

Wall of Fame: Year's of Impact, Inspiration and a Vision of the Future | December 21, 2023

Thursday, December 21, 2023

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Quote of the Day

Our chief want is someone who will inspire us to be what we know we could be.

- Ralph Waldo Emerson

Who is in Your Wichita Falls Hall of Fame?

This past year has been an awesome introduction to Wichita Falls. I was asked recently in an interview what our best assets are. My response was immediate, it is the same thing that drew me here, it's the people. We are blessed to have some amazing leaders who have and are impacting our community and the world.

This week I get to host my annual lunch with the past recipients of the Wichitan of the Year recognition. I must admit it is inspiring to be with these men and women who have so dramatically impacted our region. I wish I could bottle the wisdom and the continuing energy expressed to make our community thrive and give everyone a drink of it.

But Wichitan's are doing great things beyond our county borders and I have had the honor to engage with some of them, one in particular that is truly changing the world is Pedro Lerma, the CEO and Founder of Lerma/, one of the most important advertising executives in the nation. Although he grew his company in Dallas, he is a passionate advocate for Wichita Falls and MSU, his alma mater.

With all this said, several people have pitched the idea that we should have a Hall of Fame, Walk of Fame, Wall of Fame or some variation thereof to ensure that we celebrate and never forget the impact Wichitan's have at home and around the world. Good Idea? Who would you nominate for installation?

I would love to hear your ideas, please email me at ron@wichitafallschamber.com

Merry Christmas

Always Forward.

- Ron Kitchens

Jobs Team

Manufacturer's Group Addresses Workforce Challenges in Wichita Falls. Workforce challenges are a problem our entire community faces on a daily basis. We heard from several industries last week as our Manufacturer's Group met for the last time in 2023. The group enjoyed discussions with representatives of companies from around Wichita Falls and a tour of Kalco. We look forward to the ideas sparked from this meeting and how we can implement them in Wichita Falls.

If you are a manufacturer and would like to join this group, please contact Moriah Williams at: moriah@wichitafallschamber.com



Leader to Leader

Meet Lisa Pettijohn, Gold Coat Ambassador, and with The [MPEC](#)

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

For me it's an honor to be part a part of something in the community that highlights businesses in town. Whether we are welcoming a new business or celebrating a milestone of an existing business, it's wonderful to be a small part of their special day. The pure excitement, joy and positive energy makes you as a person want to be better and do better. I really love being a Gold Coat!

What is your favorite place in town to eat lunch?

Oh goodness, so many to choose from, but my go to for most days are The Loaded Potato, Gidgets, Hibiscus and Taco Casa.

What is your favorite thing to do in Wichita Falls?

There are so many great things to do, it's hard to pick a few. I love supporting the events the Humane Society puts together for our community, and some of the other nonprofit events like Wine & Beer Festival and Empty Bowls, plus the MPEC has a lot of different things going on all the time which are always fun. I highly encourage people to get connected to what's going on in our community.

What is the most influential business book you have read?

I recently picked it up The Power of Who by Bob Beaudine. I missed hearing him speak at

Leaderfest, but was intrigued to learn what he had to say since networking is a large part of what I do daily.

What advice would you give to a future community leader?

Know your community! Learn all areas of your community, not just the big things, but all the small nonprofits, the small businesses and the people that make up the entire community. We have a lot of wonderful people and great businesses that might need a little extra encouragement and a source for guidance. Help by being an advocate for them, the more people that are successful the more our community is successful. Also, help promote all the amazing events in Wichita Falls!

Military Matters

Happy 4th Birthday to the United States Space Force!

Yesterday, December 20th, marked the fourth birthday for the United States Space Force. The Space Force was established in 2019, when the National Defense Authorization Act was signed into law. This is the first new branch of service created since 1947! Their headquarters, like all other branches, is located at the Pentagon. They are organized under the Department of the Air Force, like how the Marines fall under the Department of the Navy. All personnel, both military and civilian, as part of the Space Force, are referred to as “Guardians.”



International Partner of the Month: Spain

Wondering how you can celebrate New Years Eve like a Spaniard? You'll need to gather 12 grapes (hyperlink)! Yes, you read that right –GRAPES. Before clinking glasses and celebrating the start of a new year, Spaniards eat twelve grapes, one for each strike of the clock, to celebrate the upcoming 12 months of the new year and to ward off bad luck! Can you finish all 12 grapes in the allotted amount of time?!

[New Year's Eve In Spain Is All About The Grapes — Save The Cava For Later : The Salt : NPR](#)



Jobs Board Highlights

The Wichita County Court has created a new position, [Chief of Staff](#), that will serve as the primary assistant to the County Judge. Interested? Apply today!

- [Graphite Quality Control Lead](#), Kalco Machine & Manufacturing Co.
- [Accountant](#), Kiowa Casino
- [Inside Sales Representative](#), WPT Power
- [Registered Nurse-PRN](#), ER Now
- [Vehicle Superintendent](#), MSU Texas

Need to Advertise Your Product or Service?

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

A promotional graphic for Lindmark's holiday sale. At the top, a billboard displays "50% OFF!" in large, green, bubbly letters. Below the billboard, the text reads "OUR BIGGEST HOLIDAY SALE Just For You!". Further down, it says "DIGITAL BILLBOARDS 50% OFF FULL OR HALF SLOTS". At the bottom, it provides contact information: "Call us at 844.640.7700 or email us at Crystal@LindmarkCompanies.com OR Samantha@LindmarkCompanies.com". The Lindmark logo is at the very bottom, with "BILLBOARDS / INK / STEEL" above it.

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

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/>

Inc.com

How Extremely Seasonal Businesses Can Stay Profitable and Thrive All Year Round

When your whole business is the holidays, you need to get creative the other nine months of the year.

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'Tis the Phishing Season: 7 Tips for Protecting Your Business Through the Holidays

A cybersecurity executive offers a guide to a hack-free holiday.

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How to Scale Your Business the Right Way

When one person is the sole decision-maker, it creates a bottleneck, hindering growth and innovation.

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Please do not reply to this email, as this is not a valid request.

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