

Thursday, March 14 2024

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Beauty Matters A Lot

My friend, (ok I only met him twice, backstage at events we were both speaking at) Seth Godin, wrote recently about the importance that quality space means to communities, companies and the future.

“If you’re in need of a gathering place, a dry, functional, centrally located facility for your folks to meet, a cathedral is probably way more than you need. It’s far more expensive to build and maintain and not optimal in delivering what’s required.

But what if this building needs to fill other functions as well?

Perhaps it’s a message to your membership about longevity, status and commitment.

Perhaps it’s a signal to the local government that you have real resources and are not to be trifled with.

And perhaps it is a beacon designed to attract people who haven’t yet heard about your work.

Or maybe it’s something we do simply because we can.

In our rush for serviceable, we race to the bottom.

The thing we’re working on is a rare chance to contribute something far more than the least we could get away with.

You can’t build a cathedral every day, and you can’t do it for cheap. But sometimes we get the chance to create something that really matters.”

Seth's words have me incredibly grateful for the thoughtful restoration and reinvention the City of Wichita Falls is doing on City Hall / Civic Auditorium, the Wichita Falls ISD is doing on their two new high schools, Foundation's new stores and of course Bolin Hall at MSU. These projects and others going on in the community should continue to raise the bar of expectations towards the sky as we let others race to the bottom.

Always Forward.

-Ron Kitchens

Chamber Happenings

Giant Scissors Coming to a Business Near You

Join us alongside the Chamber Team and Gold Coat Ambassadors as we celebrate our members' expanding presence in the community. Grab your calendars and get ready to cut the red ribbon together!

- [Faith Resale & Donation Center](#)- 2708 Southwest Parkway, Wichita Falls, Texas. March 20, from 1:00 p.m. to 2:00 p.m.
- [HOLT Truck Centers](#) - 1811 Central East Freeway, Wichita Falls, Texas. March 21, from 10:30 a.m. to 11:30 a.m.
- [U.S. Dermatology Partners](#) - 3916 Call Field Road #300, Wichita Falls, Texas. March 28, from 12:00 p.m. to 1:00 p.m.

Wake-Up Wichita Falls

Kickstart your day with a delicious cup of coffee and meaningful business connections! Join us at **City Hope Church** on March 20 from 8:00 a.m. to 9:00 a.m. Their address is 4301 Cedar Elm Lane. Start your morning by showing your support for a local business and engaging with fellow entrepreneurs.

Featured Events



State of the Economy - March 19, 2024

The Wichita Falls Chamber's State of the Economy is right around the corner! Join us for a gathering of National, State, and Local Economic Experts for a candid look at the future. March 19, 2024, from 10:00 a.m. to 1:00 p.m. at Sikes Lake Center. Purchase your tickets [here!](#)

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DEFINING OUR CULTURE

April 10-11, 2024



Defining Our Culture - April 10 & 11, 2024

Who are we as a community and how do we create a vibrant culture that curates the future? Join us for Defining Our Culture on April 10 and 11 from 8:00 a.m. to 5:00 p.m. and be a part of this community-changing movement.

This event is designed to create a dynamic and inclusive platform where individuals and organizations such as the Wichita Falls Chamber of Commerce, Midwestern State University, Texas Tech University System, Sheppard Air Force Base, and the City of Wichita Falls can come together to explore, articulate, and prioritize values that promote unity, growth, and prosperity in Wichita Falls. Click [here](#) to register for this event!

Lunch & Break Sponsor



Break Sponsor



Military Matters

Get Connected: Texas Veterans Network

The [Texas Veterans Network](#) aims to connect the military community to free resources in Texas, including some 250+ veteran organizations that offer over 1,400+ unique resources. They serve

veterans from all service eras, active duty, reservists, national guard and their families.

Create a profile today and get connected to resources related to career services, mental wellness, education programs, volunteer opportunities, legal services, veteran benefits and more.



Nourish the Service, Blue Star Families

Military Families: Join us for [coffee and conversations](#) about local resources and meal planning. Kids are welcome (we'll have coloring pages). Coffee and pastries provided by Starbucks.



Nourish the Service

with Blue Star Families and Starbucks!

Join us for an event focused on conversations around sharing local resources, meal planning, and how we can all help to Nourish the Service.

**We will be collecting non-perishable goods to donate locally as part of this event. Participants are encouraged to donate if they're able to contribute.*



Friday, March 22nd
9:00am-10:30am

Starbucks
1415 SW Parkway
Wichita Falls, TX 76302



Jobs Board Highlights

Are you detail-oriented and personable? Do you have experience with Microsoft Word, Excel and Outlook? Midwestern State University is currently hiring a [Secretary, Mathematics and Computer Science](#). Be sure to get your application in today!

- [Radiation Therapist](#) - Texas Oncology
- [Financial Advisor](#) - First Command
- [Vote Reporter for the Texas Primary Election](#) - Wichita County
- [Summer Camp Early Childhood Assistant Teacher](#) - YMCA

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United Way announces 2024-2025 funded partners

United Way has announced the 19 funded partners for the 2024-2025 year.

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Texas Monthly

Terry Allen Doesn't Care What the Smithsonian Wants

At eighty, the musician-artist-playwright is still doing things his way. (He is worried about the year 4024, though.)

[Read More](#)



Entrepreneur

She Started a Side Hustle While Working 2 Jobs as a Line Cook for \$22 an Hour Combined ☹️ Now It's an 8-Figure Brand...

Ellen Bennett, founder of kitchenware brand Hedley & Bennett, had a big idea in 2012 ☹️ and the "willpower and chutzpah" to bring it to life.

[Read More](#)

