

Thursday, April 4 2024

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The Future Belongs to Those Who Show Up

I am regularly asked by community leaders around the nation, what is the key to success for communities, what's the magic bullet? I could talk about "The Broken Windows Theory" or "Community Capitalism" or "Cluster Analysis" which are all true and great strategies for communities. But the truth is that the key to success for communities, the magic bullet, is as Mark Steyn said, "the future belongs to those that show up."

We are at unparalleled times in our community, \$747+ million in new construction, not one but two new schools opening, Panda Biotech going online, and a couple of mega deals that will be announced this summer. This is real momentum but as my old coach would tell me, momentum is created by putting mass and velocity at the point of attack over and over again. While we have a breeze at our back today, nothing is guaranteed for tomorrow. We must continue to always push forward.

Want to create the future? Join us in partnership with Texas Tech University System, MSU Texas, the City of Wichita Falls and Sheppard Air Force Base for Defining our Future on April 10 and 11. You have until noon on Friday April 5 to [register](#). Email me at ron@wichitafallschamber.com if you want to show up and create the future.

Always Forward.

-Ron Kitchens

Chamber Happenings

Ribbon Cuttings to Celebrate

Join the Chamber Team as we celebrate our members' expanding presence in the community. Grab your calendars and get ready to cut the red ribbon together!

- [Positive Frame of Mind Counseling](#) – 719 Scott Avenue Suite 1108, Wichita Falls, Texas. April 5, from 10:00 a.m. to 11:00 a.m.
- [Emmalee's Shop](#) – 301 East Scott Avenue, Wichita Falls, Texas. April 12, from 1:00 p.m. to 2:00 p.m.
- [Safe Simple Storage](#) – 7124 Seymour Highway, Wichita Falls, Texas. April 19, from 12:00 p.m. to 1:00 p.m.

Elevate Your Evening at Business After Hours

Join us at [Guarantee Title](#) on April 23 from 5:00 p.m. to 6:30 p.m. at 2806 Midwestern Parkway. Connect with fellow Chamber members, expand your network, promote your business and win door prizes. Don't miss this chance to enhance your connections and business prospects! Guarantee Title has chosen [Patsy's House Children's Advocacy Center](#) as their showcased charity.



Featured Events

DEFINING OUR CULTURE

April 10-11, 2024



Lunch & Break Sponsor

United
supermarkets

Break Sponsor

FRANK & JOE'S
COFFEE HOUSE | ESTABLISHED 1889

Defining Our Culture - April 10 & 11, 2024

Who are we as a community and how do we create a vibrant culture that curates the future? Join us for Defining Our Culture on April 10 from 8:30 a.m. to 4:00 p.m. and April 11 from 7:30 a.m. to 12:00 p.m. Be a part of this community-changing movement! [Click here](#) to register for this event!



Sheppard Air Show

Sheppard Air Force Base welcomes back the USAF Thunderbirds! Enjoy a jam-packed weekend that will include [MSU Texas' Pre-Flight Festival & Market](#), [SAFB Air Show](#), [Wichita Falls Brewing Co.'s Land Downtown](#) and [Project Texoma's A First Class Brunch](#).



Winning the Future

Community leaders gathered for Winning the Future last week and the topic of conversation was, **What Does It Mean To Be A College Town: Community Facilities**. Because in order to achieve results like we never have before, we must do things like we never have before. Special thanks to our lunch sponsor, **American National Bank & Trust!** If you would like to learn more about this event, please contact Kasia at kasia@wichitafallschamber.com.

Jobs Team

Our Existing Industry Spotlight

Panda Biotech, comes online and has completed equipment commissioning in March and anticipates being fully operational by early summer. We can't wait to see this plant up and running! Here are a couple fun facts you may not know about Panda Biotech:

- Industrial Hemp has thousands of uses. Apparel, roofing, paper, and animal bedding just to name a few.
- Panda Biotech is the first plant of its kind in North America and the second largest industrial hemp gin in the world.
- 100% of the hemp used at Panda Biotech is grown in the US!

Check out their website to learn more! [About | Panda Biotech, LLC](#)

Military Matters

Honoring Gold Star Spouses on April 5

A Gold Star Spouse is a spouse of an American service member who died while serving on active duty. This tradition of honoring Gold Star Spouses dates back to 1945 with establishment of the [Gold Star Wives of America](#) organization to provide support to one another, but also to work improve benefits for surviving spouses. Tomorrow, April 5 is officially recognized as Gold Star Spouses Day,

officially established by Congress in 2010. Please join us in honoring all those surviving spouses and remembering the sacrifices of both them and their active duty service member.



The 2024 Military Family Lifestyle Survey is Open Now!

The [Blue Star Families Military Family Lifestyle Survey](#) is available now! This survey is available to currently serving families, veteran and retired families, extended family members and support networks of service members and Gold Star families. Your voice can help shape the future of our all-volunteer force, and increase recruitment and retainment. You can view the 2023 survey reports online [here](#).



The Jobs Board

Are you at least 18 years old and have a high school diploma or GED? Do you have 2 years of experience as a slot technician or a Certificate of Completion from a Slot Technical Program? **Apache Lonestar Casino** is currently hiring a slot technician. Be sure to apply [here](#) today!

- [Phlebotomist Sr](#) - Texas Oncology
- [Photographer](#) - KAUZ News Channel 6
- [Financial Advisor](#) - First Command
- [Accounting Assistant II](#) - Midwestern State University

Entrepreneur

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This discounted bundle features five courses designed to help students prepare for cybersecurity certifications.

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Harvard Business Review

A “Growth-at-All-Costs” Mindset Can Stall Your Company

If leaders don't consider employees in their growth strategies, then disengagement, burnout, and lack of innovation will persist.

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Entrepreneur

3 Consumer Good Stocks to Boost Your Investment Strategy

The consumer goods industry is poised for significant growth amid robust consumer spending and potential interest rate cuts this year. Given this backdrop, quality consumer goods stocks Helen of Troy...

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