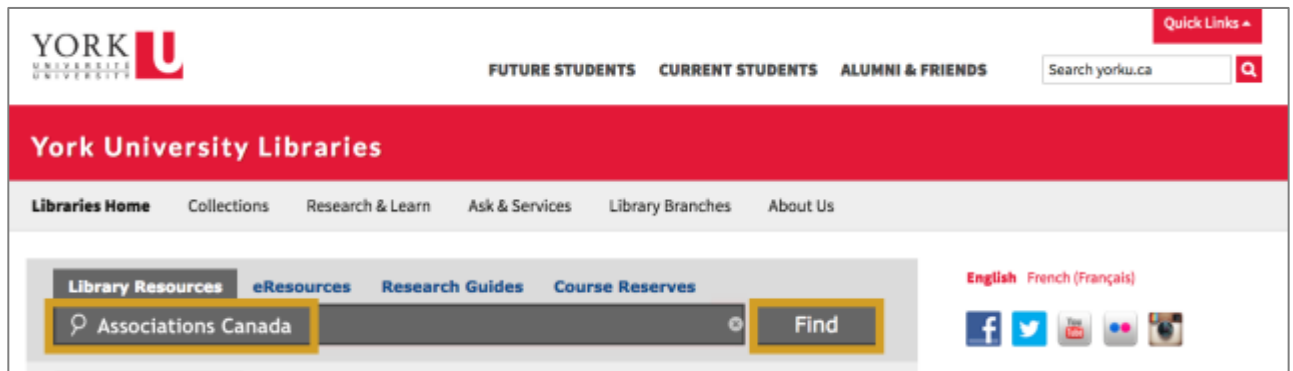
- **Tip:** Some content will be freely available, while other content will be locked behind a member's pay wall. This varies based on the association.



ASSOCIATIONS CANADA

Use Associations Canada to retrieve industry information such as comprehensive indexes, listings and abstracts on 18,000+ local, regional, provincial, national and international organizations including industry, commercial and professional associations in niche industries, non-profit interest groups and special interest and common interest organizations. Detailed listings enable you to identify an organization's budget, founding date, scope of activity, licensing body, sources of funding, executive information, full address and contact information. Please note we only have one seat for this resource.

- 1 Start at the York University Libraries [homepage](#). Enter **Associations Canada** in the search bar, and click **Find**.



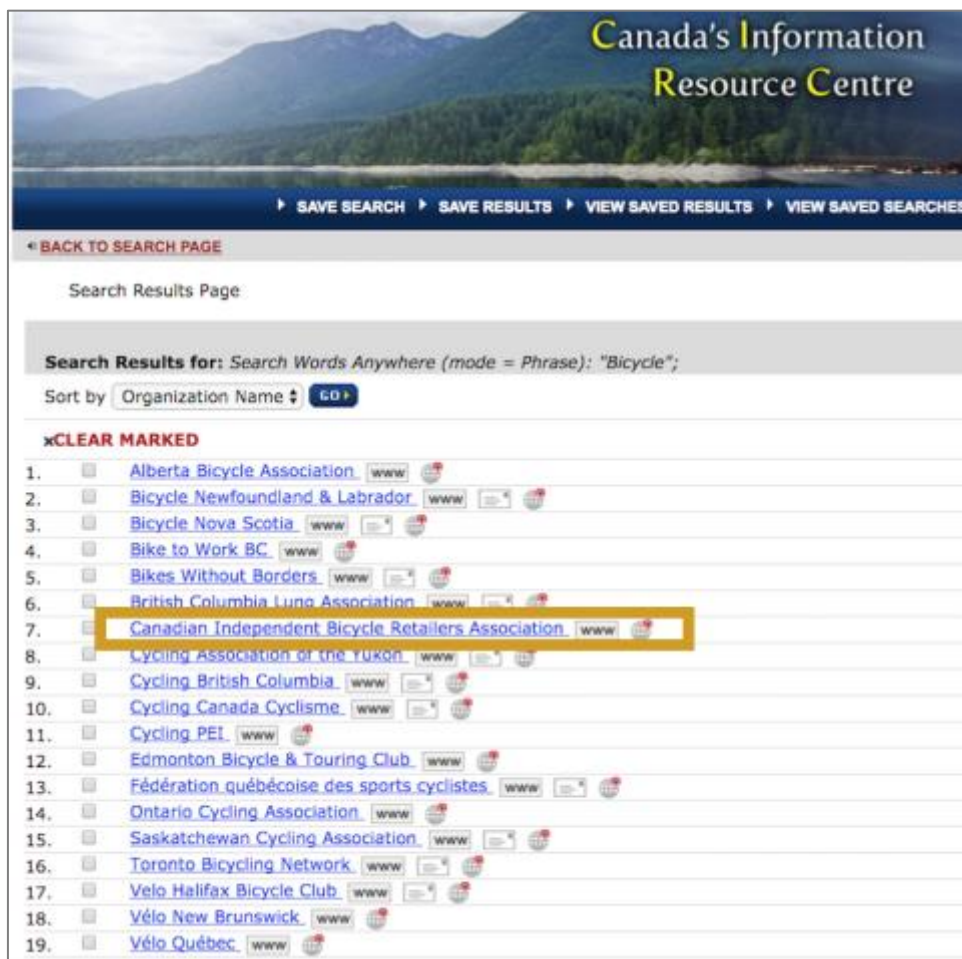
- 2 Click **Click to access this resource**.



3 Type in **Bicycle** and click the **search** icon.



4 You can access each association's detailed listing by clicking its name. For example, click **Canadian Independent Bicycle Retailers Association** to view more detailed information about this organization.



- 5 The profile includes useful information such as the organization type, its jurisdiction, size, budget, funding sources, membership fees, and publications. Click the association’s URL to visit the association’s website. You can then see if the association’s website includes useful sections such as **Research, Member’s Lists/Directories**, or free publications like a newsletter.

SAVE SEARCH SAVE RESULTS VIEW SAVED RESULTS VIEW SAVED SEARCHES VIEW MARKED RESULTS

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Canadian Independent **Bicycle Retailers Association**
43 Hanna Ave.
Toronto, ON M6K 1X1
Canada

Organization Name (Translated)	Association canadienne des détaillants de vélos indépendants
Organization Name (Acronym translated)	ACDVI
Phone	(416) 427-2870 ext. 0
Social Media	www.facebook.com/CIBRA_Bike twitter.com/cibrabike
URL	http://www.cibra.bike
Headquarters	Yes
Organization Type	Associations* - Unions Sports Associations
Subjects	Subject Headings: Bicycling Category: Sports & Recreation
Founding Date	2014
Language	English
Jurisdiction	National
Size	Small
Officers	President: Kevin Senior
Profile	To serve the needs of Canada's independent bike retailers & contribute to th
Budget	\$500,000-\$1.5 Million
Funding sources	Membership fees; Trade show revenue; Publications revenue
Membership Fees	\$197.75 retailer; schedule for suppliers, based upon revenue
Membership Profile	Independent bicycle retailers, suppliers, distributors, & manufacturers across
Publications	SPOKE'n (a publication of the Canadian Independent Bicycle Retailers Associ information, news & industry updates.

*** END OF RECORD ***

For more information on industry research, visit the BRYT (Business Research at York Toolkit) section of York University’s Library website.