



Welcome Home

After a year of calling Wichita Falls home, I can say without reservation that everything I was told about how welcoming and friendly the community is, was 100% true. On behalf of Lyn and I, thank you for the kindnesses shown, the hospitality granted, and the friendships extended. We truly feel blessed.

With all this gratitude, I am struck by the adage that flowers grow where they are nurtured, and Wichita Falls is a place that can nurture a field of flowers. I am thinking specifically about the students at MSU Texas. While I do not have the answer, I do wonder what our community would feel like if every student at MSU Texas felt as welcomed as Lyn and I have felt? How many more could we retain after graduation? How much could we grow our community and businesses with this increase in student retention? What future would be created?

While I do not have definitive answers, I do know that they are worth the effort.

Always Forward.

- Ron Kitchens

Jobs Team

Panda Begins Commissioning Equipment

Have you ever wondered what 3 miles of duct work looks like? Walking into Panda Biotech is like stepping into a futuristic manufacturing plant, but it is the first of its kind, after all! 3 miles of duct work for a dust collection sit perfectly spaced above the machinery that will soon process hemp. Last month, Panda began commissioning the equipment and continues to place the final pieces still arriving. Commissioning equipment are the steps taken to ensure that all equipment runs smoothly, safely, and efficiently before a plant can begin production. They intend to start pushing hemp stock through sometime in early spring. The biproduct will be used in textiles, fabrics, animal bedding, animal feed, and several other uses. We're excited for Panda Biotech and cannot wait to see them in full production! We will keep you posted as they make moves towards finalizing all the details to begin production.



Leader to Leader

Meet Daniel Fitzwater, owner of [Storm Force Media](#) and Gold Coat Ambassador

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

Becoming a Wichita Falls Chamber of Commerce Gold Coat Ambassador appealed to me because of the history and tradition. I enjoy getting to celebrate and learn more about new and expanding businesses in my community.

What is your favorite place in town to eat lunch?

McBride's Steakhouse on Maplewood is a family favorite and usually where you will find us on Sunday after church.

What is your favorite thing to do in Wichita Falls?

Movies and Next Level Golf.

What is the most influential business book you have read?

One Thing by Gary Keller.

What advice would you give to a future community leader?

Don't be afraid to get out and connect. Joining an organization like the Chamber is a great way to network and make some new friends. It's also a plus for your business and getting your name out into the community.



Military Matters

Federal Interagency Military Spouse Career Expo

Spouses can connect with federal employers on January 31 between 11:00am-4:00pm EST during this virtual event! Employment with the federal government can be a great flexible and portable option for military spouses.

For a list of participating agencies, a schedule of events and to register, please visit their [website!](#)

20+
**Federal
Agencies**

Military Spouses:
**ONE
AMAZING
EVENT**

**Federal Interagency
Military Spouse Career Expo**

Jobs Board Highlights

Do you like working with non-profits in our community? Check out this job listing from The Wichita Falls Area Community Foundation. They have a position available for a [Program Director](#), apply today!

- [Recreation Aid Community Programs](#), Sheppard Air Force Base
- [Receptionist](#), Rubens House of Classics
- [Indoor Golf Associate](#), Next Level Golf
- [Chief of Staff](#), Wichita County Courthouse

- [Deputy Director of Public Works](#), City of Wichita Falls

State of the Economy

The Wichita Falls Chamber's State of the Economy will be a gathering of National, State and Local Economic Experts for the purpose of discussing the current state of affairs. This event will take place March 19 from 10:00 a.m. to 1:00 p.m. at the Sikes Lake Center.

This event's guest speaker is Wells Fargo's Corporate and Investment Banks Economist, Nicole Cervi. Nicole is a graduate from the University of North Carolina at Chapel Hill and oversees the U.S. macro economy and assists with quantitative analysis. Nicole also contributes to the group's Weekly Economic & Financial Commentary and other various special reports. Click the [link](#) to buy your tickets today!



Interested in Being A Part of the Community 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/>

Entrepreneur

What Really Makes Up the Heart of Your Brand? Your Employees. Here's How.

Employees play a pivotal role as the backbone of an SMB's brand. This is how you can and should build your brand from within.

[Read More](#)



Entrepreneur

The 8 Best Free and Low-Cost SEO Tools for Small Businesses

Here are some tools that business owners can use to optimize their websites and bring in more revenue

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Harvard Business Review

How SolarWinds Responded to the 2020 SUNBURST Cyberattack

A powerful lesson in cybersecurity, crisis management, and customer care.

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