eye ON Leander™
Bi-Monthly Guide to Small Business in Leander, TX
Jul/Aug 2008
VOL. 16

did YOU know?

Last fall, 259 Leander ISD students enrolled in dual credit courses at Austin Community College saving parents $50,882 collectively.
(Leander ISD, Partners in Education)

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

Recession Offers Opportunities for Entrepreneurs and Consumers

Nobody likes a recession, but truth be told, opportunity lurks everywhere, even during a recession. Did you know some of the most successful companies in the United States started during a recession? These companies include Microsoft Corp., Hewlett-Packard and the Walt Disney Co., as well as many others listed on the Dow Jones.

Business is risk—*at risk*—with no guarantee, and not all businesses will survive whether we are in a recession or a booming economy. A recession, however, does mean imminent doom, and need not be the deciding factor as to whether you start a business.

Economic challenges stimulate innovation and creativity in business and in consumer spending. Consumers and businesses are both looking for solutions, creating a perfect storm of opportunity.

There are many resources and articles available online to help guide businesses through a downturn, seasonal or long-term. Also see Eye On Leander's archives at www.leanderbusinesscircle.com for helpful information.

For example, high gas prices can stimulate an increase in "local" consumer spending. Businesses, simultaneously, may focus more on customer retention, resulting in better customer service and higher quality products.

Another benefit is entrepreneurs and small business are more adapt to change and can move quickly compared to large, more established companies.

As small business continues to be the driving force of our economy, many entrepreneurs and small business owners can in fact expect to benefit and grow in a downturn, or recession. A Google search for the phrase "small business and recession" reveals many supporting headlines like "Entrepreneurs undaunted by recession." Studies show entrepreneurs and small business owners actually expect to grow over the next six months. eye ON

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 Meeting Schedule

July 10, 2008
Aug. 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.

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

Gas prices keep rising!
Budgets are stretched to the Limits!

What if the answer was right in front of us? **The solution is in your own home.**

Transform it—into a Wellness Home for your health—and an office for your wealth!

You owe it to yourself to check out this fantastic health and research company that gives you solutions for water, air, nutrition and sleep that can improve your health and give you a passive income stream.

If you want to be a part of the next trillion dollar market…ask me about the company that could pay for your home and your car—just by helping others feel better! Wow-what a way to work!

Come visit a "wellness home" and see how YOUR life can be improved! Call Sherry Dorsey at 512-461-6149, Nikken Independent Business Consultant, or visit *www.nikken.com/sherrydorsey*.

Win $10,000 towards your next vehicle

Tickets on sale now

The Greater Leander Chamber is raffling off a $10,000 voucher good toward the vehicle of your choice (new or used) at Maxwell Pontiac in Round Rock. Winner will be announced at Leander's Best Party Ever, Sept. 27, 2008. Tickets are on sale now at the Chamber office for $25 each, or buy four and get one FREE! Hurry, only 1,000 tickets will be sold.

Call 512-259-1907 or email *contactus@leandercc.org*.

Leander's Best Party Ever to Create Red Carpet Frenzy, Sept. 27, 2008

Glitz, glamour, paparazzi all part of Leander's First Best Party Ever with live music by Ken Satterly and Etc.

The Greater Leander Chamber of Commerce recently kicked off its promotion for what is being called Leander's first "Best Party Ever." The event is open to the public (18 years and older) and will be held on Friday, Sept. 27, 2008, from 6-10 pm at Saddlesprings in Reunion Ranch. "I don't think anyone in the area has experienced a party like this," says chamber president Mary Bradshaw. "We're very excited about it and guests will literally walk the red carpet," she continues.

The evening will entail a food buffet, live music by Ken Satterly and Etc. of San Diego, CA, as well as a stroll down famed Rodeo Drive for a silent auction. A genuine diamond will be given away in the Diamonds & Champagne contest and a $10,000 voucher good towards a vehicle will be awarded (see information at left).

For more information about Leander's Best Party Ever, or to purchase event and raffle tickets, contact Mary Bradshaw at 512-259-1907 or email *contactus@leandercc.org*. Information may also be downloaded from the web site, *www.leandercc.org*. Limited sponsorships available.

Thank you sponsors!

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CENTRAL TEXAS TILTWALL, L.P.

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Gracy Title Company Leander

Entertainment
Alamo Title and Moman Architects

Silver
Seth Tanner, Farmers Insurance

Leander and Austin Strong in Market Analyst Update

More than 100 people, mostly business and real estate professionals, gathered at Pat Bryson Hall in Leander on Jun. 11 to hear a market analyst update. Economist Jon Hockenyos (*www.txp.com*) and real estate strategist Mark Sprague (*www.residentialstrategies.com*) gave two distinct, highly informative presentations about the state of the economy and answered questions about many hot economic issues impacting consumers and businesses. The purpose of the meeting, organized by the City's Economic Development department and the Greater Leander Chamber, was to gain some perspective on the economy globally, nationally, state-wide, in the Austin area and in Leander. Fortunately, the Greater Austin area (a five county-wide area including Williamson Co.) remain strong. Three key areas, however, emerged from both presentations:

- Easy money has dried up which means a return to normalcy with sound economic principles, equity, good credit, thoughtful plan;
- Relationships are important, business-to-business and business-to-customer time invested is invaluable; and
- Planning is key, this slowdown provides an opportunity to assess your business, and identify weaknesses, areas for improvement and opportunity.

To learn more about the individuals, companies and content of this market update visit the City's web site at *www.leandertx.org*. Copies of both presentations can be accessed via the "file section" on the "Economic Indicators" page within the City's Economic Development section.

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Your Business Neighbors

Looking for our business directory? You can find it this month online at *www.LeanderBusinessCircle.com*. Whether you are new to the area or simply looking for personal, home or business products and services, the Leander Business Circle directory is the place to shop.

For a complete directory of Business Circle members visit LeanderBusinessCircle.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.**

eye ON Leander

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© 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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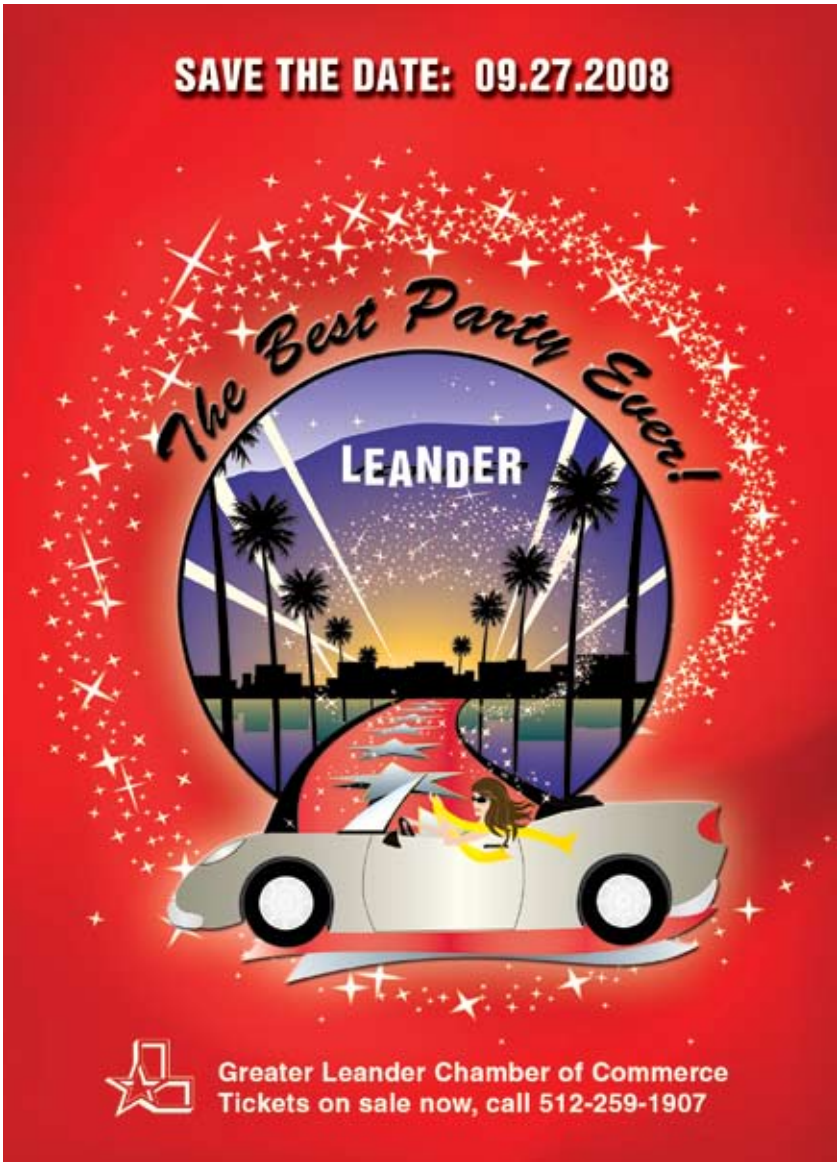
Recession, Opportunities... 1
Business Spotlight 2
Leander's Best Party Ever .. 2
Market Analyst Update 3
Congressman Carter..... 4

Starting a Business?

See Business Resources, p. 3



See details on p. 2

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

Call 512-259-1907

Congressman John Carter's Annual Address

Congressman John Carter will deliver his fourth annual State of the District Address (Williamson County) at the Greater Leander Chamber's August luncheon. The event will be held at Central Baptist Church (1650 CR 271) on Tues., Aug. 26, 2008, from 11:30 AM to 1 PM. Primary employers, small business owners, Chamber members, and Business Circle members are encouraged to attend. Call 512-259-1907 to RSVP by Aug. 22. Standard luncheon fees apply, $10 for Chamber members and $15 for non-members.

August 26, 2008
11:30 AM - 1 PM
Central Baptist Church
1650 CR 271 in Leander
RSVP REQUIRED by Aug. 22