



What is it going to take to grow our population?

According to the data from the census bureau, last year the Dallas Metro Plex led the nation in population growth with nearly 150,000 new people. Big D was followed by Houston and then Austin, everyone else in the nation witnessed nowhere near as dramatic growth as our big three.

I have been thinking a lot about growing people in our community and I believe it comes down to four key areas: Procreation b Immigration b Innovation b Remediation.

Procreation b We need a younger population who are going to grow families. I have been looking into ideas around recruiting families like we recruit companies.

What would you tell a new family that is considering moving here?

Immigration b I met recently with a group of military retirees who had all chosen to move here after retirement, most of which never served here by the way. The consensus is that we are a great place for military retirees who not only bring their skills and talent, but also their retirement income and health care.

How would you go about recruiting this group of American heroes to our community?

Innovation b For me innovation means doing everything in our power, and I mean everything to grow **MSU Texas** and acquire a new permanent mission that expands **Sheppard Air Force Base**. When I say everything, I mean the kind of things that people from the outside look at us and think we are crazy, that kind of everything. There is nothing we can do that will create population growth at a scale that has a greater impact than to grow these titans of our economy.

What would you do to make the community more enticing to college students?

Remediation b At the Chamber we live by the concept of challenge and change your best every day.

No matter how good we were yesterday, that is now the assumed status quo. As we see the metroplex creep this way, what becomes clear is that the expectations of our community will be required to match the metro communities. The new high schools are a great example of matching expectations of the marketplace.

What do we need to upgrade to make the community more desirable to existing and potential new residents?

I would love to get your ideas / answers to these questions, send them my way at ron@wichitafallschamber.com.

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!

- [Nail Wellness by McGee Services](#) - 900 8th Street, Suite 100, Wichita Falls, Texas. March 25, from 1:00 p.m. to 2:00 p.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.
- [Gloss & Groom Barbershop & Salon](#) - 4022 Call Field Road, Suite 3, Wichita Falls, Texas. April 1, from 12:00 p.m. to 1:00 p.m.

Featured Events

DEFINING OUR CULTURE

April 10-11, 2024



Lunch & Break Sponsor

United
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FRANK & JOE'S
COFFEE HOUSE | ESTABLISHED 1889
WICHITA FALLS, TEXAS

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!

Military Matters

Well Wishes for Colonel Brad Orgeron

Earlier this month the [80th Flying Training Wing](#) (FTW) underwent a change of command, as [Colonel Mitchell Cok](#), 80th FTW Deputy Commander, assumed command. This change of command came earlier than expected as Colonel Brad Orgeron, Commander of the 80th FTW, was called to be the Primary Military Assistant to the Secretary of Defense. We would like to congratulate Colonel Orgeron on this next assignment, as well as thank him for his time as the Commander of the 80th Flying Training Wing and his support and engagement with the local community.



Hidden Gems for Month of the Military Child

Calling all military families: Join us for our next Hidden Gems event to celebrate Month of the Military Child (April) at [Crashworks STEAM Studio & Makerspace](#). This free event will be held at **Crashworks** on Saturday, April 6 from 2:00 p.m. to 4:00 p.m. The studio will be open for children to release their inner maker, as well as a few scheduled experiments. [Registration](#) for each child is required. Questions? Email kaycee@wichitafallschamber.com



JOIN US FOR THIS
FREE MILITARY
FAMILY EVENT AND
LET YOUR KID(S)
RELEASE THEIR INNER
MAKER

SATURDAY, APRIL 6
2:00-4:00 PM

CRASHWORKS
900 INDIANA AVE

RSVP REQUIRED
hgcrashworks.eventbrite.com

Jobs Board Highlights

Do you have a positive and warm personality? Are you dependable and able to work with minimal supervision? **Rathgeber Hospitality House** is hiring for a [House Manager](#). Apply today!

- [Accounting Assistant II](#) - **Midwestern State University**
- [Photographer](#) b **KAUZ News Channel 6**
- [Design Engineer](#) b **Delta T Thermal Solutions**
- [Security Guard](#) b **Sheppard Air Force Base**

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Entrepreneur

Do You Own or Manage Your Business With Family Members? Here Are 3 Essential Tips to Create Value Together.

How family entrepreneurship can create value across generations by drawing on a family's strengths to advance their business goals.

[Read More](#)

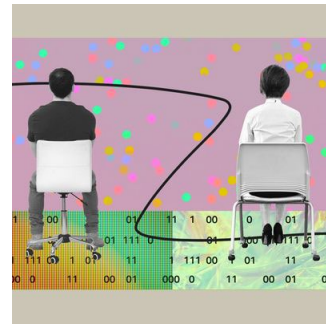


Harvard Business Review

GenAI Could Make Online Conversations More Civil

New research examines whether LLMs can teach people conflict-mediation techniques at scale.

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TIME

The UAE Is on a Mission to Become an AI Power

The tiny Gulf nation using oil wealth and its citizens' data is betting on AI to project influence beyond its borders

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