

75% of native Texans prefer to stay in Texas, earning the Lone Star state the unusual distinction of the "stickiest" state in the US. (Pew Research Center)

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

Marketing the US Economic Crisis

Marketing, as a form of communication, is a common fabric linking us all together—young, old, personally, professionally, intentionally and subliminally. It is not limited to business. Men and women market to attract potential mates. Employers market to recruit employees. Job seekers market their skills to prospective employers.

Much of the world is currently marketing the US economic crisis. Our news media has likened the crisis to that of the Great Depression. Some go as far as to suggest our financial woes are worse. One has to question the objective, or desired result, of portraying a fear- or fact-based marketing campaign on millions of people and world governments. To put it into perspective let's compare statistics and history.

From 1929-1934 personal income plunged 44% and unemployment rose to 25%. One out of every four Americans was out of work. Mortgage foreclosures actually began soaring in 1926, four years before the Great Depression. By 1934 failed mortgages rose to an unprecedented rate of 50%. The stock market fell nearly 85% to a record low of 41, and did not reach a new high for 16 years. The Great Depression lasted 10 years.

Amidst massive layoffs, especially in the real estate and financial industries, our unemployment sits just below 7%, nationally (Nov. 2008). Mortgage foreclosures, a root cause of the financial fall out, were at 4.4% in Aug. 2008. Four

months later it is estimated that one in ten mortgages are at risk. The Dow has lost 40% this year. No one can minimize the devastating effects of our current economic crisis, but the Great Depression was infinitely worse.

The US has survived numerous recessions and bear markets since the Great Depression. For example, from 1973-1974 the market fell 45%. Everything cycles. Bull markets follow bear markets usually lasting four times longer with as much as a 160% increase. If anything, 2008 will likely be remembered as the year of "life style change"—a return to fundamentals, basics and that which we value most.

It is no secret bad news sells. Marketing and sales are driven by emotional or physical need. The news media rely on ratings to attract and keep advertisers and sponsors who in turn rely on your perception and action.

Texas is fairing better than most states with unemployment and mortgage foreclosure rates below the national averages. Leander continues to enjoy a thriving economy although at a slower pace than 12 months ago. The rapid growth of Leander Independent School District remains constant, and commercial development is progressing, evidence of Leander's economic strength.

For information about available real estate, commercial space and economic development in Leander contact Kirk Clennan at 512-528-2852. 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

Jan. 8, 2009
Feb. 12, 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.



**Austin Steam
Train Association
512-417-9611**

Hill Country Train Rides for All Occasions and Seasons



Step back into time and enjoy a train ride through the hill country. Turn around, shopping and holiday excursions are available year round and are suitable for couples, groups and families. Choose from three levels of service or charter the private *Boonesborough Lounge*. Trains depart from Cedar Park Rail Yard. Fares range from \$17-\$43 per ticket. Discounts are available for seniors (62+) and groups of 20 or more. Children under three ride free.

Large groups and special parties are welcome and may charter a caboose, passenger car or the whole train! Snacks, beverage and souvenirs are available on board the train in the concession car. Gift certificates are also available. Join our next holiday excursion, the Valentine's Day Sweetheart Special, on Feb. 14.

For ticket sales and reservations, or to learn how you can be a part of the train crew, call 512-477-8467 or visit www.AustinSteamTrain.org.

Things you should know BEFORE . . .

Riding the Capital MetroRail Red Line

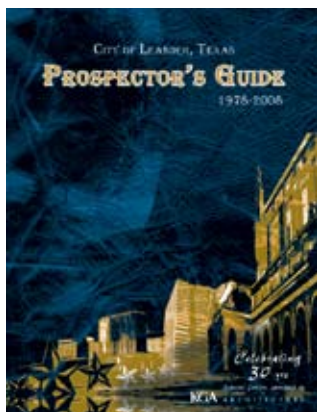
The first installment of the MetroRail kicks off Mar. 30, 2009 with the Red Line to Leander. Sleek new trains will carry up to 200 passengers (108 seated) to work in Austin in comfort and style. Initially, Capital MetroRail trains will run weekdays every 30 minutes during morning and evening rush hours. Regular and special shuttle buses will whisk you to your final destination. Approximately 1,700-2,000 trips are estimated per day.

Pre-revenue service is scheduled to begin Feb. 12 while trains run without passengers as staff test track signals and train conductors. See fare rates listed below. For additional information pick up a brochure from the Greater Leander Chamber at 103 N. Brushy St.

Capital MetroRail Fares

Adults	1 Zone	\$1.00
	2 Zones	\$1.50
Students & Active Military		
	1 Zone	\$0.50
	2 Zones	\$0.75
Seniors & Disability Fare Cardholders		FREE

Updated 'Prospector's Guide' Available at Leander Chamber



The newest edition of the Leander *Prospector's Guide* was unveiled at the City's 30th Anniversary celebration on Nov. 7. It is now available for purchase from the Greater Leander Chamber. 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 86 site data sheets. The book also features numerous maps and demographic statistics pertinent to Leander.

A special "anniversary" rate is being honored for this edition only throughout 2009 (while supplies last). Contact the Greater Leander

Chamber at 512-259-1907, via email at contactus@leandercc.org or visit the chamber office at 103 N. Brushy St. in Leander to purchase your copy today.

The next update is scheduled for Fall 2009. For updates, property inclusion and sponsorship advertising in the *Prospector's Guide*, contact Kirk Clennan at 512-528-2852.

Greater Leander Chamber Adds Member Levels, Expands Benefits

The Greater Leander Chamber kicks off 2009 with a new and improved membership program. Two new levels have been added and member benefits expanded across the board offering member businesses greater publicity and value. New membership forms will be available in January via the chamber office and web site. Anyone doing business in Leander is encouraged to join the Chamber and experience the many benefits membership offers, including exclusive Chamber advertising. Current and renewing members are welcome to upgrade at any time. For additional information about chamber membership and benefits call 512-259-1907 or email contactus@leandercc.org.

31-W Insulation Delivers More than Insulation to Central Texas

31-W Insulation is expanding their Leander business operations to include residential garage door sales and service beginning Jan. 2009. The Leander office, one of five Texas locations, opened in 1997 as an insulation distributor. Renting first, 31-W Insulation saw the potential in making Leander it's permanent base of operations for Central Texas. According to Location Manager Todd Weaver, in 2006 they purchased an acre of land on Leander Dr. and built a 10,000 square foot office and warehouse to accommodate the company's needs and future growth. When asked why 31-W Insulation decided to stay in Leander, Weaver quickly responded, "the land was affordable, we liked the future growth plan and 183-A, and the City of Leander was very welcoming." Weaver has lived in Leander since 2001.

31-W Insulation is the second largest insulation company in the southeastern United States. They have 50 locations in 12 states and employ 800 people. The Leander office staffs 14 full-time employees and has been recognized as one of 31-W Insulation's "Top 10" producers for three years running, averaging \$3 million in annual sales.

Contact 31-W Insulation for all your commercial and residential insulation needs, including retro attic insulation upgrades and poly foam. The new garage door sales and service will compliment the company's growing retail bath and door hardware sales.

31-W Insulation is located at 600 Leander Dr. For more information call 512-260-0026 or email todd.weaver@31w.com.

It's smart. It's free.
It could CHANGE YOUR LIFE.
Call today for a complimentary, customized Financial Needs Analysis.



Your Local Representative:
Chuck Ramos
1000 Heritage Center Circle
Round Rock, TX 78664
(512) 238-3030 Office
(512) 565-0835 Cell

PRIMERICA
A Citi Company

Se habla Espanol

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
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: Jan. 8 and Feb. 12, 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.



Ride the Rail with Leander, Feb. 28

The Greater Leander Chamber of Commerce invites you to join community leaders on Saturday, Feb. 28, 2009, as we board the *Hill Country Flyer* and experience rail travel as it was in the past. "Experience the past, anticipate the future" is the theme of this special Leander train ride. The railroad, which has been center point in Leander's history, begins a new chapter on Mar. 30 when the MetroRail Red Line begins service.

Passengers will depart at 10AM for a turnaround ride to Bertram returning at 1PM. Tickets are on sale now through the Chamber office for only \$10 per person. For additional information and departure location, contact the Greater Leander Chamber at 512-259-1907 or via email at contactus@leandercc.org. Details may also be found online at www.leandercc.org.

Next issue coming March 2009!

Greater Leander Chamber of Commerce



RAFFLE

PRIZES

6th Annual GOLF Tournament

Friday – April 3, 2009
The Golf Club at Crystal Falls
12:00 Noon Shotgun Start

Sign up now!
Call 259-1907

Four Man Scramble
Teams \$400 each / Individuals \$100

Entry Fee includes:

- Cart
- Dinner
- Green Fees
- Swag Bag



Sponsorships available now. Forms online soon at www.leandercc.org.

3400 Crystal Falls Parkway, Leander, TX