

Leander™

Bi-Monthly Guide to Small Business in Leander, TX

Leander's Public Art Committee welcomes public-private visual and performing arts programs that enhance the City.

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

The Flow of Money, Your Role (Part 3)



"Buying local affects a community in three ways..."

The first two parts of our series defined and explained the "Flow of Money." In conclusion, let's discuss what residents can do to improve the community's multiplier affect. It is pretty straight-forward really, **BUY LOCAL!**

Think Leander first when it comes to products and services needed. If residents can see the value of their purchasing power locally this makes a huge difference. Purchasing goods and services locally can inhibit the leakage of dollars to other communities. This in turn generates sales tax that enables City services to be delivered at an increasingly higher level. In addition, the intangible 'sense of place' is created because residents support local businesses thus creating a community. We get to know our neighbors and merchants because we serve each other more often. Our shop local efforts insure shorter drive times, less impact on transportation resources, more participation in local activities and increased opportunities to get to know each other.

Another byproduct of local shopping is the potential to grow business. Leander is an entrepreneurial community. Our agricultural and mining history with 'cedar choppers' and 'stone masons' along with farming and railroad jobs forged a strong, independent streak. There is an inherent self-reliance amongst old and new residents. However, even our history is based upon people helping each other where they can. Did you know approximately 230

business people form the economic 'backbone' of the community? The City's data base includes nearly 100 entrepreneurs and small business owners from the Leander Business Circle and 130 Primary Employers and Service business contacts. The combined efforts of their virtual, home-based and brick and mortar businesses to bring new money to Leander and distribute this wealth throughout the City is critical.

Leander has a population of almost 30,000 residents living in about 11,000 residence. Within this population there

(Continued on page 2)

Calling Leander Entrepreneurs

Own a business in Leander? Thinking about starting a new business in Leander? If you answered "yes" to either of these questions we invite you to join the Leander Business Circle. Membership is FREE. Join us the 2nd Thursday of each month to meet other business owners, learn what is happening in Leander and discover how the Greater Leander Chamber of Commerce and Leander Business Circle can help your business succeed. No RSVP required, just come prepared with business cards.

If you are an entrepreneur in the Leander area call 512-528-2852 or 512-259-1907 for more information.

Leander Business Circle Meeting Schedule

Jan. 14, 2010

Feb. 11, 2010

FREE Networking

Pat Bryson Hall
(201 N. Brushy Street)

8:30 - 10 AM

Call 512-528-2852

or 512-259-1907

en•tre•pre•neur n.

A person who organizes, operates, and assumes the risk for a business venture



Support Leander's economic development by supporting its local entrepreneurs.



**Open My World
Therapeutic Riding Center
512-259-6665**

Open 'Your' World to the Benefits of Equine Therapy



Open My World Therapeutic Riding Center, a non-profit 501(c3), uses horses to help children and youth overcome various physical, emotional and mental disabilities. "Equine therapy is proven to help children make connections, increase their ability to focus and develop basic skills that carry over into their everyday life," says owner Donna Roland. In

addition to therapy with horses, Open My World also offers a petting zoo, field trips, summer camps and birthday parties. Open My World is located in Leander at 1020 CF270, near 183A and 2243.

Contact Donna Roland, Open My World at 512-259-6665 or visit www.OpenMyWorld.com for additional information.

For Friends, Fans and Followers

Connect, Find and Follow . . .

Leander's Economic Development Department (Kirk Clennan) and the Greater Leander Chamber (Mary Bradshaw) at www.linkedin.com, www.facebook.com and twitter.com. It's fun, informative and always up-to-date.



Kirk D. Clennan
mary@leandercc.org



Become a Friend, Fan or both

Kirk D. Clennan (*Friend*)

Leander Economic Development
Department (*Fan*)

Leander Chamber (*Friend*)

Greater Leander Chamber
of Commerce (*Fan*)



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leanderchamber

The Flow of Money, Your Role

Continued from page 1

are approximately 17,000 employees in Leander. On average the per capita income (each man, woman and child) earns just over \$22,800.

Please indulge this simple example on the affect each resident can have on the development of a sustainable community through buying local first. Leander residents generate just over \$684 million in annual income. If ten percent of this income was spent locally and one-percent sales tax was applied to it, this will generate more than \$706,000 annually. Examples of municipal services this revenue can be utilized for include:

- Issue as much as \$10 million in bonds
- Purchase almost 12 police cruisers
- Buy a new fire engine
- Employ up to ten police or fire personnel

These are just a few examples of what affect residents have when products and services are purchased locally.

Buying local affects a community in three ways: fosters a sense of place; reinforces entrepreneurship; and inhibits leakage to enhance the multiplier effect. Please consider Leander first in your family when you look for products or services to buy. Your contribution to the community is greatly appreciated.

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Sell the Difference

It's the little things that can make a customer choose your product or service over another. The color, it's packaging, or even a higher price tag can influence a sale. For some a higher price (not overpriced) eludes to the impression of value.

Make your product stand out so there is no doubt about it's uniqueness. Equally important is the product quality and after service purchase stands up.

If it does not you may not get a second chance with the buyer. Determine the difference between your product and your competitor's and lead with it. If that is what your customer prospect has been looking for you will get the sale. More importantly the customer will be back for a repeat sale and make a referral. (*Small Business Marketing Ideas, June 2008*)

The Sights, Sounds and Impact of Acoustical Resources

Have you ever been to a concert or musical performance and noticed the square-shaped structures hanging from the ceiling? If you have, chances are you saw the work of Acoustical Resources Inc. in Leander. These structures, manufactured by Acoustical Resources, are acoustical absorbers, diffusers and reflectors designed to control excessive noise and enhance sound quality. They are used in large rooms throughout the U.S., including music and performing art centers, gymnasiums, atriums, arenas and restaurants.

Owners Debbie and Burt Cullum began their “acoustical panel” careers as independent sales representatives in the early 1990s. In 1997 they combined their engineering and interior design backgrounds to develop their own acoustic absorber. And that was just the beginning. Today Acoustical Resources is a national company. Forty percent of their business is in Texas and they occasionally export to the U.S. Virgin Islands and Puerto Rico.

The customization of each product is what sets Acoustical Resources apart from other manufacturers in the industry. Their product line includes several types of panels for different levels of impact, and each panel is designed for the specific need of the client, including an array of custom color choices. An exciting “new” product created by the company is the Acoustical Art Panel. This attractive sound panel can be designed into custom shapes such as company logos, celtic crosses, musical staves and more. The City of Leander’s logo is displayed with these art panels at the Leander Library.

Acoustical Resources sells directly to general contractors and works with acoustical consultants for commercial installations. Residential requests are increasing but they only bid on qualifying projects.

Acoustical Resources is located at 904 Leander Drive. Call 512-259-5858 or visit www.acousticalresources.com for more information.

Shop Local at
www.LeanderBusinessCircle.com

Take Charge of Your Own Healthcare!
Learn about the Nikken Wellness Home –
Options for your Health – ALL without side effects.



Sherry Dorsey
Nikken Independent Wellness Consultant
www.nikken.com/sherrydorsey
512 461-6149

Business Resources

Williamson County Clerk’s Office
Assumed Name DBA filing
512-943-1515

Small Business Development Center
www.business.txstate.edu/sbdc
512-716-4826

SCORE
Service Corps of Retired Executives
www.scoreaustin.org
512-928-2425

The Better Business Bureau of Central and Southern Texas
www.centraltx.bbb.org
512-445-2911



Promote your business to Leander. We make it easy. Call 512-259-1907.

eye ON Leander
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Business News, Tips and Resources from the Leander Business Circle

Join us for **FREE Business Networking Jan. 14 and Feb. 11, 2010 - 8:30 AM**

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Starting a Business?

See *Business Resources*, p. 3

Promote Your Business in Leander's Favorite Award-Winning Business Newsletter

Call 512-259-1907 now for advertising sponsorship information and availability. (*Distribution is over 16,000 to Leander only.*)

The Leander Business Circle is co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce.



Leander Marketing Firm Launches Free Marketing Program

Morning Marketing Mix to help local entrepreneurs and small business owners learn how to grow their businesses by marketing more effectively off and online, in all economic conditions.

Leander's award-winning marketing communications firm Destination Graphix (www.destinationgraphix.com), launches a new monthly marketing program to help local entrepreneurs and small business. The "Morning Marketing Mix" is an informative and interactive program enabling participants to gain a better understanding of how to market and communicate their brand more effectively by integrating the tools and strategies available both off and online.

"The Morning Marketing Mix program will equip you with insights and tips on how to combine traditional marketing with new technology and consumer-driven strategies," said Gabrielle Melisende, Creative Marketing Director of Destination Graphix. "Marketing in the twenty-first century has surpassed the point of no return, forever changing and expanding how we market our business," continues Melisende. "Google is the King (of search engines), but shares its throne and title with content and



consumer behavior. A strong online presence and integrated marketing are the new standard for small business across all industries. Now more than ever entrepreneurs and small business owners need to embrace an interdisciplinary approach to their marketing communications, or face extinction."

As part of its own rebranding in 2009, the launch of this program marks the first milestone in Destination Graphix' vision to establish a series of educational marketing programs to help strengthen small business and the local economy.

The Morning Marketing Mix meets the second Tuesday beginning Jan. 12, 2010. RSVP is required, seating is limited. For more information and to RSVP call 260-7886 or email marketingmix@destinationgraphix.com.