



## Quote of the Day

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The quality of a person's life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.

- Vince Lombardi

## Grateful for Leaders

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I had the privilege to play high school football for a man named Paul Skeans, who along with being a football coach, he saw his responsibility to develop great people. He was the first person in my life to talk to me about leadership, the first person who gave me a reading list of books by great leaders and the first person who showed me how we can learn from the words and deeds of others. The quote above was the first quote that he gave me and the first of more than 10,000 that I have collected and learned from. I reflect on this quote and Coach Skeans lessons often as I reflect on my own leadership and how the leaders, I admire, live up to Coach Lombardi's standards.

As I reflect on this past year, I am so grateful for the leadership of some amazing women and men in our community. Whose leadership are you grateful for this past year? Email me your answers to [ron@wichitafallschamber.com](mailto:ron@wichitafallschamber.com) or better yet post them on social media and tag me. I look forward to being inspired by the people who inspire you.

Happy Holidays & Merry Christmas

Always Forward.

- Ron Kitchens

## Jobs Team

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### What is Compliance Reporting and Why Do We Do It?

Did you know that we monitor all 4A Projects with annual and bi-annual compliance reporting? That's right... every performance agreement that has been voted on and approved at City Council gets audited 1-2 times a year to ensure they are complying with all parts of their agreement. It is our goal make sure that every company is supported through the process to ensure their ultimate success. Compliance reviews include meeting with the company representatives, discussing where they are in their goals and the points set out in their agreements, and obtaining documentation to support the agreement.

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Compliance reporting involves maintaining records of internal and external policies to ensure that they are adhered to and followed accordingly.



## Leader to Leader

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Meet Diana Shaffer , Gold Coat Ambassador, and Co-Founder of [Next Level Golf](#)

**What made you want to become a Wichita Falls Chamber of Commerce Gold Coat Ambassador?**

Since opening my own business this year, I've come to realize the importance of supporting small businesses. They are the heart and soul of our local communities, and they deserve all the support we can give. I've also enjoyed the new friends I've made and helping one another

**What is your favorite place in town to eat lunch?**

McBride's Steakhouse on Maplewood, Barbarita's Restaurant, Jefe's Mexican Restaurant, and Pioneer.

**What is your favorite thing to do in Wichita Falls?**

Hang out with my 4 dogs and chill in the backyard around the pool...Oh and my husband Joe too.

**What is the most influential business book you have read?**

Who Moved my Cheese by Spencer Johnson and anything by John Grisham

**What advice would you give to a future community leader?**

Get involved within your community, have fun, and enjoy supporting others around you. There are so many ways to make a difference and connect with like-minded people. Whether it's volunteering at a local charity, participating in a community event, or joining a neighborhood group, there are endless opportunities to get involved. More importantly, don't be afraid to try new things!



## Chamber Happenings

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- [Delta T Thermal Solutions](#), Business After Hours on December 14, at 5 p.m. to 6:30 p.m. at 1900 Old Burk Hwy

## Military Matters

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### **4+1: The Formula for Military Spouse Success**

Military spouse unemployment and underemployment are long-standing concerns. The military spouse unemployment rate is five times higher than the national average. High unemployment among military families creates financial instability, threatening our national security and the ability to recruit and retain an all-volunteer force.

Presented by Blue Star Families and Hiring Our Heroes, the [4+1 Commitment](#) is a scalable, actionable, and effective way for companies to make a voluntary commitment to improve military spouse employment outcomes. This voluntary commitment asks employers to adopt at least one of the following military spouse ready employment policies, plus consider joining an existing government program:

- ★ Facilitate job transferability
  - ★ Offer remote or telework
  - ★ Offer flexible work hours
  - ★ Provide paid or permissive Permanent Change of Station (PCS) leave
- +1: Consider joining existing government spouse employment programs  
[Adopt the commitment today!](#)



**International Partner of the Month: Spain**

Spain is one of the 14 countries that participates in the Euro-NATO Joint Jet Pilot Training (ENJJPT) program, as part of the 80th Flying Training Wing (FTW) at Sheppard Air Force Base. All Spanish student pilots selected to come to ENJJPT are graduates of the Spanish Air Force Academy and have been selected to specifically be fighter pilots. Not only do they complete training in the T-6 and T-38, as well as IFF, the Introduction to Fighter Fundamentals before returning home to continue training on their assigned fighter jet.

Also, did you know that the US maintains a naval base at Rota, and an air base at Morón de la Frontera?



**Jobs Board Highlights**

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Do you have a background in HR? If so, Kiowa Casino, an award-winning casino, needs you to apply for their [Human Resource Generalist](#) position!

- [Receptionist/Clerical](#), Schenk, Schenk & Haines, PLLC
- [Vice President Finance](#), Work Services Corporation
- [Digital Content Producer](#), KAUZ News Channel 6
- [Elections Clerk](#), Wichita County Courthouse
- [Finance Controller \(hybrid\)](#), Pratt & Whitney

## Need to Advertise Your Product or Service?

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Call the local Lindmark office and ask about their Holiday Sale!



## Interested in Being A Part of the Relocation Guide in 2024?

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The Wichita Falls Chamber of Commerce has partnered with E&M Consulting, Inc. to produce our Community Guide. This comprehensive publication will be available both in print and digitally, providing an exceptional opportunity for businesses in the area to gain significant exposure through advertising. This guide will be a go-to resource for chamber members, residents, and visitors, making it the perfect platform for businesses to showcase their offerings to a broad audience. E&M, known for its professionalism and quality, will manage this project, including advertising sales and the design process.

To explore advertising rates and sign up online, visit: <https://reserveyourad.com/WFCOC/>

For any inquiries or to advertise, contact an E&M sales associate at 800-572-0011 ext. 0104 or

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email [advertising@eandmsales.com](mailto:advertising@eandmsales.com). Your support is truly appreciated!



THE OFFICIAL BUSINESS COMMUNITY GUIDE

**WICHITA FALLS CHAMBER OF COMMERCE**

**MEMBERS**  
CLICK HERE TO VIEW UP ONLINE  
MEMBERSHIP INFORMATION

**NON MEMBERS**  
CLICK HERE TO VIEW UP ONLINE  
MEMBERSHIP INFORMATION

12 MONTHS OF EXPOSURE

COST EFFICIENT

REACH YOUR AUDIENCE

The Chamber has built a readership and brands, and we are proud to be a part of it. We are currently accepting advertising for 2025. We are looking for advertisers who want to reach a diverse audience of business owners, professionals, and consumers. We are currently accepting advertising for 2025. We are looking for advertisers who want to reach a diverse audience of business owners, professionals, and consumers.

NEED DESIGN HELP?  
Add Design: \$200.00  
Add Change: \$200.00  
\*Add respective ad size

FOR MORE INFORMATION  
Sales Department  
800-272-0677  
advertising@wfcchamber.com

LEARN MORE ABOUT  
EAM CONSULTING

The Chamber of Commerce is a not-for-profit organization that provides a variety of services to its members. We are currently accepting advertising for 2025. We are looking for advertisers who want to reach a diverse audience of business owners, professionals, and consumers.

ADVERTISING RATES FOR 8.275 X 10.875 SADDLE PUBLICATION:

NUMBER OF SPOTS	MEMBER RATE	NON-MEMBER RATE
Back Cover	\$1,699	\$1,899
Inside Covers (Front or Back)	\$1,599	\$1,799
Facing Page to Inside Covers	\$1,499	\$1,699
Page 2-5	\$1,399	\$1,599

  

DISPLAY ADS		
Full Page	\$1,099	\$1,299
1/2 Page	\$799	\$899
1/4 Page	\$599	\$799
1/8 Page	\$399	\$499

DIRECT MAIL/POST	MEMBER RATE	NON-MEMBER RATE
Postcard 42-Size	\$1,899	\$1,999

## Entrepreneur

### The Secret Roadmap to Franchise Success, from Startup to Sale — A Blueprint for Growth Into a Multi-Billion Dollar...

Turning an idea into a multi-billion dollar business requires original thinking, careful vetting of the concept and franchisees, and old-fashioned customer service.

[Read More](#)



## Harvard Business Review

### 8 Essential Qualities of Successful Leaders

And how to cultivate them.

[Read More](#)



**Harvard Business Review**

**You Need More Than Data to Understand Your Customers**

It's about building deeper relationships, not simply gathering more information.

**[Read More](#)**



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