



## Quote of the Day

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“If you think education is expensive, try ignorance.”

- Derek Bok

## Discovered This Week

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I must admit we are entering one of my favorite times of the year—the start of school. And it’s not just because as you read this there are 15 days until the start of the college football season. To me the start of school feels like spring, new opportunities and challenges, new shoes and notebooks and a new sense of opportunity for our community. It seems a cliché to say that children are our future, but it has never been truer than today.

A few weeks ago, I had the opportunity to attend the [Road to College](#) Celebration lead by [Gonzalo Robles](#) and his team of amazing teachers and leaders with [Café con Leche](#). It was incredible! I have never in my life been around so many dynamic students. They truly inspired me to do more to support education and educators. If the young men and women of Café con Leche are our future, we truly have a bright future ahead of us.

Always Forward.

- Ron Kitchens

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## Chamber Happenings

### **What Are You Doing After Hours Tonight? Make Business After Hours Your First Stop.**

Catch up with your fellow Chamber members and the Chamber Team at [Business After Hours](#). This event will be co-hosted by [Community Healthcare Center](#) and [Deli Planet](#) at the Community Healthcare Center Dental Clinic at 110 Lee Street tonight, Thursday, August 10, from 5:00 p.m. to 7:00 p.m. We hope to see you there for this excellent opportunity to grow your connection base, market your business, enjoy great food and possibly win a door prize or two!

### **Where to Find the Celebratory Red Ribbon This Week**

The Chamber Team is helping two Chamber members mark their grand openings next week with commemorative ribbon cuttings. Join us for the festivities at these locations:

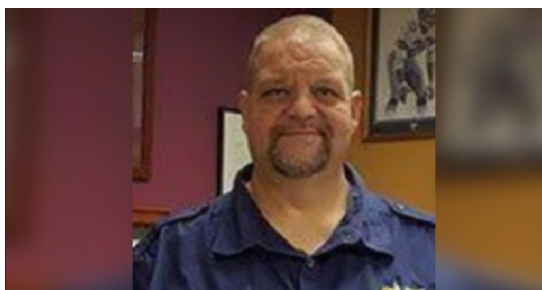
- Tuesday, August 15 at 10:00 a.m. at [Kairos Restorative Medicine](#) at 1912 Loop 11
- Thursday, August 17 at 4:00 p.m. at [COI Group Furniture](#) at 4017 Seymour Highway

### **Wake up Wichita Falls: It's Time to Rise and Shine**

Later in the month, set your alarm a bit earlier for [Wake Up Wichita Falls](#) happening on Tuesday, August 22 from 8:00 a.m. to 9:00 a.m. at [Kairos Restorative Medicine](#) at 1912 Loop 11.

### **Trey Sralla Elected President of Texas Motorcycle Dealers Association**

We are revved up about this news: Trey Sralla has been unanimously elected president of the [Texas Motorcycle Dealers Association](#) (TMDA). Trey is the General Manager and CEO of [Eddie Hill's Fun Cycles](#) in Wichita Falls, Texas. He is a previous member of the WFISD School Board, a current board member of the Redneck Culinary Academy and a member of the Texas Department of Motor Vehicles' advisory committee. Eddie Hill commends Sralla's ambition and work ethic with this statement: "Trey's leadership at the TMDA brings recognition and honor not only to himself and our store but to our city. We are proud of him and grateful to have him as our team leader." Get the full story [here](#).



### **New Member Mentions**

Welcome to our newest Chamber members! We are so happy that you have chosen to support our mission.

- [Safe Simple Storage](#)
- [Bright Choice Family Dental](#)
- [Fully Loaded Potato Kitchen](#)
- [Suga B's](#)

- [U.S. Dermatology Partners](#)

### **Help Us Spread This Good News Far and Wide**

Are you enjoying our newsletter? If so, we encourage you to share it with your friends, family and co-workers. We are proud of our community and want everyone to know it! New subscribers are encouraged to email [Candice Kumor](#) to get their email address added to our subscription list.

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## **Military Matters**

### **Euro-NATO Joint Jet Pilot Training Program Positively Impacts Community**

Each graduating class from the [Euro-NATO Joint Jet Pilot Training Program](#) (ENJJPT) takes it upon themselves to complete a volunteer project in our local community. This initiative turned out to be great news for two members of the Wichita Falls Chamber over the last two months: [Wichita Falls Food Bank](#) and [Child Care Partners](#).

Class 23-06, which graduated in June, helped to process over 5,000 pounds of donated food items at the Wichita Falls Food Bank.

Class 23-07, which just graduated at the end of July, committed 33 hours to cleaning, sorting, and organizing over 2,000 pounds of donated clothing and home goods in support of Child Care Partners.

### **Free Professional Headshots for Military Spouses**

Are you a military spouse in need of a professional headshot? Brought to you by the [Military Spouse Professional Network](#) and thanks to [Leigh Sweeney](#), real estate professional with eXp Realty, and the Wichita Falls Chamber, you can receive a headshot for free! Photos will be taken by Jess Herring of [Just Jess Photography](#) on Thursday, August 24 from 9:00 a.m. to 4:00 p.m. at the Wichita Falls Chamber office at 900 8th Street, Suite 100. Sessions will last 10 minutes, and you will receive two images. Register for this event [here](#).

### **International Partner of the Month: Qatar**

This week, our exploration of [Qatar](#) focuses on the Qatar Armed Forces (QAF). The QAF is made up of the Qatari Amiri Land Force, Qatari Amiri Navy and Qatari Amiri Air Force. Conscriptation was introduced in 2013 for men aged 18 to 35, with required service time ranging from four to 12 months. Women have been able to volunteer for service since 2018. Qatar “has Major Non-NATO Ally status with the U.S., a designation under U.S. law that provides foreign partners with certain benefits in the areas of defense trade and security cooperation.” Qatar is also home to the “regional headquarters for the U.S. Central Command and more than 8,000 U.S. military forces at various military facilities, including the large Al Udeid Air Base.”

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## **Jobs Board Highlights**

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### **This Week's Featured Job**

Sheppard Air Force Base (SAFB) is looking for a [Child and Youth Program Assistant](#) (CPYA) (All Levels) to serve in one or more child and youth programs and be accountable for the whereabouts and safety of children and youth. The CPYA provides care/supervision; oversight and accountability for program participants; assists in preparing age appropriate activities; supervises children and youth during indoor and outdoor activities, on field trips, outings and special events; arranges and serves snacks/meals; and executes work in accordance with policies and regulations. The CPYA may also be required to transport children in government vehicles. Where appropriate, the position offers free childcare for the first child and a 25 percent discount for any additional children. Apply for the CPYA position on the [Wichita Falls Chamber Jobs Board](#) where you can also find these additional opportunities and more.

- [Evening/Events Bartender](#), Elks Lodge
- [Facilities Information Manager](#), MSU Texas
- [News Content Specialist](#), KAUZ, LLC, News Channel 6
- [Head Grounds Keeper](#), Wichita County
- [Construction Manager](#), SERVPRO of Wichita Falls

### **In Other News...**

#### **Entrepreneur**

#### **Why Combining Company Culture with Strategy is Necessary for Lasting Business Success**

Culture shouldn't eat strategy for breakfast — your business strategy must be developed based on the core strengths of its existing culture.

**[Read More](#)**



**<https://www.newschannel6now.com>**

#### **City of Wichita Falls names Employee of the Month**

Natali Jimenez, who works for WFPD's Records Section, has been selected as the city's Employee of the Month.

**[Read More](#)**

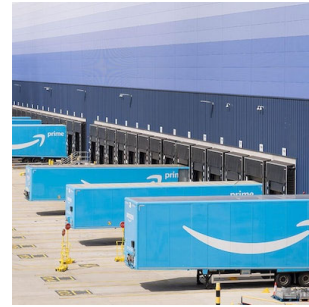


**The Economist**

**Has e-commerce peaked?**

The pandemic boom in online retail has given way to stagnation and stiffening competition

**Read More**



**Isn't it time you joined the  
Wichita Falls Chamber?**

Start making the right connections today to take your business to the next level.



WICHITAFALLSCHAMBER.COM/ATTHEHEARTOFBUSINESS



Grow your business in  
Wichita Falls.



Contact us at  
940.723.2741 or [wichitafallschamber.com](http://wichitafallschamber.com).



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