

The 2006 Standard Mileage Rate for operating your car, van, pickup, or panel truck for your business is 44.5 cents a mile for all business miles driven. (IRS - [www.irs.gov](http://www.irs.gov))

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

## Minding Your Business from the Inside

What does 'minding your business from the inside' mean? To some entrepreneurs it can mean keeping good financial records. To others it may mean keeping an orderly office. Both are correct answers and represent pieces of a larger picture.

Minding your business from the inside means running a clean, smooth operation. Being an entrepreneur may require guts, but the reality of running a business requires hard work, management skills, resources, discipline and learning to do it right in order to build a solid foundation for success.

The good news is a plethora of free and low cost resources are available to assist you. The IRS and your local state, county and city offices

### Tips to Minding Your Business

- Acquire required business licenses.
- Learn everything about state sales tax obligations for your industry.
- Set up and maintain a good filing system.
- Keep accurate documentation.
- Adopt good business practices.
- Keep good financial records and use an accounting system that works for you.
- Know all of your tax obligations and fulfill them timely (state and federal).
- Set up a business bank account.
- Retain professional assistance and counsel when needed.

offer information about starting and running a business. Don't be afraid to contact these offices for assistance. Many government offices offer free to low cost business classes and workshops. Call or visit your nearest community college for a schedule of business classes. Visit your local chamber of commerce for information and local business resources.

The importance and benefits of minding your business from the inside cannot be overstated. It improves productivity, operations and communications, allows for accurate financial planning, enables you to utilize and allocate resources appropriately, and gives you peace of mind in the event your company is audited. **eye ON**

## Leander Promotes Entrepreneurs

Central Texas is a buzz with entrepreneurs. Just count the number of vehicles you see daily advertising their businesses, or attend one of the many local area network meetings. From the local cafe to a home-based house cleaner or sign maker, entrepreneurship is thriving in Leander and surrounding communities. In Congressman John Carter's annual Williamson Co. address (Leander, Aug. 2006) he acknowledged the small business owner as the backbone of the U.S. economy, and that of Central Texas. The presence of the new H-E-B Plus is a great testimony of the entrepreneurial spirit and entrepreneurship in Leander—past, present and future.

*If you are an entrepreneur in Leander (or its surrounding communities) 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

**March 8, 2007**

Special Guest Speaker  
FREE Networking

**April 12, 2007**

FREE Networking

Pat Bryson Hall  
(201 N. Brushy Street)  
8:30 - 10 A.M.  
Call 512-528-2852  
or 512-257-1907

**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.



**WSI Marketing Solutions**  
**512-535-5024**

As a great business owner you already know a few things:

- how to treat customers right
- that there are many more potential customers and that you could handle a few extra



You may also suspect a few things:

- that your website hasn't provided any real value to your business
- that more visitors to your website might help you win more business

We know a few things too:

- how to drive more visitors to your website
- how to ensure that your website 'converts' more visitors into customers

Schedule a FREE, no obligation Internet business consultation today! Call Nicky or Murray McKerlie at WSI Marketing Solutions, 512-535-5024.

## Entrepreneur Couple Keeps Leander Pools and Spas in Top Shape, Starts Pool School

Total Pool and Spa, based in Leander since 2004, specializes in helping residential and commercial customers improve swimming pool and hot tub performance, safety and maintenance while lowering chemical use. With over 15 years experience, owners Donny and Vickie Greenway emphasize the importance and practicality of using environmentally friendly supplies.

In 2005 Total Pool and Spa launched Pool School. Offered in the spring, individual pool owners, homeowner associations, apartment complexes and other community pool owners can attend Pool School to learn how to properly prepare, improve and care for their pool all season long. Classes are forming now for Pool School 2007.

Total Pool and Spa also offers deck cleaning and sealing, and has recently expanded into Residential Rain Water Collection Systems. For more information about Total Pool and Spa products and services, to schedule maintenance or repairs, or to enroll in Pool School call 512-260-7854.

### Spring Pool and Spa Maintenance Tips

- Service and clean your pool filter system
- Upgrade to a low chemical use system
- Properly test and balance pool water *before* opening pool for the swim season
- Drain and refill your hot tub



### Sign up for Pool School, spring 2007

*Antalek Studios*

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# Your Business Neighbors

Business Name	Service/Product	Contact
Antalek Studios	Unique Sewing Creations	512-924-9509
Arbonne International	Pure Swiss Skincare Products	512-635-4416
BASIC Home Shopping	Personal Home Shopper	512-818-6581
Bassari Engineering Svcs, PLLC	Civil Engineering, Land Development	512-630-6184
Bothne Engineering	MEP Engineering & Design	512-259-8781
Bushkuhl, Michael J., CPA, PC	Accounting, Tax Returns, Consulting	512-260-3362
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Marketing, Copy Writing	512-260-7886
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Fuel Freedom International	Save \$ on Gas and Diesel	512-260-7373
Gen-Tech	Generator Service/Sales - RV & Portable	512-657-7811
Hill Country Doodles	Childrens Art Education Services	512-535-0870
Hill Country Lactation Consultant	Lactation Home Visits & Equip Rental	512-630-1863
Isagenix	Health & Wellness	512-260-1870
Kingdom Kids	Christian Learning Center ages 0-5	512-260-6707
Leander Realty	Real Estate	512-259-9119
Personal Best	Home-based Business Opportunities	512-260-1870
Photography by Maggie	Fine Art Portraiture & Other Photo Services	512-834-7860
Promotional Product Speciality	Pens, Calendars, Mugs and More	512-913-7693
Slumber Parties, Inc.	Ladies Night Out, Romance Enhancement	512-905-9335
Smith, Lee Lane, LLP	Immigration Law	512-502-0303
Texas Custom Homes	Contractor	512-775-7236
Texas Family Mortgage, LLC	Home Loans	512-402-8324
The Beauty of Concrete	Decorative Concrete	512-731-9290
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Urban Dawgy	Dog Training	512-577-0562
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
White Star Farm	Pecan Sales, Harvesting & Gift Items	512-260-5074
WSI Marketing Solutions, Inc.	Internet Marketing	512-535-5024
Yen Acupuncture & Herbal Clinic	Acupuncture	512-260-1710

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

## Leander Entrepreneur Selected to Publish Annual Chamber Directory

The Greater Leander Chamber of Commerce has selected Destination Graphix to publish its 2007-2008 Community Profile and Membership Directory.

Destination Graphix, a Leander-based design and marketing firm, offers customers continuity with business identity, branding and marketing. As a chamber member and resident of Leander, owner and creative director Gabrielle Melisende has a vested interest in the promotion and growth of Leander, personally and professionally. Membership in Leander's Chamber of Commerce exploded in 2006. This trend is expected to continue as Leander attracts more relocation interest and commercial investors.

According to Melisende, "This is a pivotal time in the history of Leander as it steps out of the shadows...into its own light. Leander has a lot coming on line beginning this year, and I want to capture it, promote it and show all that Leander has to offer," continues Melisende.



Distributed to over 14,000 Leander residential and business addresses.

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Ad sales are currently underway and Destination Graphix will soon unveil a redesign of the chamber's 2007-2008 Community Profile and Membership Directory. To learn more about the Greater Leander Chamber of Commerce and membership benefits call 512-259-1907. For more information about the 2007-2008 Directory contact Destination Graphix at 512-260-7886.

Join the Leander Business Circle for **FREE Business Networking**  
 Next two meetings: **March 8 and April 12, 2007 - 8:30 AM**

**findITfast**

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**Want to promote your Business to Leander?**

The Leander Business Circle offers advertising sponsorships to promote your business to Leander residents and businesses. Call 512-259-1907 for sponsorship information and availability.



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

**SAVE the DATE: May 5, 2007\***  
**for Leander's 1st Annual Business Showcase**

\*Rescheduled for the 1st Saturday in May! Call 512-259-1907 now.

**Eye On Leander  
 a Success for Local  
 Entrepreneurs**

*Eye On Leander*<sup>™</sup>, a publication of the Leander Business Circle, is successfully bridging the gap between local entrepreneurs and Leander consumers. Launched in July 2006, *Eye On Leander*<sup>™</sup> is the talk of the town. It has gained the support of Leander's city officials and increased sales and publicity for many of its Business Circle entrepreneurs.

To learn more about doing business in Leander, joining the Leander Business Circle or to locate business resources in Leander call 512-528-2852 or 512-259-1907.

**Starting a Business?**

See *Business Resources*, p. 3