

eye ON

Leander™

Bi-Monthly Guide to Small Business in Leander, TX

Sep/Oct 2009

VOL. 23

did
YOU know?

Over 2,500 people are employed by Leander's 65 primary employers. ("Primary" business is defined below in "Flow of Money.")

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

The Flow of Money, Explained (Part 1)

"The Flow of Money, Explained (Part 1)" is the first of a three part series that will attempt to explain: what the flow of money is; why it is important; and how it can be improved. Of course we are talking specifically about the flow of money as it relates to Leander, it's economic strength and your quality of life.

Have you ever wondered about the flow of "your" money? Where you earn it? Where you spend it? The direct and indirect impact you make on local area economies by shopping, for example, at HEB in North Austin vs. the HEB Plus in Leander? In reality, the flow of your money can cause a greater divide than say nine geographic miles.

"Shop local" is more than a catchy advertising slogan, it is rooted deep within the fundamentals of a local economy. Shop local is about the flow of money which can improve or deteriorate a local economy. What is a local economy? In this series it is defined as a geographic area in which people live and work, and earn and spend. For example, money that flows into the Leander area, is circulated within Leander, and then flows out of the Leander area.

The business activity of "Primary" employers (industries) or contributory industries located within the economy is typically responsible for importing money into the area. A primary employer or industry is one that relies on the sale of its goods or services "outside" the local geographic econ-

omy (export goods and services, import money). Leander has 65 primary employers spanning wood products, metal fabrication, electronics, construction and landscaping that predominantly export its goods and services outside Leander, importing necessary money into Leander's Economy.

To better understand the flow of money, we utilize a description provided by the National Association of Industrial and Office Properties: a bucket. The wealth of an area is contained in a bucket. It swirls around, traveling from person to person, business to business, and person to business, and is constantly moving. But there are holes in the bucket causing the wealth of the community to leak out. These holes may include specialty retail, services and jobs that force residents to shop outside the community. Money continuously leaves the community through holes in the bucket. Like a bucket filled with water, a hole no matter how small will cause the water to eventually drain out. Sustainable communities limit the number of holes in the bucket through increased business development and job creation. Thus it is imperative Leander continue to foster Primary Employer growth, entrepreneurial activity, and commercial and retail business improvements.

Part 2 of the "Money Flow" series will address in greater detail "why" the flow of money is important; to you, your family and neighbors, and quality of life in Leander. **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

Sep. 10, 2009

Oct. 8, 2009

FREE Networking

Pat Bryson Hall
(201 N. Brushy Street)

8:30 - 10 AM

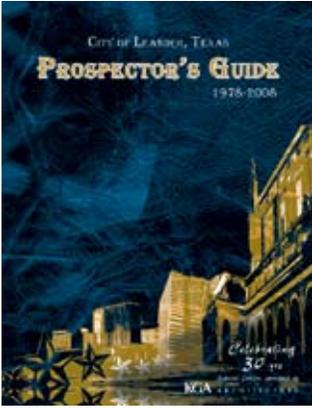
Call 512-528-2852
or 512-259-1907

en•tre•pre•neur n.

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

See our
Entrepreneur
Business
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All Aboard Leander's 10th Prospectors Bus Tour



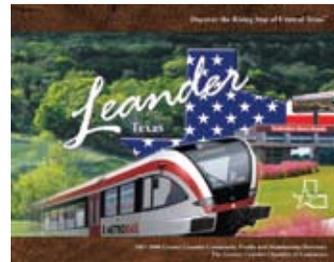
"It's a plane! A train! No, it's Leander's 10th Prospectors Bus Tour!" On Fri., Oct. 23, 2009, the City of Leander and Greater Leander Chamber will once again host a 52-mile bus tour showcasing Leander's available real estate to increase capital investment and improve job opportunities. KGA Architecture returns for the second consecutive year as the Title Sponsor of this popular event which attracts representatives from development, brokerage, finance, architecture, engineering, construction, land planning and title companies. Tickets are available at the Leander Chamber office (103 North Brushy St.), call 512-259-1907 or email office@leandercc.org. Cost is \$25 per person and includes breakfast, the bus tour and a complimentary copy of the famed *Prospector's Guide*. Travel by plane, train or automobile, just get here! The fun starts at 8:30 AM at the LEO Center (300 South West St.) in Leander. Buses depart at 9:30 AM.

To advertise in the *Prospector's Guide* contact Destination Graphix at 512-260-7886 or email info@destinationgraphix.com. Your sponsorship is greatly appreciated!

Employer-Based Training Programs Available

Employer Based Training programs are available through Workforce Solutions Rural Capital Area. These programs range from working with young workers ages 16-21 years old to help get their first work experience, to working with experienced adults in training to your specifications. Depending on the program, reimbursement of wages can be 50-100% and last eight weeks or up to 90 days and the cost of workers compensation is covered. To learn more about these opportunities, contact Janice Young at 512-244-2207, ext. 1027 or email janice.young@ruralcapital.net.

2010 Chamber Directory, Promote Your Business



Join the Greater Leander Chamber for exclusive advertising in the new **2010 Community Profile and Membership Directory**. Contact publisher Destination Graphix at 512-260-7886 or email info@destinationgraphix.com for ad rates, including a special Early Bird discount and easy auto pay. **Advertisers receive an interactive link in the NEW! online 3D view.** Also visit www.leanderchamberdirectory.com.

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Things you should know BEFORE . . .

Adding Credit/Debit Card Payment Options

Many industries rely on credit card purchases, including retail, service trades and the food industry. Entrepreneurs and small businesses may also increase their sales and cash flow by simply accepting credit cards. Why? Increased payment options reduce or eliminate barriers for consumers to purchase goods and services. In spite of credit restrictions and higher interest rates, consumers continue to prefer to pay with credit and debit cards over cash or check.

If you are still sitting on the fence, wondering if the cost of accepting credit cards would be worth increased sales, there is only one question to ask yourself: **How much are you losing by not accepting credit cards?**

Setting up a merchant account may be easier and more affordable than you think. However, you do need to research and compare services, fees and payout as not all merchant accounts are created equal. Shop your bank first. They may offer reduced fees and faster payout to members. Make sure there are no hidden fees before signing on the dotted line. Low fees, low to no monthly minimums, and fast payout will help your cash flow the most.

Shop Our Businesses! LeanderBusinessCircle.com

Austin Woodworks Is Back, Wins 2009 MAX Award

Austin Woodworks, Inc. of Leander, Texas is a living testimony that good things can follow a tragedy. After suffering a devastating fire in Feb. 2008, destroying everything, Austin Woodworks is back to work and re-emerging as the best cabinet company in Central Texas for the dream home. During their 16 months of rebuilding, owners Steve and Lecia Ellis focused their attention beyond their humble beginnings. Formerly a production cabinet company, Austin Woodworks has found their niche specializing in beautiful, yet highly functional custom designs, a good decision for both the company and Central Texas custom homebuilders. Austin Woodworks was recently recognized with the prestigious *2009 MAX Award* for the Best Kitchen Remodel for Powell Custom Homes.

Austin Woodworks first opened their doors in 1980 in Austin. The move to Leander, in 1999, was primarily due to the availability of affordable land, one of the attractions to Leander today (ten years later). Austin Woodworks newly rebuilt facility boasts 24,000 square feet and houses manufacturing, a showroom and offices. The showroom is open to the public Monday through Friday, typically by appointment. With 20 years experience, Austin Woodworks offers a turn-key operation, providing a complete cabinet package from design to installation.

Austin Woodworks web site, www.austinwoodworks.com, is one of the best in the industry featuring wood and finish options as well as an extensive portfolio (and idea) gallery. When visiting their web site check out the employee directory for a little unexpected humor.

Austin Woodworks, Inc. is located at 13051 FM 2243, Bldg B. Hours are Monday through Thursday, 8AM - 5PM, and Friday 8AM - 4PM. For more information call 512-259-3373, or visit www.austinwoodworks.com.

Go Car Crazy at the Leander Classic Car Cruise-In, Oct. 24

Over the past two years Leander has attempted to spread the word about the community's interest in being a destination, or staging area for "Car Crazy" enthusiasts. This year's FREE, non-competitive "Cruise-In" will host up to 42 Central Texas Classic/Vintage Car Clubs on Sat., Oct. 24, from 1-8:00 PM. The event will be held in the parking areas of the Gateway at Leander Shopping Center located at 1495 U.S. Hwy. 183 (northwest corner of Crystal Falls Pkwy. and 183). Model A Ford Club(s) will begin arriving at 1:00 PM, with other car club(s) arriving at 2:00 PM.

Restorers, kustomizers, fanatics, gadgeteers, admirers, fanciers, maniacs, supporters, buffs, devotees, aficionados, followers and lovers of "rolling art" can come together and enjoy each other's company in a common interest. If you are a Classic/Vintage automotive enthusiast (or know of one), please consider our community, your participation is greatly appreciated.

For more information contact the Greater Leander at 512-259-1907 or email office@leandercc.org.

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**
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© 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.

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Join the Leander Business Circle for **FREE Business Networking**
 Next two regular meetings: **Sep. 10 and Oct. 8, 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 NOW 16,000 to Leander only.*)

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



Sat., Sep. 19, 2009
6:30 - 11 PM
Renaissance Hotel

Last Call for Best Party Ever, Sep. 19

We've been spreading the news, now "be a part of it, New York, New York!" For one night only, Sep. 19, you can step into the world of New York and enjoy live music, dancing, fabulous food, "Cosmos & Gemstones," and a limited live auction. There will be door prizes galore and one lucky party goer will win two free tickets

to New York City, compliments of Southwest Airlines! To purchase tickets and learn more about the fun night ahead, contact the Greater Leander Chamber at 512-259-1907 or email office@leandercc.org.

Special Events

Leander's Best Party Ever: New York! New York! Sep. 19

Leander's 10th Prospectors Bus Tour: Planes, Trains & Automobiles Oct. 23 (p. 2)

Leander's Classic Car Cruise-In Oct. 24 (p. 3)

Call 512-259-1907 for information!

Leander's Best Party Ever sponsored by



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 FABCON Products, Inc. • Tovar Construction Company
 Wrench Funeral Home • Alamo Title Company • Austin Regional Clinic
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