



Quote of the Day

Train people well enough so they can leave, treat them well enough so they don't want to.

- Richard Branson

Cool Things I Discovered

[The Whites](#) are a world-renowned bluegrass band. If you saw the movie *O Brother Where Art Thou* or ever listened to Emmylou Harris or Ricky Skaggs, you know the music of The Whites. A month or two ago at the Grand Ole Opry, you would have heard the testimony of The Whites' music legacy. "Hello, we are The Whites from Wichita Falls, Texas" would be the first words out of their mouths. Wichita Falls has made their mark on bluegrass through The Whites. Their amazing music is available on [Spotify](#), among other music platforms, I highly recommend them.

Sometimes we all need a [Peptoc](#). The Peptoc Hotline 707-8PEPTOC was a recent discovery of mine, where 5- to 10-year-olds present positive life advice and affirmations. Someone told me that when you are feeling deflated, this will reinflate you.

Appreciation is the superpower of great organizations. I recently drove by [Texoma Community Credit Union](#) where they proudly displayed a banner out front that said "Thank You Angie Ohmstede for 20 Years". I don't know Angie but I will bet the appreciation that she received made her feel special. Her family, friends and all of her customers were proud to know her and see her accomplish this major milestone.

Share with me what you are doing to show your team some love because I want to share it with the world. The first five people to respond will get copies of my latest book, *Uniquely You*. Send your shout outs to ron@wichitafallschamber.com.

What cool things are you discovering? I would love to hear from you.

Always Forward.

- Ron Kitchens

We Caught a Flight to FABTECH

FABTECH is North America's largest metal forming, fabricating, welding and finishing event. Last week Ron and Moriah partnered with Oncor and Team Texas, to market Wichita Falls to companies around the world looking to expand. They met with prominent site decision influencers, who represent companies from across the industry and were able to boast about our workforce and brainstorm ways to improve. We are excited about the potential opportunities this could bring to the Chamber!



Save the Date - December 7 for Leaderfest

You can become the leader that you and everyone else needs — in your personal life, at work and in your community. If you want to know more, check out leaderfest.us and see a few of our incredible speakers in the lineup. Are you interested in meeting “the most influential man in sports you’ve never heard of” or a woman who has left her mark on every children’s hospital in America? What about someone who is so bold and sure of their business that they said “no” to Mark Cuban on Shark Tank? Do you want to utilize the people in your organization to create a sustainable culture and development programs? Many of these remarkable speakers are published authors but hearing from them in person will be even better than their books. Get ready to be inspired!



Visionaries, dreamers, doers and catalysts. Where leaders come to learn.

December 7, 2023 | Wichita Falls, TX

Learn more and get tickets
at www.leaderfest.us.



Brought to you by



Chamber Happenings

New Member Mentions

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

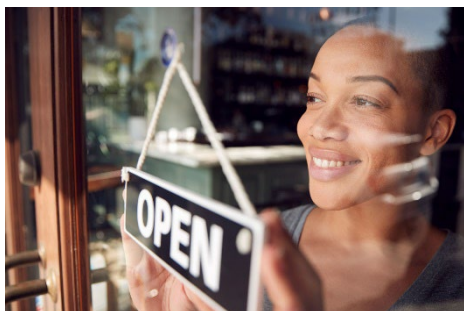
- [Luna's & Lely's Ice Cream LLC](#)
- [NobiliTea](#)
- [Arick's Landscaping and Lawn Care](#)

Featured Gold Coat Ambassador

The [Gold Coat Ambassadors](#) are a special group of Chamber members who proudly serve as representatives at our ribbon cuttings, grand openings and ground breakings. They also help recruit new Chamber members. Each week we want to highlight one member who serves in this position and sports a cowboy hat and distinguished gold coat. We will begin our series next week with Gold Coat member and local businessman Mark Barefield.

Limited Time Offer from Oncor

Oncor is offering an incentive of 50% off for small business customers completing lighting projects between August 16 and November 30, 2023. You must schedule a free energy assessment with a [service provider](#) no later than October 15 to be eligible. Additional information can be found at oncorsmallbusiness.com, by emailing oncorsbdi@icf.com or calling 469.467.4439.



Military Matters

Military Families: Welcome to the Community!

We're teaming up with [Blue Star Families](#) to host a welcome coffee for military families at [Starbucks on Southwest Parkway](#) on Wednesday, September 27 from 8:30 a.m. to 10:30 a.m. Stop by and enjoy a cup of coffee, while learning about Wichita Falls. Discover what we have to offer and hopefully make a new friend! Kids are welcome and crafts are available on a first-come, first-served basis.



7 Nations Represented at the Latest ENJJPT Graduation!

On Friday, September 8, the Euro-NATO Joint Jet Pilot Training (ENJJPT) program graduated 19 pilots in the class 23-08. These 19 pilots represented 7 different nations: Canada, Germany, the Netherlands, Romania, Turkey, the United Kingdom and the United States. Like the classes before them, class 23-08 also gave back to their community by donating \$964 to [Child Care Partners](#) and working 36-man hours with the [Wichita Falls Area Food Bank](#). Thank you and congratulations to all graduates!



Job Board Highlights

This Week's Featured Job

Do you love working with children and want to make a difference in their lives? Is developing young minds a passion of yours? The YMCA is in need of experienced [early childhood educators](#) that have a desire to promote childrens' social, emotional, physical and cognitive development. You can find this job as well as many others on the Chamber's [Job Board](#).

- [Classified II, Business Office/Evening PBX Operator](#), Vernon College
- [Transit Bus Driver](#), Midwestern State University
- [Debit Card and Compliance Specialist](#), First Bank
- [PRN Clinic RN](#), Texas Oncology
- [Sports Director](#), YMCA

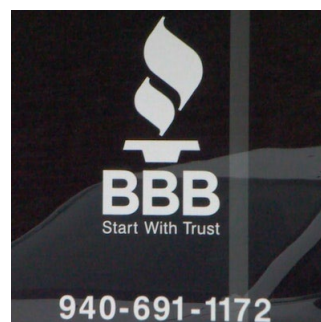
In Other News...

<https://www.newschannel6now.com>

Three Wichita Falls area business nominated for BBB award

The Better Business Bureau has nominated three Wichita Falls businesses for their BBB Torch Award for Ethics.

[Read More](#)

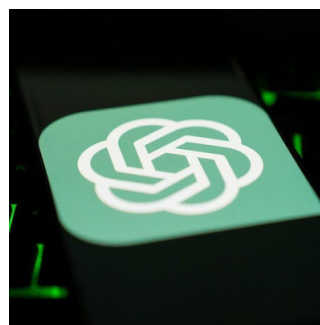


The Economist

Could OpenAI be the next tech giant?

What the business of AI's leading startup says about the technology's future

[Read More](#)



Harvard Business Review

How Do I Build My Network from Scratch?

How to get started with networking.

[Read More](#)



Isn't it time you joined the
Wichita Falls Chamber?

Start making the
right connections
today to take
your business to
the next level.



WICHITAFALLSCHAMBER.COM/ATTHEHEARTOFBUSINESS



Grow your business in
Wichita Falls.



Contact us at
940.723.2741 or wichitafallschamber.com.



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