

(May 2007) City of Leander's population officially reached 25,000 increasing the ETJ (Extra Territorial Jurisdiction) from 1 mile to 2 miles outside the city limits.

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

## Web Site Success Starts with Planning and Preparation

Statistics show that nearly one million new web sites are launched in the U.S. every year. Having a web address and online presence has become as common place, and expected, as having a logo and business card. Business-to-business and business-to-consumer marketing places a great demand, as well as dependence, on having a domain name (url or web address), company email address and web site. Why? They instill consumer confidence just like a physical office or store front, mailing address, phone number and business card.

At some point your business will be ready to enter the World Wide Web. A little research, planning and preparation are essential to the development and success of your web site.

It is recommended that you consult

with a business or marketing professional to determine the marketing goals of your web site *before* you actually begin developing or designing the web site. The marketing goals (why you are creating the web site) should drive many of the decisions you will make, including the selection of a domain name, email account set up and identifying the type of web site needed (content-driven, database-driven, e-commerce, members only, etc.). Web design companies can generally help you identify the type of web site best suited to meet your specific needs.

Identifying your marketing goals and the type of web site needed drive many long-term (and often ongoing) components in the development of a web site. These components include



size (number of pages), content requirements, web design and programming, graphic design, and hosting requirements.

Whether you choose to design the web site yourself or hire a web designer, recognizing the value in web site planning cannot be overstated. Adequate preparation on the front-end will save you time, money and frustration down the road. **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.

*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 Special Summer Schedule

**July 26, 2007**  
**August 15, 2007**

See p. 4 for event details

### Leander Business Circle Fall Schedule

**Sep. 13, 2007**

Pat Bryson Hall (201 N. Brushy Street)  
8:30 - 10 AM

**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**  
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## Leander Photographer Wins Two Rounds, Sets Sights on Third in International Arena

Photographer Maggie Messer, owner of Photography by Maggie in Leander, is receiving top honors for her technical and creative portrait artistry. In April, Messer's artistic portrait "The Bout" (pictured at right) was awarded first place in the Austin Professional Photographers Association's (Austin PPA) monthly print competition. In May, the Austin PPA awarded it second place in the portrait category of their annual print competition. Messer, normally too critical of her work to enter competitions, has also entered PPA's International Print competition.

Messer specializes in maternity, children, family, and special occasion portraits, weddings (including engagements and bridal studies), and commercial photography. She holds a Bachelor of Science Degree in Photography and is one of 1,600 Certified Professional Photographers worldwide. Messer is currently earning merits to become Master of Photography, an elite group of photographers in the world.



"The Bout" ©2007 Photography by Maggie. All Rights Reserved.

For more information about Maggie Messer and her full service photography studio, Photography by Maggie, call 512-834-7860 or visit [www.photographybymaggie.com](http://www.photographybymaggie.com).

# Your Business Neighbors

Business Name	Service/Product	Contact
A New Leaf	Full Service Florist	512-259-7800
Antalek Studios	Unique Sewing Creations	512-924-9509
Anytime Fitness	24 Hr Co-ed Fitness Center	512-259-9797
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
CES Embroidery	Embroidery	512-259-4480
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Graphic Design, Web Solutions, Marketing	512-260-7886
Dillo Construction	Remodeling, Additions, Gen. Construction	512-350-1084
Dragonfly Design	Custom Stained Glass	512-260-0473
EMTWeb.NET	Web Design	512-736-2557
Fisher, Rebecca A., CPA	Accounting, Tax Returns	512-259-7831
Fountain's Pressure Washing	Pressure Washing	512-986-5815
Fuel Freedom International	Save \$ on Gas and Diesel	512-260-7373
Gabby's Crafts	Scrapbook/Craft Store and Classes	512-786-9615
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
Juliana's Performing Arts	Dance Studio, Lessons, Classes	512-260-1972
Leander Realty	Real Estate	512-259-9119
Millennium Business Exchange	E-Commerce	512-745-9697
Mod Cat Design	Web Design	512-619-8911
PDME	Office Supplies	512-335-7173
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
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
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
VGC Enterprises	Vinyl Signs/Banners/Decals & Concessions	512-689-5123
Webb's Custom Cabinets & Carvings	Custom Cabinets	512-801-7708
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).

## Upcoming Business Classes

The Leander Business Circle and Rural Capital Area Workforce Commission invite entrepreneurs and small business owners to attend two classes focusing on employment issues and customer service. Classes will be held at the Leander Public Library. Cost is \$20 per class and registration required. Seating is limited. Call 512-259-1907 or email [contactus@leandercc.org](mailto:contactus@leandercc.org) for more information.

<b>Sept. 7, 2007</b>	<b>HR Boot Camp 101</b>	<b>8:30-10:30 AM</b>
<b>Sept. 21, 2007</b>	<b>Customer Service</b>	<b>8:30-10:30 AM</b>

## 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

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**Join the Leander Business Circle for FREE Business Networking  
 Special Summer Schedule - SEE BELOW**

**findITfast**

Web Site Success..... 1  
 Business Spotlight .....2  
 Leander Photographer .....2  
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**Starting a Business?**

See *Business Resources*, p. 3

**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.

**Discover what the Greater Leander Chamber of Commerce can do for your business! Call 259-1907.**

***SPECIAL JULY MEETING***

**After Hours Networking Event**

Save the date, July 26, 2007! The Greater Leander Chamber of Commerce is hosting an after hours business networking event on this day for the Leander Business Circle, Leander Real Estate Roundtable, Leander Chamber members, Leander Primary Employers and Leander's City officials. *(Note: this event takes the place of our regularly scheduled July meeting.)*

**July 26, 2007 - Crystal Falls Golf Clubhouse - 5:30 to 7:30 PM**  
 (sponsored by Capitol One)

**www.GuidetoLeander.com**

New online directory is set to launch July 14, 2007 promoting Leander, Texas regionally and beyond. Visitors may preview the site now. Businesses may begin adding listings on the launch date. Created by local entrepreneur Gabrielle Melisende, the new site offers four listing levels ranging in cost from FREE to \$49.95. Non-profits serving Leander are eligible for a free Basic listing. For information call 512-260-7886.

***SPECIAL AUGUST MEETING***

**Congressman Carter to Deliver Annual Address in Leander**

Congressman John Carter returns to Leander to deliver his third annual State of the District Address (Williamson County). The event is open to the public and will be held on Wed., Aug. 15, 2007 from 9-11 AM at the Central Baptist Church (1650 CR 271). Leander's primary employers, small business owners, Chamber members, and Business Circle members are invited to attend. Call 512-259-1907 to reserve your seat. *(Note: this event takes the place of our regularly scheduled Aug. meeting.)*

**Aug. 15, 2007 - Central Baptist Church  
 9 AM to 11 AM - RSVP by Aug. 6, 2007**