

Leander has a rich and colorful history dating back over 10,000 years. Call the Chamber to learn more about *Leander's Legends*, including Dinosaur Tracks.

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

## How to Manage Business Transitions

All businesses, small and large, will inevitably experience transitions, most resulting in some form of organizational change. It isn't so much the end result that is hard to deal with but navigating through the transition itself.

Transitions are neither positive nor negative. Both characteristics are generally present simultaneously.

Whether brought on by internal and external factors such as market fluctuations, internal systems and procedures, management and so on, all offer new opportunities. Focusing on the discovery of these new opportunities and how your business can be a part of them will help you navigate through the transition.

First, make it a policy to act with intention, not react. A market



fluctuation may be temporary, seasonal or a sign of the times, each requiring a different strategy. Assess the situation, try to identify the driver and evaluate how your business will fair if you take no action or be proactive, conservatively and aggressively.

Based on your assessment, if you do need to make changes, then you are definitely in a transition.

Embrace it by looking for opportunities either in the market or within your business (services, products, business operations, marketing, etc.). What does your target market want most? What products, services or demographics are the hottest? Can you fulfill any needs to the end consumer or to distributors and manufacturers? Look for

niches or how you can cross over into other industries and markets.

Don't be afraid to reinvent your business, expand or change products, services and markets (discussed above). Your business has been evolving since its inception.

The airline industry, computer companies, retail stores and local favorites all manage transitions. The good news is you can too. **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 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.*

**en•tre•pre•neur n.**

A person who organizes, operates, and assumes the risk for a business venture

### Leander Business Circle Meeting Schedule

**Sep. 13, 2007**  
Special Guest Speaker  
FREE Networking

**Oct. 11, 2007**  
FREE Networking

Pat Bryson Hall  
(201 N. Brushy Street)  
8:30 -10 A.M.  
Call 512-528-2852  
or 512-259-1907

See our Entrepreneur Business Members, p. 3

Support Leander's economic development by supporting its local entrepreneurs.



**Texas Family  
Mortgage  
512-402-8324**

## Texas Family Mortgage - Lending Services and Education

Texas Family Mortgage operates on honesty, integrity, respect and empathy providing residential and commercial lending services and education. As a home based debt-free entrepreneurship by choice we provide personal contact, technological advances and network teams at the most economical advantage possible to everyone. We make the home lending process as convenient as possible by going to our clients that need us to, offering customer appointment times 24/7 and an office in downtown Leander at 106 W. Willis Street. We pride ourselves in educating our customers in each part of the mortgage process so they can be wise stewards of their mortgage decisions.



Visit [www.txfamilymortgage.com](http://www.txfamilymortgage.com) to learn more about our services, pre-qualify or run your credit report. Contact Teresa Baird at 512-402-8324 or via email at [teresa@txfamilymortgage.com](mailto:teresa@txfamilymortgage.com).

## Monster Bus Tour Scheduled Oct. 30

Discover what's new in Leander on Oct. 30, 2007 aboard the "Monster Bus Tour" of Leander. This will be the City of Leander and Greater Leander Chamber of Commerce's eighth 37-mile bus tour of Leander.

Started in 2006, Leander has hosted over 1,000 real estate professionals and business owners on seventeen 56-passenger buses during seven Leander Prospector Tours.

The Monster Bus Tour is open to anyone interested in learning more about Leander, available real estate, current development projects and our diverse primary employers.

The two hour bus tour departs at 2:00 PM from the Leo Conference Center at 300 S. West Street (Leander) and costs \$10 per person. A Leander Prospector's Guidebook and refreshments are included.

Please RSVP by Oct. 25, 2007. Contact Mary Bradshaw at 512-259-1907 or via email at [contactus@leandercc.org](mailto:contactus@leandercc.org). Advance payment is required to receive confirmation.

If your business would like to sponsor a bus tour or advertise in the Leander Prospector's Guidebook call 512-528-2852 for more information.

## Anytime Fitness of Leander Wins Sales Team of the Year



Paul and Alanna Greenburg, owners of Anytime Fitness of Leander, received the Sales Team of the Year award at the 2007 National Anytime Fitness Conference. The award was based on their "best in the nation" practices of helping customers choose the right type of membership to suit their needs. "Our members come from all walks of life, and it was an honor to be chosen amongst 500 other clubs in the nation for doing what we do best, which is offering people better health and wellbeing" said Paul.

Anytime Fitness of Leander is the community's first 24 hour co-ed fitness center. It opened in Dec. 2006 and specializes in tailored workout plans for each member. With the success of the Leander club the Greenburgs are planning to open two more locations starting this year in Marble Falls followed by Georgetown in the spring of 2008. "Our success is dictated by our members and their support. We can't be successful without them" says Alanna. "In return we help them be successful in their fitness endeavors. Thank you Leander," she continued.

Anytime Fitness of Leander is located across from Leander High School at 2800 S. Bagdad Rd. Call 512-260-9797 for more information.

## HR Boot Camp Class - Sep. 7 Presented by Judy Osborn, Attorney Leander Public Library, 8:30-10:30 AM, \$20 per person

Don't miss this informative class for business owners, supervisors and Human Resource professionals. Learn Federal and State laws that impact how you manage employees, the value of documentation and consistency in discipline and termination processes, how to avoid liability for unemployment benefits and more. Call 512-259-1907 or email [contactus@leandercc.org](mailto:contactus@leandercc.org) for information. **Registration required, seating is limited.**

# Your Business Neighbors

Business Name	Service/Product	Contact
A New Leaf	Full Service Florist	512-259-7800
Abakadoodle	Children's Programs	512-535-0870
Antalek Studios	Unique Sewing Creations	512-924-9509
Anytime Fitness	24 Hr Co-ed Fitness Center	512-259-9797
Bothne Engineering	MEP Engineering & Design	512-259-8781
Broad Insurance & Financial Svcs	Farmers Insurance Agent	512-260-8288
Bushkuhl, Michael J., CPA, PC	Accounting, Tax Returns, Consulting	512-260-3362
CES Embroidery	Embroidery	512-259-4480
City Real Estate & Mortgage Svcs	Real Estate	512-913-7481
Damsels Creations	Candles, Soaps & Things	512-934-0134
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
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
Hill Country Lactation Consultant	Lactation Home Visits & Equip Rental	512-630-1863
Isagenix	Health & Wellness	512-260-1870
Kickin' Signs	Signs & Banners	512-470-7279
Kingdom Kids	Christian Learning Center ages 0-5	512-260-6707
Julianna's Performing Arts	Dance Studio, Lessons, Classes	512-260-1972
Leander Realty	Real Estate	512-259-9119
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	Packing, Shipping and More	512-637-6080
Promotional Product Speciality	Pens, Calendars, Mugs and More	512-913-7693
Rhino Environmental Services	Janitorial Supplies & Services	512-748-8805
Rock Chiropractic West	Chiropractor	512-259-9922
Slumber Parties, Inc.	Ladies Night Out, Romance Enhancement	512-905-9335
Smith, Lee Lane, LLP	Immigration Law	512-502-0303
SMR Services	Business Plan Consulting	512-736-3437
Texas Custom Homes	Contractor	512-775-7236
Texas Family Mortgage, LP	Home Loans	512-402-8324
The Beauty of Concrete	Decorative Concrete	512-731-9290
The CarPool Car Wash	Car Wash	512-663-8796
Together We Make A Difference	Employment Services	512-931-2900
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Tucker Family Dentistry	Dentist	512-260-9333
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

This list is a sampling of Leander's entrepreneurs.

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

## Customer Service Class - Sep. 21

Presented by **iSpeak.com**

Leander Public Library, 8:30-10:30 AM, \$20 per person

Customer service can make or break a business. Learn what all customers want from an organization, the importance of Customer Service and how to retain customers. This class is ideal for anyone in your company that interacts with customers, from the receptionist to the salesman to the top executive. Call 512-259-1907 or email [contactus@leandercc.org](mailto:contactus@leandercc.org) for information. **Registration required, seating is limited.**

## 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

© 2007. 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 meetings: **Sept. 13 and Oct. 11, 2007 - 8:30 AM**

**findITfast**

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**Starting a Business?**

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**Promote Your Business in Leander's Favorite Award-Winning Business Newsletter**

Call 512-259-1907 now for advertising sponsorship information and availability. (Distribution is 14,500 in Leander only.)

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



**Greater Leander Chamber of Commerce**



**Monday – Sept. 10, 2007**  
**The Golf Club at Crystal Falls**  
**12:00 Noon Shotgun Start**

**Four Man Scramble**

Teams \$400 each / Individuals \$100

Entry Fee includes:

- Cart
- Green Fees
- Dinner
- Swag Bag

**Sign up now!**  
**Call 259-1907**

Sponsorships available  
 Forms online at [www.leandercc.org](http://www.leandercc.org)

**\*RAFFLE\***  
**AND**  
**\*PRIZES\***



3400 Crystals Falls Parkway, Leander, TX

**Eye On Leander™ Wins First Place**

The Greater Leander Chamber of Commerce (GLCC) has been recognized by the Texas Chamber of Commerce Executives for two outstanding publications. *Eye On Leander™* (co-sponsored by the City of Leander) won first place in the Newsletter/Newspaper category and the *Official (Leander) Chamber Street Map* won third place in the Map category for Chambers with income less than \$200,000.

This was the first time the GLCC had entered the Media contest. “We are proud of our publications and honored to be recognized by our state organization and peers,” said Mary E. Bradshaw, President of the GLCC.

*Eye On Leander™* is published by Destination Graphix, a Leander-based company and Hill Country News, Cedar Park, published the *Official (Leander) Chamber Street Map*.