

The Austin area's gross metropolitan product (GMP) ranks 35th out of 366 MSAs nationally.

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

## Every Business Should Have a Plan to Stay in Business

Planning to stay in business goes beyond market readiness, the economy and your business plan. It includes continuity and emergency planning. How quickly your business recovers from a natural or man-made disaster depends largely on how well you prepare. Your continuity plan must account for all types of hazards and business interruptions. Fire is the most common of all business disasters, and our drought conditions magnify the risk.

While the City of Leander works hard to prepare for growth, secure adequate resources, plan public safety and train for disaster readiness, planning what your business will do if it is damaged, or you are required to evacuate, is essential.

Create a crisis management procedure and define individual responsibilities in advance. Talk with your staff to review and practice what you intend to do during and after an emergency.

Review insurance coverage to ensure it is adequate in the event your business is destroyed, damaged or interrupted. Store records your insurance provider will want to see after an emergency in a safe place.

Prepare for utility disruptions by examining which utilities are vital to your business's day-to-day operation. Identify back-up options such as portable generators.

Plan how to replace or repair vital equipment, and store extra supplies for use in an emergency, and know what production machinery, computers, custom parts or other essential equipment are needed to keep your business open.

Back-up tax and financial records and other vital information stored on computer hard drives. Securely store files offsite at least 500 miles away. **eye ON**

Source: [www.capcog.org](http://www.capcog.org), [www.sba.gov](http://www.sba.gov)



### Helpful Resources

Leander Fire Dept.  
<http://www.leanderfire.org>

Leander Police Dept.  
<http://www.leandertx.org>

Ready.gov  
<http://www.ready.gov>

Small Business Administration  
<http://www.sba.gov>

Prepare My Business  
<http://www.preparemybusiness.org>

CAPCOG (see p. 4)  
<http://www.capcog.org/divisions/homeland-security>

### Calling All Leander **en•tre•pre•neurs** n.

Own a business in Leander? Or, thinking about starting a new business in 2011? If you answered "yes" to either of these questions we invite you to join the Leander Business Circle. Membership is FREE. Meet other business owners, learn what is happening in Leander and discover what the Greater Leander Chamber and Leander Business Circle can do to help your business succeed. Meetings are held the second Thurs. of the month at Pat Bryson Hall from 8-10 AM. No RSVP required. Come prepared with plenty of business cards!

Leander entrepreneurs call 512-528-2852 or 512-259-1907 to learn more.



### Leander Business Circle Meetings

**Oct. 13, 2011**  
**Nov. 10, 2011**  
**8:00 - 10:00 AM**  
FREE Networking

Pat Bryson Hall  
(201 N. Brushy St.)  
Call 512-528-2852  
or 512-259-1907

The Leander Business Circle began in 2005 to support its growing homebased entrepreneurs.

Support Leander's economic development by supporting local entrepreneurs.



**Capital Metropolitan  
Transportation Authority**  
**512-389-7400**

## Capital Metro's Leander Station is YOUR Connection for Convenient and Affordable Transportation

Why subject yourself to the stress and high cost of rush hour driving when you can ride the MetroRail or MetroExpress and arrive relaxed and refreshed?

Ride Capital MetroRail to major destinations including food and shopping at the Domain near Kramer Station, the University of Texas near MLK, Jr. Station, unique E. Austin shops and restaurants near Plaza Saltillo Station, and Congress Ave. and the State Capitol near Downtown Station.

Capital MetroExpress routes provide easy access to the Arboretum, medical offices along 38th St., the University of Texas, Downtown Austin and Riverside Drive.

For specific route information call 512-474-1200. For schedules, maps and to purchase tickets online visit <http://www.capmetro.org>.

from Kirk Clennan . . .

### On the Edge

In concluding *The Seven "P's" of Success* series—how a Company's or Community's histories perpetuate, we realize how the previous five P's work hand-in-hand to contribute to the development of a *predictable* environment. This is a key ingredient critical to success because humanity seeks a certain *predictability* in the world. It does not matter whether private, or public. When one feels secure, that rules apply and hope is possible, then positive results are inevitable.

The outcome of this effort is *profit*. There are different definitions of profit. Some see dollar signs, others community, still others environment, art or well being. Regardless of profit's definition; a well-balanced *philosophy*, supported by sound *politics*, implemented by *professionals* who develop equitable *policies/programs* that foster a *predictable* environment will lead to everyone being profitable.

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

## Support the Leander Fire Department, Fundraiser Oct 15 & 22

See p. 4 or call 512-528-2848

## Learn Leadership Success at Lunch 'n Learning, Coming Oct. 25

*Great leaders have Purpose, Priorities and Persistence.*

Put leadership in action today, sign up for the Greater Leander Chamber's special "Lunch 'n Learning" presentation on Oct. 25. Open to the public, members and local business professionals, entrepreneurs and small business owners will get a crash course in what it takes to be an effective business leader from Kevin Karschnik of ISpeak. Karschnik's leadership experience comes from 20 years as an entrepreneur, leader and successful business professional, and includes building, growing and selling a multi-million dollar business.

Contact the chamber at 259-1907 or visit [www.leandercc.org](http://www.leandercc.org) to reserve your space now. Member and non-member luncheon fees apply.

*Buy Local at*  
[www.LeanderBusinessCircle.com](http://www.LeanderBusinessCircle.com)

from Gabrielle Melisende . . .

## The Online Marketing Buzz

Creating a free Facebook business page just got easier thanks to a new step-by-step guide. This is good news since Facebook is nearing 700 million users. To get started visit <https://www.facebook.com/business/pages/>.

At a minimum, a Facebook business page can help you: protect your online identity by securing your business name; gain authority links to your website or any other online page or account; and increase visibility by adding another portal for people to find you.

For those serious about social media marketing, I recommend starting slow, with one site at a time. **Facebook.com** can be used for branding, publicity, networking, prospecting, direct marketing, training, ecommerce and more. Pages can be customized allowing you to match your website, company branding or create unique content, graphics, ads and more.

*The Online Marketing Buzz is a column by editor Gabrielle Melisende, Destination Graphix*

# Leander Health Services

Our growing healthcare and medical community gives you the services and care you deserve close to home.

Business Name	Specialty	Contact
Bryson Chiropractic	Chiropractor	512-250-9799
Kapsner Chiropractic Centers	Chiropractor	512-260-4020
Leander Chiropractic	Chiropractor	512-259-3547
Rock Chiropractic Leander	Chiropractor, Massage Therapy	512-902-4598
Texas Chiropractic & Family Wellness	Chiropractor	512-260-0201
Crystal Falls Dental	Dentist	512-260-7400
Leander Dental Care	Dentist	512-260-0111
Sid K. Steadman, DDS	Dentist	512-259-3365
Tucker Family Dentistry	Dentist	512-260-9333
Leander Orthodontics	Orthodontist	512-260-5300
Avicenna Medical Center	Internal Medicine, Pediatrics	512-260-0101
Family First Healthcare	Family Medicine	512-528-0432
Leander Healthcare Center	Family Medicine	512-259-5111
Leander Primary Care	Family Medicine	512-259-2222
Leander Eye Care	Optometrist	512-259-8484
Texas Family Eyecare	Optometrist	512-260-0405
Koop Physical Therapy	Physical Therapy	512-259-5667
Leander Physical Therapy	Physical Therapy	512-528-0800
RediClinic (HEB Plus)	Walk-in Clinic	512-260-0871
Open My World Therapeutic Riding Center	Equine Therapy for Special Needs Children	512-259-6665

## Marketing by the 5-Second Rule

If you're getting lackluster receptions to your marketing and advertising you might need to apply the five-second rule. As consumers we may be willing to excuse food-safety for five seconds, but fail to grab our attention (or positively interrupt us) with your advertising, website, or sales pitch and we'll drop you like the plague.

What can you learn from the five-second rule, and how can you apply it to improve conversions? First, think like a consumer. You want to know "what's in it for me?" just as much as the next guy. So, put your best first. Make an impact quickly to grab, hold and guide our attention. Think brevity for all media, tailored to meet your goals and objectives. Solve our problems and show us how you can improve our lives. If it's going to take 60 seconds, make us *want* to hang around longer to read, flip over or listen to the end. Use humor and connect thoughtfully in your graphics and copy. Engage, start a conversation. Lead with questions and create an image in our minds of a new possibility. And always make your call to action clear.

*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*



## 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

**Leander Community Profile and Chamber Member Directory**  
[www.leandercc.org](http://www.leandercc.org)  
512-259-1907

**Leander's Internet Broadcast Network (LIBN-TV)**  
[www.leandertx.org/libn.php](http://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

Join us for FREE Business Networking Oct. 13 and Nov. 10, 2011 - 8:00 AM

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## Starting a Business?

See Business Resources, p. 3

## Thank you... Leander Fire Dept., Leander Police, First Responders and Neighboring Fire Depts.

To help Leander fire victims contact Hill Country Ministries, Austin Disaster Relief Network, The Red Cross, Salvation Army and local churches. Watch for updates on Fall Fun Festival fundraiser Oct. 15 & 22 to support the Firefighter's need for equipment.



### Disaster and Emergency Preparedness

## How to Receive Emergency Notifications to Your Cell Phone

The recent Central Texas fires, including two in Leander, required emergency evacuations. Using the Emergency Notification System (ENS), Leander was able to notify hundreds of residents about the fire and instruct them to evacuate immediately. Emergency notification messages are commonly initiated by local public safety agencies as one of several, vital methods of relaying disaster, emergency and life-saving information. They are sent to landlines and registered cell phone numbers.

The Capital Area Council of Governments (CAPCOG) manages the ENS for Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis and Williamson counties, a 10-county region. The CAPCOG Cellular Registry allows you to register your cell phone number and link it to an address within the service region, either your home, business or the home of a relative. You can add multiple numbers to include family members.

To learn more about the CAPCOG visit <http://www.capcog.org> or call 512-916-6035. To register your cell phone numbers in the ENS visit <http://wireless.capcog.org> or call 512-916-6026.

Become a member of the Leander Fire Dept., submit your application today. Commitment and extensive training required. Call 512-528-2248.

### Community Events . . .

#### October

### Leander Leadership Alumni Food Drive

Starts in October

Greater Leander Chamber, Old Town  
Call 512-259-1907 for details.

### John Eagle European's Leander Cars & Coffee

Old Town Leander - Free

#### October

### Germanfest

Oct. 2, 11:00 AM - 2:00 PM

#### November

### European Cars

Nov. 6, 11:00 AM - 2:00 PM