

Leander has added 3,600 people to the community's labor force since Jan. 2005 while averaging a 4.45% unemployment rate.

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

Scott & White Leander, A Healthcare Tradition Texans Trust

Construction of the new 12,000+ square foot Scott & White Healthcare clinic at 1007 South US Hwy 183 in Leander is nearing completion. A tradition in healthcare, long-trusted by Texans, Scott & White's new Leander clinic will include both primary care and physical therapy services. It is scheduled to open in early January with two physicians and two therapists.

Currently, Scott & White physical therapy patients travel to Round Rock from Leander or Cedar Park for care, which can involve multiple appointments with a therapist per week. "By bringing physical therapy services to Leander, we can better serve our patients and bring them the care they need closer to home," said C.M. "Bud" Chumbley, M.D., chief medical officer for Scott & White Healthcare – Round Rock. "When we combine both doctors and therapists in one location, it's a win-win for both our patients and physicians."

The clinic will feature 16 exam rooms, two treatment rooms, on-site x-ray and laboratory services. Dr. Chumbley went on to say that "by building this clinic in Leander, we're responding to a growing need in the community for



The Scott & White Healthcare clinic in Leander broke ground in May 2011 and is scheduled to open early Jan. 2012.

these services. A Leander location offers more convenient care in the right place at the right time for patients coming in from outlying communities like Liberty Hill." Benjamin Smith, M.D., a family medicine physician and medical director currently at the Scott & White Cedar Park Clinic, will serve as the new clinic's medical director and lead the medical staff.

For more information on Scott & White Healthcare clinics, the opening of the Leander clinic and the services offered, visit <http://www.sw.org>. eye ON

Calling All Leander en-tre-pre-neurs n.

Promote your business at the Leander Business Circle. Sponsored by the City of Leander and the Greater Leander Chamber since 2005, this established network group meets the 2nd Thursday of the month at Pat Bryson Hall (201 N. Brushy St.) from 8-10:00 AM. Meetings and membership are free. No RSVP required, but bring business cards and be prepared to tell us about your business.

Call 512-259-1907 for more information.

Plan for Success in 2012, Join the Leander Chamber

The Leander Chamber is a proven marketing partner to small business. To learn how we can help you call us at 512-259-1907 or visit us online at <http://www.leandercc.org>. Ask about exclusive member benefits and advertising opportunities.

Thank you for supporting the Eye On Leander. Beginning Jan. 2012 visit our website at <http://www.LenaderBusinessCircle.com> for all meeting times and business information.

Support Leander's economic development by supporting local entrepreneurs.



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from Kirk Clennan . . .

On the Edge

The City continuously works short-, mid- and long-term tangible opportunities to further Leander's Economic Development. We utilize a site/facility inventory diversify our economic base and target growth industries. These industries include Healthcare & Life Sciences, Metal Fabrication and Green Industries. What does this mean to you, as an entrepreneur or small business owner, or as a resident? Ultimately it means Leander is a beautiful, sustainable destination community for businesses and individuals. Everything works together, increased capital investments, expanded sales tax options, improved job prospects, business retention and expansion, and community arts development.

To learn more about Economic Development in Leander join our mailing list. Email me direct at kirk@leandertx.gov or visit <http://www.leandertx.gov>.

On the Edge is a column by Kirk Clennan, Economic Development Director, City of Leander

Finding Riches in Your Strengths

There is never a better time to start a business than "now." Whatever the motivators—economy, job layoff, desire for something more or to solve a nagging problem—all you really need is the desire and fortitude to take action. Before you jump in, decide on the type of business you want to be in. Do you want to offer a product, or a service? The best place to start is with your own pot of gold. Assess what you already have—your strengths, knowledge, expertise and passion.

What do you know, or have, that can solve a problem or improve lives? Can it help individuals, the community or businesses? Need an example? However basic, how do you think house cleaning, pest control, handyman services, catering and restaurants became thriving industries? Do you know the history of H.E.B.? It's an inspiring story and worth learning how a red wagon carrying a few food supplies became a fleet of 18-wheelers and a leading regional grocery chain loved by Texans.

You can start a business on a shoe string budget, get online at no cost and bootstrap your way to success. You can find free networking opportunities, or better yet, create your own. But pick the wrong product or market, something you know little about, or worse, dislike, and you'll be chasing defeat instead of finding the riches in your strengths. For additional business information and helpful resources see p. 3 and visit <http://www.leanderbusinesscircle.com>.



**8,500 Acres
Ready to Build**

City of Leander



www.leandertx.gov

**Schedule a tour today!
(512) 528-2852**

Correction Sep/Oct 2011, p. 3:
Rock Chiropractic Leander
Ph. 512-259-9922

Thank You



HEB Plus! Leander • Firestone Complete Auto Care
Independence Title • Clawson Disposal
Lowe's Home Improvement, Leander

K Friese & Associates • Bill Hinkley, The Lookout Group • Frost
GSC Architects • Cobb Fendley • Texas Family Eyecare

Best Party Ever Sponsors

from Gabrielle Melisende . . .

The Online Marketing Buzz

If you're just starting out in business, or on the web, you may be shocked at the cost of web development and design. Do not worry if you cannot budget a professionally designed website right now, there are free alternatives.

Free website offers exist. The "free" usually means the tools to do-it-yourself. At best you may get a limited version of hosting free for 6-12 months. If tempted to go this route, I caution you to understand the full terms and conditions of the offer. In most cases, purchasing your own hosting can avoid the pitfalls of these offers. All reputable web hosts provide free site builders.

Social media, on the other hand, provides many options to establish a web presence at no cost. **Wordpress** and **Blogger** allow you to set up free blog-type websites. **Facebook** allows you to set up a free business page, group, or both. Some limitations exist, but all offer customizing options to sell your products and services. Each of these sites/pages can be marketed like a website and can become valuable assets to enhance your website, and vice versa.

The Online Marketing Buzz is a column by editor Gabrielle Melisende, Destination Graphix. For more online marketing help join our mailing list and visit our blog at <http://www.organicSEOnetwork.com>.

Holiday Food Donations, Blue Santa Toy Drive - Look for the Pink Can



Look for the Pink Can at the Greater Leander Chamber to donate this holiday season. (front, l-r) Mary Bradshaw, Tanya Clawson, (back) Kirk Clennan, Debra Harrison

The Greater Leander Chamber's Leadership Alumni began collecting food donations in Oct. As soon as it ends the Chamber will begin collecting for Leander's Blue Santa Drive. And they're getting some help from Clawson Disposal to hold it all in the "pink can."

Drop off non-perishable food now, and unwrapped new toys and cash donations beginning Nov. 14. For additional information call 512-259-1907.

To purchase a pink trash can and support breast cancer contact Contact Clawson Disposal at <http://www.clawsondisp.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

Leander Community Profile and Chamber Member Directory
www.leandercc.org
512-259-1907

Leander's Internet Broadcast Network (LIBN-TV)
www.leandertx.org/libn.php
512-528-2852



Distribution: Over 16,500 in Leander

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Business News, Tips and Resources *from* the Leander Business Circle
Beginning Jan. 2012 visit us online for meeting times and business information.
Call 512-259-1907 for our holiday schedule. www.LeanderBusinessCircle.com

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Starting a Business?

See *Business Resources*, p. 3

3 Easy Ways to Promote Your Business in Leander

- 1) Attend one of Leander's free monthly network groups.
- 2) Join the Greater Leander Chamber for exclusive business opportunities.
- 3) Become a community partner, sponsor an event.



Call the Greater Leander Chamber of Commerce at 512-259-1907 for information.

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

Community Calendar . . .

Leander City Council	Monthly, 1 st & 3 rd Thursday
Leander Independent School District (LISD) Board.....	Monthly, 1 st & 3 rd Thursday
Leander Business Circle	Monthly, 2 nd Thursday
Leander Planning & Zoning Commission	Monthly, 2 nd & 4 th Thursday
Leander Parks & Recreation Board	Monthly, 1 st Monday
Leander Development Team	Every Monday
Leander Public Arts Committee	Monthly, 2 nd Monday
Williamson Co. Commissioners Court	Every Tuesday
WILCO Entrepreneurs Network.....	Every Thursday
Leander Tax Increment Finance Board.....	Monthly, 3 rd Monday
Leander Real Estate Roundtable.....	Monthly, 3 rd Wednesday
Leander Internet Broadcast Network.....	Monthly, 3 rd Friday
Greater Leander Chamber Membership Meeting & Luncheon.....	Monthly, 4 th Tuesday
John Eagle European's Cars & Coffee - Austin in Leander.....	Monthly, 1 st Sunday

Community Events . . .

November

Leander Leadership Alumni Food Drive

Greater Leander Chamber, Old Town
Non-perishable foods, call 512-259-1907 for details.

Leander Blue Santa Drive

Greater Leander Chamber, Old Town.
New unwrapped toys and cash donations, call 512-259-1907 for details.

December

John Eagle European's Leander Cars & Coffee Far East Cars

Dec. 4, 11:00 AM - 2:00 PM
Old Town Leander - Free

Christmas Tree Lighting

Dec. 3, 5:00 PM (Tree Lighting and Parade)
Downtown Leander - Free
Call 528-9909 or visit www.leandertx.gov

Buy Local, visit
www.LeanderBusinessCircle.com