



## Lagniappe

I realize that the Mardi Gras season is not one of the big three holidays, but it is one of my favorite times of the year. And it is not just because of the food but my king cake is ordered from Randazzo's in New Orleans, I am working my way through new gumbo recipes even though I know I will go back to the one we have been cooking for 20 years. A new fresh bottle of Crystal hot sauce is in the pantry waiting for the big day.

This season is one of my favorites because it reminds me of the term lagniappe, which is a very New Orleans idea. In short, it is the idea that each of us is responsible for doing something a little extra. Think of it as the 13th doughnut when you buy a dozen or holding the door for a stranger, it's that little kindness we can extend to strangers when we expect nothing in return.

My goal, and I hope you will join me, is to do just that between now and Ash Wednesday. I will perform one act of Lagniappe each day. Imagine if just the 3,000 subscribers reading this each performed one act of kindness each day for the next 18 days; that is 54,000 lagniappes.

I bet we can change the world with that much kindness.

Always Forward.

- Ron Kitchens

## Jobs Team

### **City Council Approves Incentive Opportunities for Two Local Companies**

Last week City Council voted to approve incentive opportunities for two Wichita Falls companies. This comes after a vote and recommendation from the Wichita Falls Economic Development Corporation and shows excitement in our community for new growth and opportunities.

Covercraft Industries has been in production in Wichita Falls since 2000. Anyone remember the Levi's Factory? That's them! They will be creating 20 new full-time positions as they take on extra production lines.

Seasons Eating Snack Company has been in production in Wichita Falls since 2020 and was the winner of IDEA W.F. in 2023. They are excited to bring snack bars created here to stores all around the south. They will be creating 6 new full-time positions and of course, providing only the best snack bars for Wichita Falls! You can currently find them at The Bike Stop, Flex Appeal, Abner's Nutrition Center and the Wichita Falls Farmers Market.

We're so excited to see growth in Wichita Falls and feel like the year is off to a great start! We can't wait to see what else this year brings!



## **Chamber Happenings**

### **New and Renewed Members**

We are thankful for these new and renewed Chamber members who have joined our organization:

- [Texoma Video Productions](#)
- [McAlister's Deli](#)
- [Lance Friday Homes](#)

- [Wichita Falls Farmers Market Association](#)

## Military Matters

Calling all military spouses, college-aged dependents, and high school dependents of military personnel who are planning to take college classes next academic year – the Sheppard Spouses' Club (SSC) annual scholarship application is open! To learn if you qualify and learn more about the application process please visit their [website](#). The deadline to apply is March 1.

The SSC is committed to helping military spouses and children further their educational endeavors through their annual scholarship program. These scholarships are made possible through fundraising efforts at the annual Hangar Holiday event at the MPEC, as well as the Sheppard Thrift Shop.



### International Partner of the Month: Senegal

Did you know these fun facts about Senegal?

- The largest ethnic group is known as the Wolof.
- French is the official language, but over 35 different languages are spoken in Senegal.
- One of the largest exports is peanuts.
- The Cape Verde Peninsula is the westernmost point of Africa.
- When you think sports, you might think soccer, but some of the most well-known athletes in the country are wrestlers!

## Jobs Board Highlights

Do you want to join a growing team? Do you have clinical field experience? North Texas Rehabilitation Center needs to hire a [Speech Language Pathologist](#). Send your resume today!

- [Program Manager](#), Wichita Falls Area Community Foundation
- [Indoor Golf Associate](#), Next Level Golf
- [Office Assistant](#), SLA Architects
- [House Manager](#), Rathgeber Hospitality House

## 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.

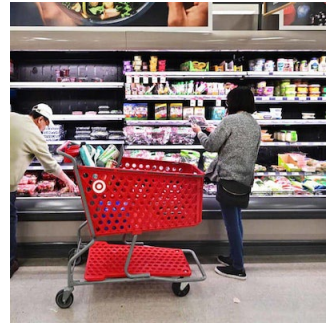
To explore advertising rates and sign up online, visit: <https://reserveyourad.com/WFCOC/>

**Inc.com**

### **Fewer Economists Expect a Recession in the Next 12 Months**

The National Association of Business Economists say higher profit margins and supply-chain stabilization are helping temper recession fears.

**[Read More](#)**

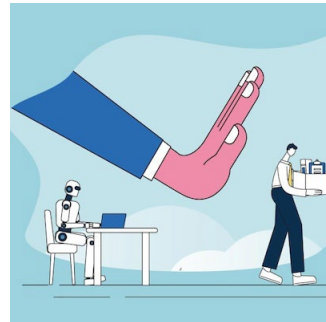


**Inc.com**

### **How Long Before AI Starts Replacing Human Workers? Longer Than You Think, New Study Says**

A study from MIT suggests businesses should expect a 'gradual' integration of artificial intelligence into their operations.

**[Read More](#)**



**Texas Monthly**

### **Feds Approve 12 Months of Medicaid Coverage for New Moms in Texas**

Medicaid covers half of all births in Texas.

**[Read More](#)**

