

**eye** ON

May/June 2009

VOL. 21

# Leander™

Bi-Monthly Guide to Small Business in Leander, TX

did  
**YOU**know?

Leander ISD is among only 14% of school districts in the United States that offer Theater Arts to Elementary students.

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

## The Power of Direct Marketing

Direct marketing, not to be confused with “direct mail,” is a highly successful form of marketing. Generally centered around a promotion or campaign designed to reach the consumer directly (vs. indirectly like radio, print and TV advertising), direct marketing can help businesses leverage their marketing budget wisely to thrive in any economic condition. Common forms of direct marketing may include direct mail, door-to-door canvassing, telemarketing, email marketing, catalogs, coupons and search engine marketing.

The end game in direct marketing is to solicit a measurable response to a specific “call to action.” It may be to call an advertised number for information, visit a web site or the ultimate response of making a sale. Before we look at how you can utilize direct marketing, let's consider two common sense rules in marketing. First, marketing strategies that do not yield a return on your investment should always be reconsidered. Rarely, however, can that assessment be made after “one” attempt. Second, marketing never stops. Your budget does not dictate whether you market, it simply governs how you market.

Direct marketing entails speaking directly to the end consumer and is often unsolicited. You may use your own data base of customers and prospects, purchase a list based on desired demographics, obtain local lists through various channels or contact your local post office for assistance with

general local mailing. Traditionally a three-step approach or campaign can be most successful either using the same form of direct marketing or mixing it up.

Key to your ability to increase the desired response is reaching the right consumer (target audience) with the right message at the right time. Timing can contribute greatly to the success or failure of marketing. For example, a plethora of roofing and hail damage contractors recently descended upon Leander doing door-to-door canvassing and direct marketing. The contractors' efforts as a whole have been very successful due to recent hail damage. Yard signs and pounding hammers abound. Homeowners' response would have been minimal prior to the damaging storms.

Although anyone can do direct marketing, and somewhat spontaneously, it is suggested that you research your market, your offer and comply with any applicable industry standard practices. Doing so upfront can help increase your response rate and limit unnecessary risk. Representing your company professionally and maintaining or furthering your brand is equally important, to you and to the consumer.

Direct marketing is not intended to replace other channels. However, if economic conditions or budget constraints limit your marketing options, direct marketing can help your business do more than simply survive. Direct marketing is inherently designed to help your business thrive. **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

**May 14, 2009**

**Jun. 11, 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  
Members, p. 3

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



**Leander Realty**  
**512-259-9119**

## Leander Realty - Leander's Oldest Real Estate Office



Located across from Leander City Hall in the heart of Leander. Broker, Sharon Stegall's 29 years of experience as a Texas Realtor ensures that you will get the best

service right here at home. At Leander Realty we always do our best to treat you like family. We offer buyer and seller services in residential and commercial real estate. If you need help with a "short sale" on your home, we also provide those services. We live, work and play here in Leander and are available weekdays and weekends by appointment.

For real estate needs and more information contact Sharon Stegall at 512-259-9119 or via email at [LeanderRealty@aol.com](mailto:LeanderRealty@aol.com), or visit the Leander Realty office at 106 W. Willis St. in old town Leander.

Things you should know BEFORE . . .

### The Tweet About Twitter

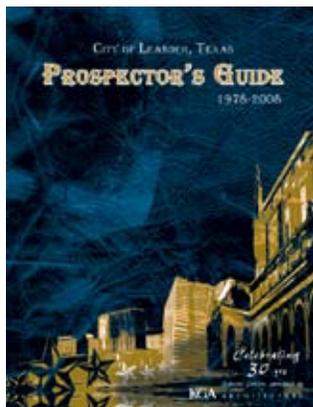
You don't need a computer to know "Twitter" is all the rage in social networking these days. Turn on the TV and you will hear celebrity, news and talk shows telling you how to follow their every move on *Twitter.com*.

What exactly is "Twitter?" In a nutshell Twitter is "micro-blogging," (or journaling) limited to 140 characters. It may be a great promotional tool for business, individual branding and more, but does little for those interested in link building.

Speculation on the street says Twitter may become the be all do all site of the future. Statistics of sign-ups and visitors are certainly impressive. Unfortunately the statistics of use and retention are more sobering. According to Nielsen Online research (Apr. 2009), more than 60% of users stop using Twitter a month after joining the popular site.

The truth of the matter is many people will never know or care if you are tweeting on Twitter unless you tell them. If you are serious about social networking and its many benefits a little research upfront can go a long way. Like everything else you will have to market your tweets.

## Updated 'Prospector's Guide' Available at Leander Chamber



The newest edition of the Leander *Prospector's Guide* was unveiled at the City's 30th Anniversary celebration on Nov. 7. It is now available for purchase from the Greater Leander Chamber. The *Prospector's Guide* is Leander's definitive real estate book showcasing more than 11,000 acres available for development along a 46-mile route, complete with 86 site data sheets. The book also features numerous maps and demographic statistics pertinent to Leander.

A special "anniversary" rate is being honored for this edition only throughout 2009 (while supplies last). Contact the Greater Leander

Chamber at 512-259-1907, via email at [contactus@leandercc.org](mailto:contactus@leandercc.org) or visit the chamber office at 103 N. Brushy St. in Leander to purchase your copy today.

The next update is scheduled for Fall 2009. For updates, property inclusion and sponsorship advertising in the *Prospector's Guide*, contact Kirk Clennan at 512-528-2852.

## Congressman John Carter's Annual Address - August 25

Congressman John Carter will deliver his fifth annual State of the District Address (Williamson County) at the Greater Leander Chamber's monthly meeting on Tues., Aug. 25, 2009. Instead of the usual luncheon, the Chamber will present a special breakfast to welcome Congressman Carter. The event will be held at Dr. John's Sport Center (1800 Clover Lane, Cedar Park) from 8 to 9:30 AM. Primary employers, small business owners, Chamber and Business Circle members and the public are encouraged to attend.

Call 512-259-1907 or email [office@leandercc.org](mailto:office@leandercc.org) for information and to RSVP by Aug. 21. Cost is the same as the monthly luncheons, \$10 for Chamber members and \$15 for future members.

## One Source Manufacturing Perfects Precision Machining

Leander welcomes one of its newest primary employers, One Source Manufacturing (OSM). Founded in 1997 in Pflugerville, OSM made a name for itself as an alternative source to OEMs for the semi-conductor industry. Precision machining and lapping combines ingenuity, engineering, technology, art and good old fashion communication. "Bring us your most difficult print and we'll ensure you get the part you need," says co-founder and President Kevin Shipley.

In 2004 OSM began an ambitious plan to diversify its capabilities, first reaching out to the gas and oil industry followed by medical optics in 2006. This was just the beginning. Today, OSM manufactures exploration components servicing Houston and beyond as well as specialized parts for medical optics like those used in Lasik surgery. OSM also recently began manufacturing components for aerospace and are currently developing medical instrumentation and orthopedic devices. "Our focus on quality means we deliver the results our customers expect. We've worked hard to become a contract manufacturer of choice Fortune 500 companies can rely on," adds Clay Brandenburg, vice-president.

Both Shipley and Brandenburg credit the move to Leander as a powerful positioning strategy to support the company's objectives. Location, affordability and a business-friendly atmosphere were key ingredients in selecting Leander. OSM currently staffs 60 full-time employees and projects a 60% increase (or better) to 100 employees by the end of 2010. The new Leander facility includes 25,000 sq. ft. of office and manufacturing space and 5,000 sq. ft. of storage. Phase two has been initiated to complete the construction of 15,000 sq. ft. for additional manufacturing.

**One Source Manufacturing is located at 1106 Leander Dr. For more information call 512-251-2311 or visit [www.osmtech.com](http://www.osmtech.com).**

## Shop Our Businesses!

**For a complete directory of Business Circle members visit [LeanderBusinessCircle.com](http://LeanderBusinessCircle.com)**

"Bus Paintings" Available by Artist Kathleen McElwaine



[www.kmcelwaine.com](http://www.kmcelwaine.com)  
Original Watercolor, Fine Art Oil Paintings & Art Classes

## 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.**

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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: **May 14 and Jun. 11 2009 - 8:30 AM**

**findITfast**

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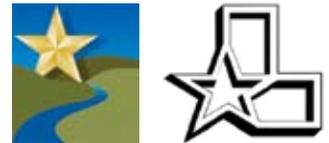
**Starting a Business?**

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 15,500 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. 19, 2009**

Mark your calendar, buy your tickets early and get your best outfit ready for the **2nd Annual Leander's Best Party Ever!**

*New York! New York!* is this year's theme featuring the usual party favorites such as music, dancing, fabulous food and a limited live auction. New this year is "Cosmos & Gemstones" with a signature glass souvenir. The party will be held at the Renaissance Hotel of Austin on Sat., Sept. 19, 2009, from 6:30 - 11 PM. Make it a weekend getaway! Call Marilyn Eckhardt at 512-795-6013 for room rates.

Ticket sales begin in June via the Greater Leander Chamber and may be purchased individually or by the table in lots of 4, 8 or 10. For more information about Leander's Best Party Ever, including how your business may participate as a sponsor or donate an auction item, call 512-259-1907 or email the chamber at [contactus@leandercc.org](mailto:contactus@leandercc.org).

**New Business Classes Scheduled**

The Leander Business Circle is pleased to announce new business classes sponsored in association by the Greater Leander Chamber, City of Leander and Rural Capital Area Texas Workforce. Classes will be presented by iSpeak. Cost is \$20 per class or \$35 for both if registered by June 15. All classes will be held 8:30 - 10:30 AM at the Leander Public Library. Call 512-259-1907 for more information and to register. Seating is limited.

**How to Network Effectively**  
**June 26, 2009**

**Serving for Success**  
**(Customer Service)**  
**Aug. 7, 2009**