

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

Protecting Cash Flow, the Ins and Outs

Cash is king in business. Without cash your business cannot survive. Ignoring this basic fact puts your business at great risk. Adopting the practice of protecting your cash flow can help you stay in business, turn a profit and grow.

Businesses generate cash by various means. Typically, the majority of cash flowing into your business will be through the sale of your products and services. But you may also generate cash through loans and credit card proceeds, the sale of assets and owner investment. Generating cash can be much harder in market downturns, recessions and with inflation. Cash flows out of a business through the same channels: operating expenses, loan and credit card payments, the purchase of assets and owner withdrawals.

What is the practice of protecting cash flow? It is anything that improves the inflow of cash and reduces its outflow without impacting the quality, sales, delivery and customer service. To grasp this better let's look at common practices that can have the opposite effect. Reducing your workforce, cutting corners on ingredients, manufacturing and service, and stopping all marketing efforts are typical knee-jerk reactions that greatly impact your ability to continue to generate cash flow and stay in business.

The best practices for protecting your cash flow benefit both the inflow and outflow of cash, and protect your entire business through improvement.

Where do you start in protecting cash flow? Review and audit your operations, the cost of all sales. Stay close to your core services. They are your strengths and that which sets you apart from others. Reduce costly products or services that detract from your brand and reputation, and do not generate enough sales. Look for alternatives that can reduce labor, inventory, warehousing, shipping, and so forth. For example, drop-shipping can greatly reduce operating costs. Buying the same product from a supplier with lower minimums can protect your cash flow.

Tailor marketing efforts to drive more targeted results. Sales, limited time offers, exclusive offerings, and strategies that get you in front of your customer can stimulate sales and increase cash flow. Learn to market smarter, not harder or most costly.

Lastly, protect your cash flow by improving your ability to collect payment. Invoice and collect payment upon delivery of the sale of your product or service. Accept credit cards and add e-commerce to your web site to accept online payments. You may also be able to collect a deposit at the time of sale, prior to fulfillment. Unless lending money is your business, avoid financing customers.

At the end of the day, protecting your cash flow means protecting your business. Protecting your business gives you a better foundation to weather the storms. **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

July 9, 2009
Speaker: Paul Birland
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.



PostNet
512-637-6080

WELCOME TO POSTNET

CREATE – PostNet offers a host of digital and computer services to help you create, save, print, or copy your work.

DUPLICATE – Take advantage of PostNet's printing, binding, and finishing services for all of your graphic and document needs. From 10 to 10,000, in black and white or full color. Wide format printing too!

DELIVER – You can count on PostNet for professional packaging and shipping. PostNet offers FedEx, UPS, and DHL services at competitive prices.



Contact Alan Yore at 512-637-6080 or via email at tx202@postnet.com, or visit Postnet at 651 N. US Hwy. 183, Ste. # 335 in the Leander H-E-B Center.



Win FREE Limo Service

Arrive at Leander's Best Party Ever in style! The Greater Leander Chamber is giving one lucky winner FREE limousine service to and from this year's party at the Renaissance Hotel Austin. Purchase your tickets or business sponsorship by Aug. 15, 2009 to be eligible. The winner will be drawn Aug. 25 at Congressman Carter's annual address. (Must be 18 or older. Winner need not be present.)

Tickets are on sale now at the Greater Leander Chamber! For sponsorships or reservations call 512-259-1907 or email office@leandercc.org today.

Compliments of Executive & Limousine Transportation Service.

Afterhours Networking, July 8

Join the Leander Business Circle on Wed., July 8, for afterhours networking! The meeting will be held at the Greater Leander Chamber (103 N. Brushy St., Leander) from 6:30-8 PM. Our guest speaker will be Chris Fielder, Leander City Council and former small business owner. No RSVP required, just remember to bring lots of business cards. For additional information visit www.LeanderBusinessCircle.com or call 512-259-1907.

Managing for Success, August 7

The Leander Business Circle is pleased to announce its second business class for entrepreneurs and business owners. It is sponsored in association by the Greater Leander Chamber, City of Leander and Rural Capital Area Texas Workforce. The class, *Managing for Success*, will be presented by iSpeak, on Fri., Aug. 7, 2009, from 8:30 - 10:30 AM, at the Leander Public Library. Cost is \$20 per person. Call 512-259-1907 for more information and to register by July 31. Seating is limited.

Congressman John Carter's Annual Address, August 25

Congressman John Carter will deliver his fifth annual State of the District Address (Williamson Co.) at the Greater Leander Chamber's monthly meeting on Tues., Aug. 25, 2009. Instead of the usual luncheon, the Chamber will present a special breakfast to welcome Congressman Carter. The event will be held at Dr. John's Sport Center (1800 Clover Lane, Cedar Park) from 8 to 9:30 AM. Primary employers, small business owners, Chamber and Business Circle members and the public are encouraged to attend.

Call 512-259-1907 or email office@leandercc.org for information and to RSVP by Aug. 21. Cost is the same as the monthly luncheons, \$10 for Chamber members and \$15 for future members.

Carter's annual address is the only scheduled network meeting for the month of August. All groups sponsored by the Greater Leander Chamber and City of Leander are deferred to this event.

The Grass Patch Stands On Top of Their Product

The Grass Patch, established in 1978, is one of Austin (and Leander's) successful entrepreneur stories. Owner Greg Maphet began humbly, mowing grass and reselling Christmas trees, and as they say, "the rest is history." Today Maphet is CEO and General Manager of a thriving landscape design and irrigation company with several divisions: wholesale and retail grass, complete landscape services, fencing and access gates, and nightscapes (low voltage lighting). He relocated The Grass Patch several times before moving it to Leander, always to gain more space. When asked why he chose Leander, Maphet enthusiastically answered, "dealing with Leander, especially Kirk Clennan, the Economic Development Director, was an uplifting experience. We're excited about what he's doing (connecting businesses to support one another) and look forward to growing 'with' Leander." Through all his success, Maphet is quick to give credit to his employees pointing out they have been with him since the 1980s. The company also has a loyal customer base, commercial and residential. The Grass Patch serves many second generation customers.

The Leander facility has enabled The Grass Patch to expand their services and grow more of their own products. For example, they farm their own grass and fabricate their own fencing and gate designs. They also built a display to show customers their full line of products and services.

Whether residential or commercial, The Grass Patch are the go-to guys to get it done. From backyards to city sportsplexes, patios, sidewalks and roads, and retain walls, pool enclosures to access gates, The Grass Patch does it all, and stands on top of their product.

The Grass Patch is located at 15841 Ronald W. Reagan Blvd. They are open to the public Monday through Saturday. For more information call 512-259-5188 or visit www.thegrasspatch.com.

Shop Our Businesses!

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

**Visit a Your Local City
Networking Group Today!**

**Growing Your Business Byte by Byte,
Person by Person,
Link by Link!**

Find out More on www.YourLocalCity.com/join/trish
or contact **Trish Beach** 512-786-9615

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

© 2009. 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.

Kirk D. Clennan, CEcD Dir., Economic Development City of Leander 200 West Willis St. Leander, TX 78641	512-528-2852 kirk@ci.leander.tx.us www.leandertx.org
Mary E. Bradshaw President Greater Leander Chamber of Commerce 103 N. Brushy St. Leander, TX 78641	512-259-1907 contactus@leandercc.org www.leandercc.org
Editor & Art Director Gabrielle Melisende Destination Graphix P.O. Box 618 Leander, TX 78646	512-260-7886 info@ destinationgraphix.com www.destinationgraphix.com

Join the Leander Business Circle for **FREE Business Networking**
 Next two regular meetings: **July 9 and Sept. 10, 2009 - 8:30 AM**

findITfast

Protecting Cash Flow 1
 Business Spotlight 2
 Congr. Carter Address 2
 The Grass Patch 3
 Special Events 4

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.



Special Events

See inside for these upcoming events you won't want to miss! Networking, business tips and much more.

Afterhours Networking:
July 8 (p. 2)

Managing for Success: Aug. 7 (p. 2)

Congressman Carter's Address:
Aug. 25 (p. 2)

Leander's Best Party Ever:
Sept. 19 (p. 2)

Thank you sponsors, you're making it the Best Party Ever!



Community Impact Newspaper • KGA Architecture
 Frost • Independence Title • Southwest Airlines
 Moman Architects • OMNI BANK, NA • Tammy Walker-Synterra Property
 Group • FABCON Products, Inc. • Wrench Funeral Home
 Austin Regional Clinic