

eye ON

Leander™

Bi-Monthly Guide to Small Business in Leander, TX

Nov/Dec 2008
VOL. 18

did
YOU know?



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

The end of the year often presents small business owners with an opportunity to clean house, both physically and financially. These months, usually Nov. and Dec., also offer a much needed opportunity to develop the following year's marketing plan and strategies. Why? Historically speaking, many non-retail businesses experience a slow down at the end of the year, sometimes as early as Oct. For these businesses it signals a seasonal slump, a valuable time if utilized correctly.

Add our current economic crisis to the mix and many entrepreneurs and business owners may be left wondering if it's a seasonal slump or a sign of the times. Either way, it is up to you to keep your business on course, to navigate through the seen and unforeseen obstacles, and utilize every opportunity at every turn. Sales may be down, but no business can truly afford down time. Time, in any form, is a welcome commodity.

Engage yourself and staff to re-create your business for the coming year, to be better than it was in 2008. The hospitality industry focuses heavily on consumer complaints to improve their products and services. Survival of the fittest

2009 Business Success Starts Now



may not be money, but quality products and customer service.

Utilize the time to improve and expand your marketing strategies, to reach the right consumer with the right message through the right vehicle. This may be local advertising, developing innovative marketing strategies, or simply taking your business to the Internet.

Look for ways to turn expenses into profits such as tax credits for green technologies. Embrace "going green" in a way that benefits your expenses, and improves sales with green-minded consumers, a niche market.

Trim or eliminate costly marketing strategies that do not show a return on your investment. Test increasing the

marketing strategies that are netting returns.

Develop or update marketing collateral to take your business to the next level. Utilize "customer-speak" in your brochures and sales sheets. Consumers want to know up front "what's in it for me?"

Finally, weed out non-income-producing activities, products and services that drain income-producing resources (time, money, equipment, etc.) and discontinue or outsource them as appropriate. **eye ON**

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

Nov. 13, 2008

Jan. 8, 2009

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

See our
Entrepreneur
Business
Members, p. 3

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



Jackie A. Lane
Lane Business Solutions
512-417-9611

Local Bookkeeping Service Helps Small Business Owners Stay Focused on Growing Their Business

For your bookkeeping needs – keep it local!

Jackie A. Lane is a Certified QuickBooks ProAdvisor with Lane Business Solutions located serving small business in the Leander/Cedar Park area. Services include:

- QuickBooks set up and training
- QuickBooks Clean Up
- Monthly Account Maintenance
- Payroll



For more information and assistance contact Jackie Lane at 512-417-9611 or via email at LaneBusinessSolutions@gmail.com.

Thank you Sponsors!



Congratulations Winners
Britni Ganze - \$10,000 Raffle Prize
Michel Cantwell - Champagne & Diamonds

September 27, 2008



Frost • Cedar Park Jewelry
Central Texas Tiltwall, L.P.
Community Impact Newspaper

Gracy Title

Alamo Title • Capital One
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Hardin Construction Company
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Nyle Maxwell Pontiac-GMC Round Rock
Rodman, LLC

Jana Duty, Williamson County Attorney
OmniBank • Seth Tanner, Farmers Insurance
Suddenlink

512-259-1907
www.leandercc.org

Tough Economy Births 200,000 Women Entrepreneurs Per Month

Tough economic times can be a catalyst for great opportunity. Adversity by its very nature gives us great motivation to grow and change. According to Karin Abarbanel, author of "Birthing the Elephant," about 2.5 million women launch new business ventures each year, that's 200,000 per month. Abarbanel offers seven strategic tips for small-business start-ups based on feedback from successful women entrepreneurs. They include: substituting brains for bucks; avoid overspending on image; go "guerrilla marketing;" don't outsource prematurely (that which you can do yourself); build a support system for success; avoid burnout; and ignite your ingenuity.

Source: Karin Abarbanel, WND Exclusive, 7 Strategic Tips for Small-Business Start-ups, Mar, 2008.

NEW!

Things you should know BEFORE . . .

Do-it-yourself Tax Accounting

Tax accounting and record keeping are no laughing matter to business owners, new or old. The Internal Revenue Service (IRS) goes out of its way to encourage business owners to keep good accounting records, advice business owners need to heed. Entrepreneurs and home-based businesses may be more likely to do their own taxes, for various and valid reasons. In doing so, they need to learn everything they can about allowable deductions, all applicable forms, accurate record keeping and yearly tax changes. The IRS and State Comptroller's office offer assistance but are not in the business of advising business owners. Tax accounts and consultants, on the other hand, can do your taxes and advise you, taking many burdens off the minds and shoulders of entrepreneurs and business owners. For more information about business taxes visit www.irs.gov or call 1-800-829-4933. For tax assistance and advice check with your local Chamber office, network groups, Yellow Pages, online searches, and other business owners for a referral.

Your Business Neighbors

Meet our newest Business Circle members (below) and see our growing Business Directory at www.LeanderBusinessCircle.com.

Business Name	Service/Product	Contact
Andy's Custom Painting	Custom Home Painting	512-945-9760
Austin Steam Train Assn	Tourism	512-477-8468
First Class Appraisals	Appraiser	512-736-7797
Live Oak Chiropractic	Chiropractic	512-560-8558
Lockwood Engineers	Civil Engineering	512-260-9100
Mary Kay Cosmetics	Beauty Consultant	512-923-3765
Moman Architects	Architecture	512-733-1150
Porterfield Marketing	E-Commerce	512-924-8091
Primerica	Financial Services	512-565-0835
Rothenberg Architecture	Architecture	512-966-7988
Texas Stars Hockey	Professional Hockey	512-260-2371

See more business services and resources at www.LeanderBusinessCircle.com.



Capital One Bank
Avery Ranch Location
14951 Avery Ranch Boulevard
Austin, TX 78717
512.314.8800 www.capitalonebank.com

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.

Leander Economic Indicators Cumulative Summary, 2005-2007

Economic Indicator	2005	2006	2007
Total Labor Force, Williamson Co.	172,048	189,771	194,150
Unemployed, Williamson Co.	4.16%	3.30%	3.67%
Total Unemployed, Williamson Co.	7,154	6,260	7,128
Electric (Active Meters)	7,238	8,009	8,700
Natural Gas (Active Meters)	4,364	4,806	5,203
Water (Active Accts)	6,995	7,942	8,618
Com/Ind. Construction Value	\$49.3 Mil	\$65.7 Mil	\$43 Mil
No. of Com/Ind Permits	24	37	60
Residential Construction Value	\$203.4 Mil	\$182.1 MIL	\$168.6 Mil
No. of Residential Permits	840	1,258	987
Total Construction Value	\$252.8 Mil	\$247.8 Mil	\$211.5 Mil
Sales Tax Receipts	\$.9 Mil	\$1.09 Mil	\$1.4 Mil
Rounds of Golf	n/a	n/a	31,479

Source: City of Leander, Economic Development Dept.



eye ON Leander
 Bi-Monthly Guide to Small Business in Leander, TX
 Distribution: Over 15,500 in Leander

© 2008. Eye On Leander™ is the Leander Business Circle's bi-monthly business publication. For comments, questions or submissions contact one of the following sponsors or editor.

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Join the Leander Business Circle for **FREE Business Networking**
 Next two regular meetings: **Nov. 13, 2008 and Jan. 8, 2009 - 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 15,500 to Leander only.*)

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

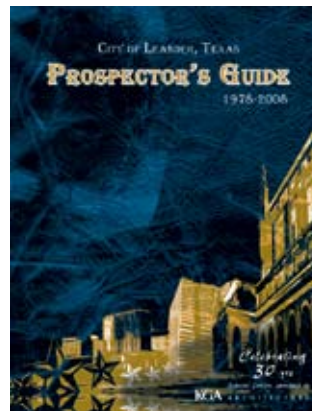


‘Holiday Open House’ and Blue Santa Bring Network Groups, Public Together

The City of Leander and Greater Leander Chamber will combine their monthly network groups in December for a special “Holiday Open House” networking event. The Holiday Open House will be held on Dec. 9, 2008, at Pat Bryson Hall from 11:30 AM - 1 PM (201 N. Brushy St., Leander). The event is open to the public and also benefits Central Texas children. Admission is free with the donation of a new, unwrapped toy for Leander PD’s Blue Santa drive, or \$5.00 per person. Expect lots of holiday cheer, good food and plenty of informal networking. All regularly scheduled meetings will resume in Jan. 2009.

For additional information, and to RSVP by Nov. 24, contact the Greater Leander Chamber at 512-259-1907, via email at contactus@leandercc.org or visit the chamber office located at 103 N. Brushy St, Leander. Sponsorships gladly accepted.

New ‘Prospector’s Guide’ Unveiled, Now Available



The newest edition of the Leander *Prospector’s Guide* is now available. It was unveiled at the City’s 30th anniversary celebrations on Nov. 7. The *Prospector’s Guide* is Leander’s definitive real estate book showcasing more than 11,000 acres available for development along a 46-mile route, complete with site data sheets, maps and demographic statistics.

Purchase your copy today for the special “anniversary” rate of \$30.00. Contact the Greater Leander Chamber at 512-259-1907, via email at contactus@leandercc.org or visit the chamber at 103 N. Brushy St, Leander.

Next issue of Eye On Leander™ coming Jan. 2009!