

Leander™

Bi-Monthly Guide to Small Business in Leander, TX

Leander's Internet Broadcast Network (LIBN-ITV) has a one hour show, 3rd Fridays at 10 AM CST. See you on the air, anywhere.

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

SBA, Link to Local Business Recovery

The U.S. Small Business Administration (SBA) is well known for its loan programs, helping small businesses gain access to much needed capital. Every day, the SBA and its nationwide network of partners help millions of potential and current small business owners start, grow and succeed.

Tapped with helping to unlock the small business lending market through the American Recovery and Reinvestment Act (ARRA) and America's Recovery Capital (ARC) loan program, the SBA has emerged as a front runner in getting capital flowing again to America's small businesses. To date (Aug. 2010), the SBA has supported more than \$29 billion in Recovery loans to small businesses with an increase of more than 90% in loan dollars approved. Twenty-four percent of these Recovery loans have gone to help small businesses in rural areas.

With the help of the SBA, through implementation and management of Recovery funding, more than 8,000 ARC loans have been approved by nearly 1,300 lenders to help small businesses. One hundred percent guaranteed by the SBA, ARC loans are designed to give viable small businesses experiencing immediate financial hardship temporary financial relief so they can keep their doors open and get their cash flow back on track. Under ARC loan program no interest is charged to the borrow. It is paid by the SBA.

The SBA also implemented two new programs to complement the ARRA to increase access to capital for small businesses by: expanding 7(a) loan eligibility to more than 70,000 small businesses and offering inventory financing for eligible auto, RV, boat and other dealerships.

If you need an advantage to compete in the marketplace or financial assistance to weather these tough economic times (existing businesses only) contact your local SBA office to learn about available programs and resources. **eye ON**

The SBA offers help to small business owners in the following areas:

- Starting a Business
- Financing a Business
- Growing a Business
- Opportunities in Contracting
- Recovering from Disaster
- Providing a Voice in Government

San Antonio District Office

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All SBA programs and services are provided on a nondiscriminatory basis.

Source: sba.gov

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

Oct. 14, 2010
Nov. 11, 2010
8:00 - 10 AM
FREE Networking

Pat Bryson Hall
(201 N. Brushy Street)
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



Upcoming Chamber Guest Speakers

- Sept. 28** **Cynthia Long**
Williamson Co. Commissioner
- Oct. 26** **Healthcare Panel**
Panel TBD
- Nov. 23** **Austin Community College**

How to Reduce Your 2010 Tax Burdens

With kids back in school, football season underway and the promise of cooler weather right around the corner it is time for small businesses to focus on the upcoming fourth quarter. Some businesses will ramp up inventory and staff for the holiday season while others will look for ways to reduce costs for a seasonal slow down. Either way, the fourth quarter presents an ideal time to take steps that can help reduce your 2010 taxes.

At the top of our list is charitable giving. It goes hand-in-hand with the season and helps many families in need. Make tax deductible donations in November and December to qualified not-for-profit organizations like Hill Country Ministries, the Williamson County Humane Society and Samaritan Health Ministries. These organizations serve the needs of many in our community year round. And don't forget the Leander Police Dept. and Greater Leander Chamber's annual Blue Santa drive to collect toys and cash donations for disadvantaged children.

There are numerous ways for a small business to can offset current fiscal year taxes. To learn which ones will benefit you the most consult with your accountant. Their advice and knowledge about ever changing tax laws can be invaluable to help you reduce your 2010 taxes and plan for your future.

For more information about non-profit organizations serving the Leander area contact the Greater Leander Chamber at contactus@leandercc.org or call 259-1907.

Destination Graphix Publishes Leander Chamber Directory, Adds Online Publishing in 3-D View

The Greater Leander Chamber and Destination Graphix team up once again to break new ground in the publishing of Leander's community profile and membership directory. The new 2010-2011 directory is now available in both print and online in 3-D view with interactive ads. Local residents, businesses and members can access the online edition via the chamber's website. The direct link to view or share the directory is http://leandercc.org/chamber_directory. Online readers may also reach advertisers by clicking their respective ad.

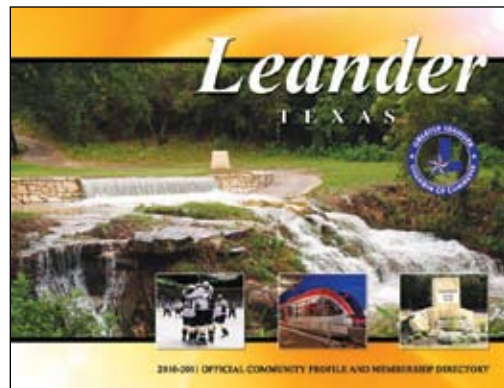
While the printed book is still highly popular and widely distributed via the chamber office and numerous distribution channels, the online edition extends the reach of these channels exponentially allowing the chamber to meet both direct and indirect online search demands.

The online edition also enables the public utilize the directory and share it with family, friends, prospects and potential investment partners. For example, you can add the link to your email signature, tweet it and post it on your facebook page. Businesses serving the Leander area are encouraged to post the link on their website. Real estate professionals can benefit by integrating it into their online lead generation systems.

The Greater Leander Chamber is one of two greater Austin chambers (among 10 including Convention and Visitors Bureaus) to publish its community profile and membership directory online in an interactive format.

For information about distributing the printed directory or to join the Greater Leander Chamber visit www.leandercc.org or call 259-1907.

For information about specialty publications and online content marketing contact Destination Graphix at 260-7886 or visit www.destinationgraphix.com.



Directory now available online in 3-D view with interactive ads. Visit www.leandercc.org.

Shop Local Businesses

Buy local from our growing Business Directory. This is a sampling of the many products and services available. Visit our website for more great businesses at www.LeanderBusinessCircle.com.

Business Name	Service/Product	Contact
ACN Newspapers Leander	Newspaper, Advertising	512-267-4449
Advantage AV	Professional Audio	512-740-1211
Advisors Choice Network	Risk Free Advertising	512-697-9721
Allstate	Insurance	512-259-7444
BE Services & Trade	Insurance	512-438-9670
Bullseye Tech Support	Computer Repair	512-667-6467
Dan Adams	Attorney	512-219-4013
Ed Kelley Photography	Photographer	512-986-5519
Edward Jones	Financial Services	512-259-7156
Farmers Insurance	Insurance	512-260-8288
Freeze Home Insp.	Home Inspections	512-260-8825
Fused Art	Fused Art	512-259-1484
Housewarmers	Advertising	512-259-9698
Hudson's Jewelers	Jewelry	512-259-8811
Katherine Uitz	Artist	512-799-8230
KDA Prospect Painting	Exterior Specialist	512-259-7619
KGQ Architecture	Architect	512-441-8200
Keller Williams	Realtor	512-567-1949
Leander Signs	Signs & Banners	512-528-0887
Liberty Mutual	Insurance	512-255-4146
Living Well Chiropractic	Chiropractor	512-986-7255
MacLin Plumbing	Plumbing	512-259-7473
Mary Kay Cosmetics	Cosmetics	972-342-6334
Master Screen Graphics	Embroidery, etc	512-259-1421
Minuteman Press	Printing, Graphic Design	512-259-7610
Open My World	Therapeutic Riding	512-259-6665
PostNet	Printing & Shipping	512-637-6080
RF Insurance Masters	Health & Life Insurance	512-565-7369
Shaklee Independent Distributor	Healthy & Wellness	512-630-1863
Sierra Air	A/C and Heat	512-267-0187
Studio RM	Architect	512-423-8147
Syndicate Audio	AV Installation	512-740-1218
Synterra Property	Realtor	512-289-0672
Tejas Lawn Care	Lawn / Landscape	512-656-5892
The Adequate Snack	Caterer / Chef	512-267-1957
The Dryer Vent Doc	Dryer Vent Cleaning	512-818-9724
The Mangold Group	CPA Firm	512-327-0909
The Wofford Group	Marketing	512-547-0588
Tovar Construction	Construction	512-350-3818
Trintronix	Web Development	512-589-0668
Tutor Doctor	In Home Tutoring	512-731-6893
Workforce Solutions	Employment Services	512-244-2207

See more business services and resources at www.LeanderBusinessCircle.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

Promote your business to Leander. We make it easy. Call 512-259-1907.



eye ON Leander
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Become a Friend, Fan or both

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leanderchamber

Business News, Tips and Resources from the Leander Business Circle

Join us for FREE Business Networking Oct. 14 and Nov. 11, 2010 - 8:00 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 16,000 to Leander only.*)

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



Google Shakes Things Up

Google has made significant changes this year affecting searchers, website owners and online marketers across the board.

In June, Google announced an algorithm change giving more organic “search engine ranking” (as we go forward) to sites with more activity. In laymen terms it means massive backlink building is no longer king in obtaining or maintaining your organic search ranking. Backlinks are still vital to ranking just like your content, but Google wants (or needs) us to engage in more human activity on our sites. See a connection to social media?

In August, Google started guessing our intended search destination for the likes of companies, brands and names and began serving multiple pages for the “guesstimated” domain in organic search results. For example, searching for a local exhibit will now bring up multiple pages of the location such as the Museum of Art ahead of other results.

This month, Google unveiled its new superfast search “Google Instant.” With every keystroke you make Google serves entire search results at lightning speed. Google did this before but not to this speed or depth of real time search.

What’s the bottom line? Google is still king, shaping its world of users, businesses, marketing and advertising to its destination. Any guesses as to what that may be?

Community Events . . .

5th Annual Sudden Link Bluegrass Festival, Sep. 25

Sat., 5-9 PM – Robin Bledsoe Park, 601 S. Bagdad Rd. Open jam session followed by Twangzilla, The Boxcar Preachers and The Toy Hearts performing live on the amphitheater stage.

Sudden Link Full Moon Concert - Long Tail Eddy, Oct. 29

Sat., 7:30-9:30 PM – Robin Bledsoe Park, 601 S. Bagdad Rd.

Free music events open to the public. Concessions available. Lawn chairs, blankets, food and non-alcoholic drinks welcome. Glass containers prohibited. Contact Leander Parks & Recreation at 528-9909 for more information.

Leander Cars & Coffee, Sep. 26 and Oct. 31

Sun., 10 AM - 2 PM – Old Town Leander, N. Brushy St. *John Eagle European's Cars and Coffee - Austin in Leander* brings more than 300 Classic, Vintage, Antique and Exotic automotive enthusiasts to the community. For more information call 259-1907.