

The Greater Leander Chamber of Commerce is the single most utilized source of information for local civic, community and business resources.

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

## The Holiday Season is a Ripe Time to Market

In marketing you want to use every opportunity to educate, promote and sell your business. The holiday season (mid-Nov. to Jan. 3) offers entrepreneurs and small business owners the opportunity to promote their business, stimulate sales and spread good cheer at the same time.

Marketing to your current customer base ought to be a priority for every entrepreneur and small business owner throughout the entire year, and especially during the holiday season. If not, you are overlooking one of your best markets for repeat sales and referrals. Customers like to know they are valued. Sending a personalized message, savings coupon or a free gift to a customer communicates that you value their business and loyalty.

The holiday season also offers an optimum time to network, cold call and reach out to new prospects. The strategies remain the same, only the message changes. Holiday parties offer an additional marketing strategy to network. Take advantage of them or consider hosting one yourself.

Lastly, if the holiday season or the month of January traditionally present a slow down for your business consider offering limited time specials to expire during these months. Also read "Getting Through a Seasonal Slump," from the *Eye On Leander*™ archives for five ways to master a seasonal slump ([http://www.leanderbusinesscircle.com/pdf/EyeOn\\_Dec06.pdf](http://www.leanderbusinesscircle.com/pdf/EyeOn_Dec06.pdf)). eye ON



1. Place a coupon or savings offer on your invoices during this period
2. Use direct mail or email marketing to promote holiday specials
3. Send a personal greeting or holiday card (Thanksgiving, Christmas, New Year's)
4. Give away promotional items with your company information on it
5. Use any of the above methods as an opportunity to introduce new products or services with an introductory offer (valid during the holiday season or in January)

## 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 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

**Nov. 8, 2007**  
Special Guest Speaker  
FREE Networking

**Jan. 10, 2008**  
FREE Networking

Pat Bryson Hall  
(201 N. Brushy Street)  
8:30 -10 A.M.  
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.



**E Z Clean Austin**  
Residential & Commercial  
**512-260-5823**

### E Z Clean Austin, the right choice for clean!

If you're in the market for professional cleaning services, EZ Clean Austin is the right choice for you. Fences, driveways, sidewalks, windows, screens, house fronts, sidings, porches, even trash cans, if you hate to clean it, then we'll do it for you. Check out our numerous services!

- Power Washing
- Trashcans
- Painting
- Gutter Cleaning
- Window Cleaning

Our labor-saving rotary power washer cleans up to FOUR-TIMES faster than the antiquated hand-held wand method. This reduces our work time on your project and also reduces the cost to you, our client, saving you time and money.

Visit [www.EZCleanAustin.com](http://www.EZCleanAustin.com) for more information or contact Mike Wilson at 512-260-5823. *Commercial accounts accepted.*

NEW! Things you should know BEFORE . . .

## Vehicle Advertising, Are You Covered?

Vehicle advertising, such as car magnets and vinyl lettering, is by far one of the most cost effective forms of local advertising available to entrepreneurs and small business owners. But did you know adding commercial advertising to your vehicle can affect or change your auto insurance requirements? According to Seth Tanner, an independent Farmers Agent and owner of Broad Insurance and Financial Services in Leander, "vehicle advertising is a gray area and insurance providers vary." His advice? Get the facts first. Check with your insurance provider before purchasing vehicle advertising to ensure proper coverage.



## Promote Your Business in the Eye On Leander™

**Call 259-1907 NOW!**

*Distributed to over 14,000 Leander residents and businesses. Space is limited.*

## ASK the Business Circle New feature launching 2008

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](http://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](mailto:contactus@leandercc.org)  
Subject: ASK the Business Circle

### Free 8x10 with Portrait Session

Wedding\*Portrait\*Senior

This month is Family Portrait Month. With your Portrait Session you will receive a FREE 8x10. Portraits make great Christmas cards and gifts.

Call today to book your session.

*Ed Kelley*  
Photography

not valid with any other offers  
limit one coupon per customer  
Expires 11/30/07

**512-986-5519**  
[www.edkelleyphotography.com](http://www.edkelleyphotography.com)

# Your Business Neighbors

Business Name	Service/Product	Contact
Abrakadoodle	Children's Programs	512-535-0870
Anytime Fitness	24 Hr Co-ed Fitness Center	512-260-9797
Broad Insurance & Financial Svcs	Farmers Insurance Agent	512-260-8288
BT Gifts and Toys	Gifts and Toys	512-259-3675
City Real Estate & Mortgage Svcs	Real Estate	512-913-7481
Damsels Creations	Candles, Soaps & Things	512-934-0134
Dana's Hair Salon	Beauty Salon	512-778-5252
Destination Graphix	Graphic Design, Web Solutions, Marketing	512-260-7886
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
Fuel Freedom International	Save \$ on Gas and Diesel	512-260-7373
Gabby's Crafts	Scrapbook/Craft Store and Classes	512-786-9615
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
Logo Wear Direct	Logo Apparel	512-260-7349
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
New Horizons Home Inspections	Home Inspection	512-259-5959
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
Rhino Environmental Services	Janitorial Supplies & Services	512-748-8805
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 CarPool Car Wash	Car Wash	512-663-8796
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

See more business services and resources at [www.LeanderBusinessCircle.com](http://www.LeanderBusinessCircle.com).

*This list is a sampling of Leander's entrepreneurs.*

## Greater Leander Chamber, A Valuable Marketing Partner

Join the Greater Leander Chamber of Commerce and put it to work for you 24 hours a day, seven days a week. Chamber members receive exclusive advertising and publicity opportunities in the chamber office, on its website, in publications and more. As the single most utilized source of information in Leander for civic, community and business resources, the Greater Leander Chamber can be one of your most valuable "local" marketing partners. Download an application now and discover what chamber membership can do for your business. Visit [www.leandercc.org](http://www.leandercc.org) or contact Debra Harrison or Mary Bradshaw at 512-259-1907.

## Business Resources

### Williamson County Clerk's Office

Assumed Name DBA filing  
(512) 943-1515

### Small Business Development Center

[www.business.txstate.edu/sbdc](http://www.business.txstate.edu/sbdc)  
512-716-4826

### SCORE

### Service Corps of Retired Executives

[www.scoreaustin.org](http://www.scoreaustin.org)  
512-928-2425

### The Better Business Bureau of Central and Southern Texas

[www.centraltx.bbb.org](http://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

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Join the Leander Business Circle for **FREE Business Networking**  
 Next two regular meetings: **Nov. 8, 2007 and Jan. 10, 2008 - 8:30 AM**

**findITfast**

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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.



**Destination Graphix, Finalist for Marketing Campaign of the Year**

Destination Graphix (of Leander) has been named a Finalist in the 4th Annual Stevie® Awards for Women in Business. Stevie Award winners will be announced in Las Vegas on Nov. 12, presented by Infiniti. The Stevie Awards for Women in Business honor women executives, entrepreneurs, and the companies they run—worldwide. According to the *New York Post* (April 27, 2005) the Stevie Awards are the “business world’s own Oscars.” Destination Graphix is a Finalist in the Marketing Campaign of the Year category due to its success with the Greater Leander Chamber of Commerce’s *2007-2008 Community Profile and Membership Directory* marketing campaign.

Destination Graphix offers award-winning graphic design, web site solutions and marketing strategies, and is the editor of *Eye On Leander*™. For more information visit [www.DestinationGraphix.com](http://www.DestinationGraphix.com) or call Gabrielle Melisende at 512-260-7886.



**Find unique gifts, products and services for everyone on your list at . . .**

**[www.LeanderBusinessCircle.com](http://www.LeanderBusinessCircle.com)**

**Networking in Dec., Special Meeting**

The City of Leander’s office of Economic Development and the Greater Leander Chamber of Commerce are co-hosting a special holiday networking event on Dec. 4. This Holiday Open House takes the place of regular meetings for the Leander Business Circle, Chamber members and the Real Estate Round Table.

Bring lots of business cards and good cheer to network with members from all three groups on:

**Dec. 4, 2007**  
**11:30 AM – 1 PM**  
**Pat Bryson Hall**

FREE Networking and Refreshments  
 Call 512-528-2852 or 512-259-1907

**Next issue of**  
**Eye On Leander™**  
**coming Jan. 2008!**