

Leander welcomed Lowe's with a bang! Grand opening sales ranked the new store #14 in the state.
(City of Leander, Office of Economic Development)

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



Chamber Membership Benefits Community and Businesses



Are you a Leander chamber member? If not, why not? For years chamber membership was considered a civic duty. It is still a civic duty today but falls greatly to about the seventh reason why individuals and businesses

join. The top reasons for joining a local chamber, in this case we refer to Leander, is for marketing purposes, either networking or chamber-exclusive advertising opportunities.

Local residents, cities, businesses and the greater public all rely on Chambers of Commerce. Leander's Chamber is no exception, in fact it is a model of success because it is the single most utilized source of information for civic, community and business resources in Leander and surrounding areas. Through its relationship building and innovative programs to benefit its city and member businesses, the Greater Leander Chamber of Commerce has earned a

well-respected reputation among chambers, government officials, developers and businesses statewide.

Leander's chamber actively supports the City's economic growth initiatives and develops complimentary programs. For businesses, Leander's chamber offers numerous marketing opportunities in the form of networking, publicity and exclusive advertising. For individuals (as well as business members) the chamber offers a host of volunteer opportunities to help strengthen the Chamber and the Leander community.

Annual membership fees have remained affordable and new benefits and features continue to be added. Look for the *Official Leander Street Map* (in its second printing) to be published soon and the annual *Leander Community Profile and Membership Directory* later in the year. Both publications offer exclusive member advertising.

For more information about membership and volunteer opportunities call the Greater Leander Chamber of Commerce at 512-259-1907 or log onto www.leandercc.org. The Chamber is located at 103 N. Brushy Street. **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 Regular Meeting Schedule

May 8, 2008
FREE Networking

Jun. 12, 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.



Donna Loflin
Arbonne International
Leanderdloflin@aol.com
512-415-4532

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NEW!

Things you should know **BEFORE** . . .

The Cost of Bartering

Bartering—the trade of goods or services without the exchange of money (*The American Heritage College Dictionary*)—has been used as a currency system for centuries on every continent. Businesses today still use bartering, especially small business. Bartering in business can have short-term or lasting effects, both positive and negative. Before you agree to barter your services or products you should learn both state and federal rules associated with bartering. For example, both the State of Texas and the Internal Revenue Service require bartering activities (the value exchanged) to be recorded. In Texas you may be subject to paying sales tax on the value bartered. Other things to consider before entering into a barter agreement include:

- Is the value of the services or products being exchanged equal, or fair?
- Is the exchange a real benefit or value to you?
- Is it a good marketing strategy (will it bring networking or publicity opportunities)?

Promote your business to Leander! Call 259-1907.

Leander Growing Retail Services



In the last issue of *Eye On Leander™* we talked about site selection and gave a recap of the development of the new Lowe's home improvement store which opened late March at the corner of US Hwy 183 and Crystal Falls Parkway. In the first 27 years since incorporation, Leander built less than 100,000 square feet of retail space. In the past three years 650,000 square feet have been constructed or committed in Leander.

The city and chamber will be attending the annual International Council of Shopping Centers (ICSC) later this month. If you have a relationship with a retailer or developer who will be attending ICSC, let us know. Introductions are welcome and greatly appreciated. Or, if any of our local businesses plan to attend ICSC and would like the city and chamber to sit in on any meetings, contact Kirk Clennan at 528-2852 or *kirk@ci.leander.tx.us*.

For more information about site selection or doing business in Leander, developers and companies may contact Leander's economic development office at 528-2852.

Concrete Staining, Custom Scoring, Overlays
Residential and Commercial

The Beauty of Concrete
As featured in Community Impact Feb 2007

512-731-9290 or 512-731-9218
www.thebeautyofconcrete.com
Family owned and operated in Leander, TX

Your Business Neighbors

Business Name	Service/Product	Contact
ATA Blackbelt Academy	Martial Arts	512-260-2821
Allied Financial	Financial & Insurance Services	512-507-9911
Anytime Fitness	24 Hr Co-ed Fitness Center	512-260-9797
Arbonne International	Health and wellness	512-259-5036
Arndt-Brantner & Co.	Bookkeeping	512-528-9326
BT Gifts and Toys	Gifts and Toys	512-259-3675
Beauty of Concrete, The	Home Improvement/Flooring	512-731-9290
Betty Saenz	Realtor	512-785-5050
Blakesley Agency, The	Farmers Insurance Agent	512-260-3070
Breakfast Club Network	Business Networking	512-656-3466
Broad Insurance & Financial Svcs	Farmers Insurance Agent	512-260-8288
Bullseye Tech Support	Computer repair/IT services	512-663-6467
Bunting House, The	Guesthouse	512-259-0148
Business Accounting Software, Inc.	Accounting Software	512-267-2277
Cedar Park Women's Center	Women's Healthcare	512-260-3636
Cedar Ridge Church	Church	512-461-1000
City of Leander	Athletics & Recreation for Seniors 50+	512-528-9909
Commonwealth Financial	Financial Services	512-259-3466
DMS & Associates	Office Admin. & Accounting Services	512-732-2300
Dana's Hair Salon	Beauty Salon	512-778-5252
Destination Graphix	Graphic Design, Marketing, Web Sites	512-260-7886
Ed Kelley Photography	Photographer	512-986-5519
EMTWeb.NET	Web Design	512-736-2557
EZ Clean Austin	Power washing & Exterior Cleaning	512-260-5823
Fantastic Sams	Hair Salon	512-260-7267
First Class Appraisals	Real Estate Appraisals	512-736-7797
Folkerson Communications, Ltd.	Telecommunications Sales & Service	512-977-0055
Friendly Computers	On-site Computer Services	512-931-0303
Goddard School, The	Childcare & Development	512-528-1918
Good Buy Girls, The	Online Advertising	512-931-0406
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
Kyle Napier	Farmers Insurance Agent	512-652-5629
Leander Realty	Real Estate	512-259-9119
Leander Signs	Signs & Banners	512-528-0887
Life Skills Nutrition	Cooking & Nutrition Classes/Consulting	512-809-3086
Logo Wear Direct	Logo Apparel	512-260-7349
Mangold Group	CPA firm	512-327-0909
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
Modern Woodmen of America	Financial Services	512-250-0458
NetworkCar	GPS Devices	512-260-1317
New York Life Insurance Co.	Financial Services	512-329-4260
Open My World	Therapeutic Riding Center	512-259-6665
Pampered Chef, The	Cooking & Kitchen Products	512-422-4594
Party-N-Jump	Party Rental & Balloons	512-267-5867
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
Preston Carlton Real Estate	Real Estate	512-748-9219
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 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
Your Local City	Marketing	512-786-9615

See more business services and resources at 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
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 14,000 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: **May 8 and June 12 - 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.



Save the Date . . .

Leander's Best Party Ever Coming Sept. 27, 2008

Mark your calendar, buy your tickets early and get your best outfit ready for Leander's best party ever!

The Greater Leander Chamber of Commerce is dusting off the old banquet hat and putting on a new party dress, Leander's Best Party Ever! Open the public, party guests will walk the red carpet, meet local celebrities, enjoy live music and dancing, a silent auction and much more. A \$10,000 voucher good toward the vehicle of your choice at Maxwell Pontiac in Round Rock will be raffled off (winner need not be present).

Individual and couple tickets, as well as raffle and combo party/raffle tickets, go on sale Mon., June 2, and may be purchased from the Leander Chamber.

For more information about Leander's Best Party Ever, including how your business may participate as a sponsor or donate an auction item, call 259-1907 or email the chamber at contactus@leandercc.org.

FREE Evening Network Meeting

Calling Leander entrepreneurs and small business owners who cannot attend morning network groups. Join the Leander Business Circle for its second FREE evening network meeting on Wed., May 14, from 6:30-7:30 PM at Pat Bryson Hall (201 N. Brushy St.). No RSVP required, just remember to bring lots of business cards. For additional information call 259-1907 or visit www.LeanderBusinessCircle.com.

May 14, 2008

6:30-7:30 PM

Pat Bryson Hall

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

Next issue of Eye On Leander™ coming July 2008!