

More than \$10 million per month has been invested in Leander for the past 95 months. (City of Leander, Office of Economic Development)

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

Success is in the Details

A quick guide to planning a small business

Thinking about starting a business? Make planning for the success of your business a priority to avoid common mistakes small business owners historically make. What does planning for the success of your business mean? It means taking the time to research and plan every aspect of your business.

Who is your market? What type of business structure will best meet your needs, short- and long-term? Do you have enough start-up money or require funding? What equipment do you need to start your business? Are there any licenses or permits required to start your business? Are you prepared to perform all of the functions of your business or will you need to outsource services? The list of questions is endless.

Create a check list for the set up your business or use the one included here as a quick guide to plan your small business. Revise and expand it as needed. Develop a relationship with local, state and federal entities such as the State Comptroller's office and the Internal Revenue Service. It is your responsibility to know and follow all governing rules, regulations and tax laws pertaining to your business. These agencies can provide valuable information and resources to help your business succeed.

Seek local area professionals for guidance and services in areas such as taxes, bookkeeping, contracts, employment law, business development, marketing, and so on. Develop a core group of "go-to" advisors and resources to help you take care of the details of your small business and plan for success. **eye ON**

Easy to Use Checklist

Business Set-up

- Identify your market
- Identify your products or services
- Contact local, state & federal agencies for regulations & tax requirements
- Select a business location
- Name your business, select a business structure & file appropriate forms
- Create a business plan
- Procure funding for business start-up

Business Operations

- Open a business bank account
- Set up & furnish business office
- Set up bookkeeping or outsource
- Set up processes & procedures
- Create business forms & invoices
- Establish vendor accounts
- Establish hours of operation
- Identify all functions of business
- Hire staff or outsource functions

Business Marketing

- Create a business identity
- Develop a marketing plan
- Create marketing materials such as business cards, brochures, etc.
- Market, advertise & promote business

Calling Leander Entrepreneurs

Whether you are thinking about starting a business in Leander, are a new start-up or have been in business for a while, the Leander Business Circle is the place to be for FREE monthly networking. Meet other business owners, learn what's happening in Leander, discover what the Greater Leander Chamber of Commerce can do for you, and much more. No RSVP is required. Come prepared with business cards.

If you are an entrepreneur in the Leander area the City of Leander and the Greater Leander Chamber of Commerce invite you to join the Leander Business Circle for FREE monthly networking. Call 512-528-2852 or 512-259-1907 for more information.

Leander Business Circle Regular Meeting Schedule

Jan. 10, 2008

FREE Networking

Feb. 14, 2008

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.



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NEW!

Things you should know BEFORE . . .

Borrowing for Business, Can You Score?



Looking for a business loan or a line of credit? Planning to lease or purchase commercial equipment in 2008? Some

preliminary research *before* submitting any loan application may increase your approval rating and help you borrow responsibly. How? Obtain a copy of your credit report, know your credit score and prepare a financial statement. If time permits, take appropriate action to improve any of these areas if needed. Interview local lenders and other business creditors to identify available loan programs or products and the criteria required for approval. Discuss your loan qualifications and options with the lender of your choice based on your interviews, business needs and financial qualifications. Determine which loan program or product you may qualify for that best meets your business borrowing needs and apply responsibly.

Discover the Leander Chamber

Networking, Publicity, Exclusive Advertising & Special Events



The Greater Leander Chamber of Commerce can be one of your most valuable "local" marketing partners. How? It is the single most utilized source for civic and community information and business resources. Join the Greater Leander Chamber today and put it to work for you 24 hours a day, seven days a week. Business memberships start as low as \$150 per year. Member benefits include exclusive publicity and advertising opportunities in the chamber office, on its web site, in publications and more. Download an application now and discover what chamber membership can do for your business. Visit www.leandercc.org or contact Debra Harrison or Mary Bradshaw at 512-259-1907.

Call 512-259-1907 to learn more about networking in Leander. Join us Jan. 10 @ 8:30 AM

ASK the Business Circle

Thinking about starting a business or want to know more about insurance, financing, marketing or other areas of business start-up and ownership? Leander Business Circle members are on the cutting edge of entrepreneurship and small business ownership. Now you can tap into their vast knowledge by submitting business questions to *ASK the Business Circle*. Look for your question to be answered on our web site at www.leanderbusinesscircle.com or featured in an upcoming issue of *Eye On Leander*™.

Mail your business questions to:
ASK the Business Circle
c/o The Greater Leander Chamber
P.O. Box 556, Leander, TX 78646

Or send them via email to:
contactus@leandercc.org
Subject: ASK the Business Circle

Your Business Neighbors

Business Name	Service/Product	Contact
ATA Blackbelt Academy	Martial Arts	512-260-2821
Anytime Fitness	24 Hr Co-ed Fitness Center	512-260-9797
Arbonne International	Health and wellness	512-259-5036
Arndt-Brantner & Co.	Bookkeeping	512-528-9326
BT Gifts and Toys	Gifts and Toys	512-259-3675
Broad Insurance & Financial Svcs	Farmers Insurance Agent	512-260-8288
Bullseye Tech Support	Computer repair/IT services	512-663-6467
Cedar Park Women's Center	Women's Healthcare	512-260-3636
City of Leander	Athletics & Recreation for Seniors 50+	512-528-9909
Dana's Hair Salon	Beauty Salon	512-778-5252
Dragonfly Design	Custom Stained Glass	512-260-0473
Ed Kelley Photography	Photographer	512-986-5519
EMTWeb.NET	Web Design	512-736-2557
EZ Clean Austin	Power washing & Exterior Cleaning	512-260-5823
Folkerson Communications, Ltd.	Telecommunications Sales & Service	512-977-0055
Friendly Computers	On-site Computer Services	512-931-0303
Hill Country Directories	Telephone Book Publisher	512-864-2973
Isagenix	Health & Wellness	512-260-1870
Jordan Ashley Photography	Photographer	512-250-8482
Kickin' Signs	Signs & Banners	512-470-7279
Leander Realty	Real Estate	512-259-9119
Leander Signs	Signs & Banners	512-528-0887
Life Skills Nutrition	Cooking & Nutrition Classes/Consulting	512-809-3086
Logo Wear Direct	Logo Apparel	512-260-7349
Mangold Group	CPA firm	512-327-0909
Michael Eckert, Keller Williams	Real Estate	512-304-5786
Miss Rosie's Defensive Driving	Defensive Driving	512-698-3073
Mod Cat Design	Web Design	512-619-8911
NetworkCar	GPS Devices	512-260-1317
Party-N-Jump	Party Rental & Balloons	512-267-5867
Photography by Maggie	Fine Art Portraiture & Other Photo Services	512-834-7860
Pony Stitch Embroidery	Embroidery	512-913-9256
PostNet	Printing, Packing & Shipping	512-637-6080
Preston Carlton Real Estate	Real Estate	512-748-9219
Rock Chiropractic West	Chiropractor	512-259-9922
SMR Services	Business Plan Consulting	512-736-3437
Southern Cross Home Inspection	Home Inspection Services	512-658-2528
Texas Family Mortgage, LP	Home Loans	512-402-8324
The Blakesley Agency	Farmers Insurance Agent	512-260-3070
The Bunting House	Guesthouse	512-259-0148
The Walker House @ Stonehurst	Bed & Breakfast	512-259-8738
Total Care Handyman Services	Home Repair	512-528-0494
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Tucker Family Dentistry	Dentist	512-260-9333
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
Your Local City	Marketing	512-786-9615

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

This list is a sampling of Leander's entrepreneurs.



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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**
Bi-Monthly Guide to Small Business in Leander, TX

Distribution: Over 14,000 in Leander

© 2007. 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: Jan. 10 and Feb. 14 - 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 14,000 to Leander only.*)

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



Visit www.LeanderBusinessCircle.com to discover local services and products for business, personal and home needs.
www.LeanderBusinessCircle.com

Small Business is BIG Business in Leander

“Leander is open for business,” declared Mayor John Cowman when he was elected in 2003. By Sept. 2005 the city’s office of Economic Development and the Greater Leander Chamber of Commerce began a joint initiative encouraging entrepreneurship and small-business growth in Leander.

Why focus on small entrepreneurs? According to the US Small Business Administration (Jan. 2006) 99.7 percent of all American businesses are small. That means 0.3 percent of all U.S. employers (about 17,000 companies) have 500 employees or more. Fifty-three percent of small businesses operate out of a home and half a million new businesses are started each month. Leander recognizes small business has a proven capacity to generate economic flexibility and foster social stability.

See *Calling Leander Entrepreneurs*, p. 1

First Evening Network Meeting

Calling Leander entrepreneurs and small business owners who cannot attend morning network groups. The City of Leander’s office of Economic Development and the Greater Leander Chamber invite you to join the Leander Business Circle for its first evening network meeting on Tues., Feb. 19. The meeting is FREE and will be held from 7-8:30 PM at the Greater Leander Chamber office (103 N. Brushy Street). Bring plenty of business cards and be prepared to network.

Feb. 19, 2008
7-8:30 PM
Leander Chamber Office
 FREE Networking and Refreshments
 Call 512-528-2852 or 512-259-1907

Next issue of
Eye On Leander™
coming March 2008!